

Expectations for Written and Oral Communication

Introduction:

For the Sophomore-Junior Diagnostic Project in Accounting, you will collaborate on a team-based research project, preparing a financial analysis report for a publicly traded corporation. The standards below serve as the evaluation criteria for the project. Regular review of these expectations will help you to keep them in mind as you prepare the written and oral portions of your presentation.

Expectations for Written Communication

Content:

- Purpose is clearly stated.
- Thesis is logically developed.
- Conclusions are well supported.
- Content is adequately documented.
- Quantity and quality of references are appropriate.

Organization:

- Your outline has an effective overall structure.
- Your outline has an interesting introduction and conclusion.
- Body of your outline flows well from point to point.
- Your outline contains good topic sentences and well-constructed paragraphs.

Language:

- Your outline illustrates conciseness, correctness, and precision in word choice.
- Your outline's content is written with clear meanings and without bias.
- Your outline uses the proper formal tone.
- Your outline takes a fresh, imaginative approach when appropriate.

Technicalities:

- Your outline is error-free, refined, and attractive.
- Your outline uses correct grammar, punctuation, and spelling.

Expectations for Oral Communication

Content:

- Purpose of your oral presentation:
 - is clearly stated,
 - is understandable to the audience, and
 - is relevant to the presentations of your teammates
- The content is logically developed.
- Conclusions are well supported, complete, and accurate.
- Use relevant and effective computer and/or other visual aids.

Organization:

- Your oral presentation includes an interesting introduction, well-developed main section, and credible conclusion.
- Your oral presentation flows well from point to point.
- Clear transitions between speakers are used.

Presentation Style: As a speaker, you:

- Use conciseness, correctness, and precision in word choice,
- Use the proper formal tone and “voice” for the presentation.
- Incorporate an energetic approach where appropriate.
- Use correct grammar, good diction, and polished language.
- Use visual aids that enhance your presentation.

Presentation Delivery: As a speaker, you:

- Maintain eye contact with the audience.
- Use appropriate gestures and avoids distracting mannerisms.
- Employ effective voice inflection.
- Are dressed appropriately in business attire. Ask me if you are uncertain.
- Exhibit good posture, and occasionally moves around the room.