

This rubric is a sample provided by the Department of Chinese and Bilingual Studies (PolyU)

Task/ Assessment: Students in group work on lobbying and negotiating to launch a pilot scheme in a major external corporate branding programme.

Assessment Rubric: A Oral Presentation Assessment - 40%

A. On the side of panel speakers (25%)

| | | Outstanding | Very satisfactory | Satisfactory | Barely satisfactory | Unsatisfactory |
|--|----|--|---|---|---|---|
| Score-grade equivalence (Criteria/ Weighting) | | A, A+ 35.1 – 40.0 | B , B+ 28.1 – 35.0 | C, C+ 24.1 – 28.0 | D, D+ 20.1 – 24.0 | F 0.0 – 20.0 |
| Content, Effectiveness & Organization | 8% | <ul style="list-style-type: none"> - Outstanding topical relevance to the internal corporate stakeholders reviewing the proposed external corporate branding programme; - Ideas and arguments are superbly coherent; - Highly effective use of persuasive, lobbying and negotiation skills. | <ul style="list-style-type: none"> - Strong topical relevance to the internal corporate stakeholders reviewing the proposed external corporate branding programme; - Ideas and arguments are effectively coherent; - Effectively use of persuasive, lobbying and negotiation skills. | <ul style="list-style-type: none"> - Satisfactory topical relevance to the internal corporate stakeholders reviewing the proposed external corporate branding programme; - Ideas and arguments are adequately coherent; - Satisfactory use of persuasive, lobbying and negotiation skills. | <ul style="list-style-type: none"> - Marginal topical relevance to the internal corporate stakeholders reviewing the proposed external corporate branding programme; - Ideas and arguments are marginally coherent; - Marginally use of persuasive, lobbying and negotiation skills. | <ul style="list-style-type: none"> - Weak topical relevance to the internal corporate stakeholders reviewing the proposed external corporate branding programme; - Ideas and arguments are poorly coherent; - Weakly use of persuasive, lobbying and negotiation skills. |
| | 6% | <ul style="list-style-type: none"> - Superb command of accuracy and fluency; - Superb choices of register and style. | <ul style="list-style-type: none"> - Effective command of accuracy and fluency; - Effective choices of register and style. | <ul style="list-style-type: none"> - Adequate command of accuracy and fluency; - Adequate choices of register and style. | <ul style="list-style-type: none"> - Barely adequate command of accuracy and fluency; - Barely adequate choices of register and style. | <ul style="list-style-type: none"> - Inadequate command of accuracy and fluency; - Inadequate choices of register and style. |

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|---|----|---|--|---|--|---|
| Nonverbal Delivery | 6% | <ul style="list-style-type: none"> - Superb command of body Language (Eye contact, Facial expressions, Gesture, Posture, etc); - Superbly use of paralanguage (Volume, Pitch, Rate, Emphasis, etc.); - Superb use of Multimedia Aids | <ul style="list-style-type: none"> - Effective command of body Language (Eye contact, Facial expressions, Gesture, Posture, etc); - Effectively use of paralanguage (Volume, Pitch, Rate, Emphasis, etc.); - Effective use of Multimedia Aids | <ul style="list-style-type: none"> - Adequate command of body Language (Eye contact, Facial expressions, Gesture, Posture, etc); - Adequately use of paralanguage (Volume, Pitch, Rate, Emphasis, etc.); - Adequate use of Multimedia Aids | <ul style="list-style-type: none"> - Barely adequate command of body Language (Eye contact, Facial expressions, Gesture, Posture, etc); - Barely adequate use of paralanguage (Volume, Pitch, Rate, Emphasis, etc.); - Barely adequate use of Multimedia Aids | <ul style="list-style-type: none"> - Inadequate command of body Language (Eye contact, Facial expressions, Gesture, Posture, etc); - Inadequate use of paralanguage (Volume, Pitch, Rate, Emphasis, etc.); - Inadequate use of Multimedia Aids |
| Replies to strategic questions/ criticisms from external stakeholders | 5% | <ul style="list-style-type: none"> - Superbly confident, informative and tactful responses to critical comments from external stakeholders; - Strong evidence of persuasive appeals of Ethos, Logos and Pathos. | <ul style="list-style-type: none"> - Effective confident, informative and tactful responses to critical comments from external stakeholders; - Quite strong evidence of persuasive appeals of Ethos, Logos and Pathos. | <ul style="list-style-type: none"> - Adequate confident, informative and tactful responses to critical comments from external stakeholders; - Adequate evidence of persuasive appeals of Ethos, Logos and Pathos. | <ul style="list-style-type: none"> - Barely adequate confident, informative and tactful responses to critical comments from external stakeholders; - Weak evidence of persuasive appeals of Ethos, Logos and Pathos. | <ul style="list-style-type: none"> - Inadequate confident, informative and tactful responses to critical comments from external stakeholders; - Very weak evidence of persuasive appeals of Ethos, Logos and Pathos. |

B. On the side of floor reporters (15%)

| | | Outstanding | Very satisfactory | Satisfactory | Barely satisfactory | Unsatisfactory |
|--|----|---|--|--|--|--|
| Score-grade equivalence (Criteria/ Weighting) | | A, A+ 35.1 – 40.0 | B , B+ 28.1 – 35.0 | C, C+ 24.1 – 28.0 | D, D+ 20.1 – 24.0 | F 0.0 – 20.0 |
| Content, Effectiveness & Organization | 7% | <ul style="list-style-type: none"> - Outstanding topical relevance to the internal corporate stakeholders reviewing the proposed external corporate branding programme; - Ideas and arguments are superbly coherent; - Highly effective use of strategic questioning and negotiation skills. | <ul style="list-style-type: none"> - Strong topical relevance to the internal corporate stakeholders reviewing the proposed external corporate branding programme; - Ideas and arguments are effectively coherent; - Effectively use of strategic questioning and negotiation skills. | <ul style="list-style-type: none"> - Satisfactory topical relevance to the internal corporate stakeholders reviewing the proposed external corporate branding programme; - Ideas and arguments are adequately coherent; - Satisfactory use of strategic questioning and negotiation skills. | <ul style="list-style-type: none"> - Marginal topical relevance to the internal corporate stakeholders reviewing the proposed external corporate branding programme; - Ideas and arguments are marginally coherent; - Marginally use of strategic questioning and negotiation skills. | <ul style="list-style-type: none"> - Weak topical relevance to the internal corporate stakeholders reviewing the proposed external corporate branding programme; - Ideas and arguments are poorly coherent; - Weakly use of strategic questioning and negotiation skills. |
| Verbal Delivery | 4% | <ul style="list-style-type: none"> - Superb command of accuracy and fluency; - Superb choices of register and style. | <ul style="list-style-type: none"> - Effective command of accuracy and fluency; - Effective choices of register and style. | <ul style="list-style-type: none"> - Adequate command of accuracy and fluency; - Adequate choices of register and style. | <ul style="list-style-type: none"> - Barely adequate command of accuracy and fluency; - Barely adequate choices of register and style. | <ul style="list-style-type: none"> - Inadequate command of accuracy and fluency; - Inadequate choices of register and style. |
| Nonverbal Delivery | 4% | <ul style="list-style-type: none"> - Superb command of body Language (Eye contact, Facial expressions, Gesture, Posture, etc); - Superbly use of paralanguage (Volume, Pitch, Rate, Emphasis, etc.) | <ul style="list-style-type: none"> - Effective command of body Language (Eye contact, Facial expressions, Gesture, Posture, etc); - Effectively use of paralanguage (Volume, Pitch, Rate, Emphasis, etc.) | <ul style="list-style-type: none"> - Adequate command of body Language (Eye contact, Facial expressions, Gesture, Posture, etc); - Adequately use of paralanguage (Volume, Pitch, Rate, Emphasis, etc.) | <ul style="list-style-type: none"> - Barely adequate command of body Language (Eye contact, Facial expressions, Gesture, Posture, etc); - Barely adequate use of paralanguage (Volume, Pitch, Rate, Emphasis, etc.) | <ul style="list-style-type: none"> - Inadequate command of body Language (Eye contact, Facial expressions, Gesture, Posture, etc); - Inadequate use of paralanguage (Volume, Pitch, Rate, Emphasis, etc.) |