

EMBA Learning Goals
Goal 5: Communications

MBA-E Goal 5: (Communication) Graduates will be able to communicate effectively, both orally and in writing.

Objective 1: To have the ability to speak effectively in a business setting. **(Written Communication)**

Traits for Objective 1: In a course, the student should be able to make an oral presentation that achieves the following:

1. Is well organized and follows a logical order.
2. Presents the main relevant information.
3. Has clear points that are well supported by relevant evidence or reasons.
4. Is delivered grammatically with appropriate tone and professional manner.
5. Makes appropriate and effective use of use of any media.
6. Answers all questions correctly and directly.

Objective 1 Traits	Below Expectations (1)	Meet Expectations (2)	Exceeds Expectations (3)
Organization	The organization is not wholly clear and/or not in logical order.	The organization is reasonably clear and logical.	The organization is clear and logical.
Content	Some important information is not presented.	Much of the relevant information is presented.	Most of the relevant information is presented.
Support	The main points are not clearly presented and/or supported.	The main points are reasonably well presented and supported.	The main points are clearly presented and supported.
Tone and Manner	An inappropriate level of formality or commitment is exhibited.	A reasonably appropriate level of formality and commitment is exhibited.	An appropriate level of formality and commitment is exhibited.
Use of Media	The use of any media is significantly inappropriate and/or ineffective.	The use of any media is reasonably appropriate and effective.	The use of any media is wholly appropriate and effective.
Questions	Answers to questions are significantly irrelevant and/or incomplete.	Answers to questions are reasonably relevant and complete.	Answers to questions are significantly irrelevant and/or incomplete.

Objective 2: To have the ability to write effective business documents. **(Oral Communication)**

Traits for Objective 2: In a course, the student should be able to write a paper that achieves the following:

1. States a clear, significant thesis.
2. Supports the thesis with strong evidence or reasons.
3. Is well organized and follows a logical order.
4. Has an appropriate voice and tone.
5. Uses good sentence and paragraph structure.
6. Has proper spelling, punctuation, and grammar.

Objective 2 Traits	Below Expectations (1)	Meets Expectations (2)	Exceeds Expectations (3)
Thesis	The thesis lacks significance and/or is not clearly stated.	The thesis is reasonably significant and clearly stated.	A significant thesis is clearly stated.
Support	The thesis is significantly lacking in support by evidence or reasons.	The thesis is reasonably well supported by evidence or reasons.	The thesis is strongly supported by evidence or reasons.
Organization	The organization is not clear and/or not in logical order.	The organization is reasonably clear and logical.	The organization is clear and logical.
Voice and Tone	The level of formality and/or commitment is inappropriate.	The level of formality and commitment is reasonably appropriate.	The level of formality and commitment is wholly appropriate.
Writing	Sentences and paragraphs are not always well structured.	Sentences and paragraphs are reasonably well structured.	Sentences and paragraphs are well structured.
Conventions	Too many spelling, punctuation, and grammatical errors are present.	Very few spelling, punctuation, and grammatical errors are present.	Correct spelling, punctuation, and grammar are used.