

My Favorite Assignment Montreal 2011/BCQ 2012 Business Communication Quarterly Author's Template

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| <p>1. Title: The Infamous Statement of Problem—or Please Dr. Luck, Just Let me Fail this Thing and get on with my life.</p> <p>2. Genre (e.g. Role Play; Client Communication Plan; In-class exercise, etc.): Written assignment</p> |
| <p>3. Author's name Susan L. Luck, PhD</p> |
| <p>4. Affiliation Pfeiffer University</p> |
| <p>5. Brief overview of assignment (50 to 150 words) Students are to identify a communication problem that they encounter daily at work; they then are to imagine I am their boss's boss and am willing to listen to their complaint. They are to outline the specifics of the problem, show why it is a problem, and then show why I, the boss's boss, should care. They need to show the financial and psychological implications in detail of the problem on the organization. Finally, they are to offer a solution to the problem and show me why that solution works—and do all of that in no more than four pages. This assignment requires many revisions as students learn to present critical analysis in a clear, concise concrete, detailed, and well-written manner.</p> |
| <p>6. Target learners (e.g. Year in school; executive education) MBA-working adults with full-time jobs</p> |
| <p>7. Learning objectives (e.g. Two or three maximum of one sentence)</p> <ul style="list-style-type: none">• Learn to think critically and more globally about problems they encounter at work• Learn to present that analysis in a clear, concise manner• Learn to write correctly and concretely for a particular audience |
| <p>8. Time to complete the assignment 3 weeks initially</p> |
| <p>9. Materials, equipment, special considerations (Short list) Word processor</p> |
| <p>10. Evaluating outcomes/grading (Measures of objectives) Students receive two grades on the assignment: the content grade is worth 50% of the final assignment grade and the mechanics grade is worth 50% of the final assignment grade. For the mechanics section, the rubric begins with a score of 100 and subtracts one point per error in grammar, mechanics, and usage conventions that we have discussed in class.</p> <p>The content rubric follows below:</p> |

An exceptional and excellent paper has the following features; it earns an A:

- ★ Has a clear and consistent focus
- ★ Has a logical and masterful organization
- ★ Uses transitions to connect ideas
- ★ Supports ideas well with details, quotes, examples, and other evidence
- ★ Answers all 5 Ws
- ★ Exhibits well-formed sentences varying in structure
- ★ Exhibits a rich yet concrete vocabulary, including precise language that is appropriate for the audience of the paper
- ★ Requires no rereading for the audience to understand the message completely

A commendable paper has the following features; it earns a B+:

A B+ paper has the same general features of organization and effective elaboration as an A paper, but it represents a somewhat less accomplished performance. It may, for example,

- ★ Lack the depth and logical precision of a A paper in presenting argument and evidence
- ★ Exhibit appropriate sentence variety and vocabulary but lack the control and precision of an A paper

A proficient paper has the following features; it earns a B:

- ★ Has a fairly clear focus that may occasionally be clouded
- ★ Show organization but relationships between ideas may sometimes be difficult to understand
- ★ Only superficially develops ideas and may contain evidence that lacks effect
- ★ Has complete and varied sentences most of the time
- ★ Meets the assignment and the question posed

A basic paper has the following features; it earns a C:

- ★ Has a vague focus and may contain irrelevant details or digressions
- ★ Shows an attempt at organization but connections between ideas are difficult to understand
- ★ Lacks important supporting evidence or the evidence cited does not sufficiently develop ideas
- ★ Show little sentence variety
- ★ Approaches the assignment but does not meet it

10. Evaluating outcomes/grading (Measures of objectives)

Students receive two grades on the assignment: the content grade is worth 50% of the final assignment grade and the mechanics grade is worth 50% of the final assignment grade. For the mechanics section, the rubric begins with a score of 100 and subtracts one point per error in grammar, mechanics, and usage conventions that we have discussed in class.

The content rubric follows below:

An exceptional and excellent paper has the following features; it earns an A:

- ★ Has a clear and consistent focus
- ★ Has a logical and masterful organization
- ★ Uses transitions to connect ideas
- ★ Supports ideas well with details, quotes, examples, and other evidence
- ★ Answers all 5 Ws
- ★ Exhibits well-formed sentences varying in structure
- ★ Exhibits a rich yet concrete vocabulary, including precise language that is appropriate for the audience of the paper
- ★ Requires no rereading for the audience to understand the message completely

A commendable paper has the following features; it earns a B+:

A B+ paper has the same general features of organization and effective elaboration as an A paper, but it represents a somewhat less accomplished performance. It may, for example,

- ★ Lack the depth and logical precision of a A paper in presenting argument and evidence
- ★ Exhibit appropriate sentence variety and vocabulary but lack the control and