

BUSD 1001: Informal Business Report Evaluation

Total: ___/65

Strong	Good	Ok	Weak	
				<p>Overall Organization and Structure (15 points)</p> <ul style="list-style-type: none"> • Within the set requirements stated in the assignment: 10-11 pages. • Everything is in 12-point Times New Roman and double-spaced. • Followed the stated report organization which includes a title page (includes student name, ID, class number and date of submission), table of contents (dot leaders are used), list of illustrations (if used), introduction, body paragraphs, conclusion, and references page. • Topic is explained in a logical step-by-step manner with clear transitions. • Compelling title.
				<p>Content (20 Points)</p> <ul style="list-style-type: none"> • Has a clear topic question or purpose statement. • Sufficient discussion, explanation, analysis. Report illustrates insight (i.e. answers that question ‘why does it matter.’). • Does not cover the topic generally or vaguely. • Conclusion paragraph is interesting and nonrepetitive.
				<p>Quotations and Evidence (10 Points)</p> <ul style="list-style-type: none"> • At least 2 credible sources are used and paraphrases, or quotes are appropriately placed in the report. Quotes are well-chosen to support, illustrate, and exemplify points. • Direct quotations are embedded in the sentence. • Any figures/statistics/tables/illustrations are explained in the body paragraphs (they are not thrown in without any explanation).
				<p>Use of APA format (10 Points)</p> <ul style="list-style-type: none"> • In-text and works cited page follow APA guidelines. • Any figures/graphs follow APA guidelines with a title and source information below the image.
				<p>Tone and Approach (5 Points)</p> <ul style="list-style-type: none"> • Gave appropriate background information for the audience. Including defining any key terms that aren’t common knowledge. • Appropriate voice for the audience the report is aimed at.
				<p>Grammar and Mechanics (5 Points)</p> <ul style="list-style-type: none"> • Proper spelling, punctuation, and grammar throughout the report. • Clear sentence structure, appropriate and effective sentence length. • Plain language is used.