

Category	Scoring Criteria	Total Points	Score
Organization (30 points)	The book selection is appropriate for the topic and audience.	10	
	Information is presented in a logical sequence.	10	
	Presentation appropriately cites requisite number of references.	10	
Content (75 points)	Introduction is attention-getting, lays out the problem well, and establishes a framework for the rest of the presentation.	5	
	Technical terms are well-defined in language appropriate for the target audience.	5	
	Presentation contains accurate information and ties to the material we've covered thus far in our course.	20	
	Material included is relevant to the overall message/purpose.	20	
	Appropriate amount of material is prepared, and points made reflect well their relative importance.	20	
	There is an obvious conclusion summarizing the presentation.	5	
Presentation (45 points)	Speaker communicates the content with peers at an appropriate MBA level.	10	
	Speaker uses a clear, audible voice.	5	
	Delivery is poised, controlled, and smooth.	5	
	Good language skills and pronunciation are used.	5	
	Length of presentation is within the assigned time limits.	10	
	Information was well communicated.	10	
Score	Total Points	150	