

**SHSU College of Business Administration Oral Presentation Rubric**

Name: \_\_\_\_\_ Date: \_\_\_\_\_ Assignment: \_\_\_\_\_ Evaluator: \_\_\_\_\_

<b>Performance Element</b>	<b>Criteria</b>	<b>Exceeds Expectations</b>	<b>Meets Expectations</b>	<b>Below Expectations</b>			
<b>Opening</b> <ul style="list-style-type: none"> <li>• Attention</li> <li>• Purpose</li> <li>• Benefits</li> <li>• Overview</li> </ul>	<input type="checkbox"/> Gains audience’s attention with a startling statement, anecdote, question, or quotation and establishes common ground.	(9-10 points)	(7-8 points)				
	<input type="checkbox"/> Identifies benefit to audience and the rhetorical purpose of the presentation.						
	<input type="checkbox"/> Provides a general overview of the topics to be covered, notes the expected length of the presentation, suggests a plan for handling questions, and asks for affirmation.						
	<b>Body</b> <ul style="list-style-type: none"> <li>• Organization</li> <li>• Audience-Centered Content</li> <li>• Persuasion – Credibility</li> <li>• Persuasion – Logic</li> <li>• Persuasion - Emotion</li> </ul>	<input type="checkbox"/> Uses pattern of organization that is appropriate, clear, and logical; uses transitions, signposts, and internal summaries to make the presentation easy to follow.	(53-60 points)	(46-53 points)			
<input type="checkbox"/> Provides three + trustworthy citations/references/testimonies							
<input type="checkbox"/> Uses appropriate facts, evidence, data, or financial analysis to support argument and data; interprets meaning and draws conclusions .							
<input type="checkbox"/> Uses multiple methods – story, psychological principle, or audience involvement							

<b>Closing</b> <ul style="list-style-type: none"> <li>• Summary</li> <li>• Call to Action</li> <li>• Memorable Ending</li> </ul>	<input type="checkbox"/> Summarizes main points and reinforces central idea of presentation.	(9-10 points)	(7-8 points)	(<7 points)
	<input type="checkbox"/> Asks for specific, realistic action in a direct manner, suggests timeline, restates benefits.			
	<input type="checkbox"/> Ends on strong, memorable note and links back to opening.			
<b>Use of Powerpoint and Media</b> <ul style="list-style-type: none"> <li>• Concentration</li> <li>• Clarity</li> <li>• Consistency</li> <li>• Correctness</li> <li>• Control</li> </ul>	<input type="checkbox"/> One major point per visual; titles tell the story for charts and graphs.	(9-10 points)	(7-8 points)	(<7 points)
	<input type="checkbox"/> Easy to read; uses 6 x 6 rule; simple charts/graphs; appropriate use of “white space.”			
	<input type="checkbox"/> Consistent font type, clip art, or photo style, and use of upper/lower case.			
	<input type="checkbox"/> Free of mechanical errors			
	<input type="checkbox"/> Uses multiple techniques to control delivery of information (e.g., animation, handouts)			
<b>Delivery</b> <ul style="list-style-type: none"> <li>• Physical Appearance</li> <li>• Eye Contact</li> <li>• Poise and Confidence</li> <li>• Voice</li> <li>• Enthusiasm</li> </ul>	<input type="checkbox"/> Men: Dress shirt/tie; slacks, sport coat Women: Tailored jacket, skirt, or slacks	(9-10 points)	(7-8 points)	(<7 points)
	<input type="checkbox"/> Maintains eye contact; seldom refers to slides except in content transitions.			
	<input type="checkbox"/> Engaging: uses conversational tone, modulates voice.			
	<input type="checkbox"/> Engaging: Uses gestures and expressions to enhance the presentation; looks comfortable and natural.			
	<input type="checkbox"/> Projects a feeling of enthusiasm about the topic combined with a high energy delivery.			