Texas A&M International University
AR Sanchez School of Business: Writing Analytic Rubric

	Exemplary	Accomplished	Developing	Beginning	Unacceptable
	4	**3**	**2**	**1**	**0**
Focus (appropriate for level)	▪ Assignment topic is complete & clearly addressed ▪ Well-developed, interesting opening leads to central idea(s) ▪ Clear thesis stated from the outset ▪ Specific audience, occasion, or situation addressed with appropriate language	▪ Assignment is clearly addressed ▪ Effective, though less detailed opening leads to central idea(s) ▪ Clear thesis stated explicitly ▪ Awareness of audience, situation, & occasion	▪ Assignment is addressed ▪ Adequate opening leads to a central idea ▪ Thesis may not be immediately clear but is evident by the end of the piece ▪ Occasional awareness of audience, situation, & occasion	▪ Assignment is partially or unclearly addressed ▪ Rudimentary opening to writing sample ▪ Ambiguous or unclear thesis ▪ Little or no awareness of audience, situation, or occasion	▪ Assignment is not addressed ▪ No opening or intro ▪ Thesis not stated ▪ No awareness of audience, situation, or occasion
Organization & Development (appropriate for level)	▪ Consistently logical & effective paragraphing & structure ▪ Smooth, sophisticated transitions between & within paragraphs ▪ Body of paper provides convincing & detailed evidence/examples ▪ Effective, thorough discussion & explanation of topic ▪ Interesting, effective, insightful conclusion ▪ Exceptional higher order critical thinking appropriate for Business	▪ Usually logical & effective paragraphing & structure ▪ Mostly smooth transitions between & within paragraphs ▪ Detailed evidence/examples in body paragraphs with only occasional lapses ▪ Mostly convincing, competent discussion of topic ▪ Concludes paper effectively ▪ Frequent higher order critical thinking appropriate for Business	▪ Occasionally inconsistent logic or unclear paragraphing & structure ▪ Occasional transitions between & within paragraphs ▪ Body paragraphs contain adequate but inconsistent levels of detailed evidence ▪ General, occasionally convincing discussion of topic ▪ Concludes adequately ▪ Adequate higher order critical thinking appropriate for Business	▪ Rarely logical, mostly ineffective paragraphing ▪ Awkward or missing transitions between & within paragraphs ▪ Inadequate evidence/ examples in body paragraphs or confusing explanations ▪ Rarely convincing discussion of topic ▪ Weak/mechanical/incomplete conclusion ▪ Infrequent higher order critical thinking appropriate for Business	▪ No logic and no paragraphing ▪ No transitions ▪ Body paragraphs provide random or no evidence, discussion, or explanation ▪ Ineffective, unconvincing discussion of topic ▪ Missing, ineffective, dull, incoherent, or irrelevant ending ▪ Lacks higher order critical thinking appropriate for Business

Style & Sentence Structure (appropriate for level)	▪ Sophisticated, effective, appropriate diction ▪ Sophisticated, varied sentence length and structure ▪ Consistent tone and appropriate voice ▪ Consistently smooth, clear, readable syntax ▪ Free of sentence faults and errors ▪ No wordiness	▪ Usually sophisticated, mostly accurate diction ▪ Frequently varied sentence length & structure ▪ Usually consistent tone and voice ▪ Frequently smooth, clear, readable syntax ▪ Infrequent errors ▪ Little wordiness	▪ Unsophisticated but generally accurate diction ▪ Some variety in sentence length and structure ▪ Occasionally inconsistent tone and voice ▪ Clear, occasionally tangled syntax ▪ Occasional errors ▪ Some wordiness	▪ Often limited, frequently imprecise diction ▪ Mostly simple, rarely varied sentence length and structure ▪ Frequently inconsistent tone inappropriate voice ▪ Distracting, unidiomatic expressions & syntax ▪ Frequent errors ▪ Wordy	▪ Limited, imprecise diction prevents communication of complex ideas ▪ Unsophisticated or no variation in sentence length & structure ▪Inconsistent, inappropriate tone and voice ▪ Unreadable ▪ Widespread errors ▪ Excessive wordiness
Grammar & Mechanics (appropriate for level)	▪ Free of grammatical errors ▪ Free of mechanical errors ▪ Appropriate/correct format ▪ Consistently uses correct verb tense	▪ Few grammatical errors ▪ Infrequent usage and mechanical errors ▪ Appropriate/correct format ▪ Usually uses correct verb tense	▪ Some grammatical errors ▪ Some usage or mechanical errors ▪ Appropriate/correct format ▪ Frequently does not use correct verb tense	▪ Distracting number of grammatical errors ▪ Distracting number of usage or mechanical errors ▪ Incorrect format ▪ Often does not use correct verb tense	▪ Excessive errors in grammar or mechanical conventions ▪ Distorted, obscured, or incomprehensible meaning ▪ Inappropriate/incorrect format ▪ Little or no use of correct verb tense
Research (appropriate for level)	▪ Consistently uses reliable, relevant, appropriate primary sources ▪ Consistently & correctly cites sources following Chicago or APA Style Manual ▪ Consistently uses appropriate documentation ▪ Complete absence of plagiarism ▪ Thoughtful, insightful, effective synthesis of writer's ideas using information from sources	▪ Frequently uses reliable, relevant, appropriate primary sources ▪ Infrequent errors citing sources following Chicago or APA Style Manual ▪ Few lapses in use of appropriate documentation ▪ Complete absence of plagiarism ▪ Frequent insightful synthesis of writer's ideas using information from sources	▪ Uses primary most of which are reliable, relevant, and appropriate ▪ Occasional errors citing sources following Chicago or APA Style Manual ▪ Occasional lapses in use of appropriate documentation ▪ Complete absence of plagiarism ▪ Some effective synthesis of writer's ideas using information from sources	▪ Uses frequently unreliable or irrelevant primary sources ▪ Frequent errors citing sources following Chicago or APA Style Manual ▪ Frequent lapses in use of appropriate documentation ▪ Complete absence of plagiarism ▪ Unsuccessfully attempts to synthesize writer's ideas using information from sources	▪ Lacks sources or uses unreliable, irrelevant, inappropriate primary sources ▪ Missing citations and has widespread errors citing sources following Chicago or APA Style Manual ▪ Little or no use of appropriate documentation ▪ Evidence of plagiarism ▪ No synthesis of writer's ideas using information from sources