Scoring Written Deliverables
wayne.smith@csun.edu
[updated: Sunday, March 16, 2008]

Course: *BUS 550*
Title: *The Contemporary Firm* (3 units)

"Marketing is not an isolated function; it is the whole business as seen from the customer's point of view."
---Peter Drucker (1909-2005)

Introduction

The purpose of this document is to enumerate how writing portion of the written assignments are scored. Students will lose points for not following the instructions below. Stronger writers allocate sufficient time (both lead time and re-writing time) to deliver quality work.

The percentages for each section indicate the percent that is deducted from the content portion of the score. The percentages in each category are added together before the overall deduction.

There may be situations where a student requires more writing assistance than the instructor can provide. In those cases, the instructor will write "WC" at the top of the paper. At this point, the student has obtained a score of zero. The student must 1), visit the instructor during scheduled office hours to obtain clarification regarding the writing anomalies, 2), visit the CSUCI Writing Center (WC) for assistance, 3), re-write the paper, and 4), re-submit the paper. At this point, the paper will be re-graded. No late penalty will be incurred.

If this document is unclear, please contact the instructor.

"Requirements for Written Deliverables" (10%)

No errors in this category. That is, no errors that are specifically identified within this document.

"A *Management* Writer's Reference" (10%)

No more than one individual error in this category. That is, no more than one error that is specifically identified within this document.

"Management Vocabulary" (10%)

No errors in this category. That is, no errors that are specifically identified within this document.

Composing and Revising (10%)

No errors in this category. Common errors in this category include lack of appropriate paragraph breaks and non-existent or weak topic sentences.

Sentence Style (10%)

No errors in this category. Common errors in this category include sudden shifts in verb tense and lack of sentence variety.

General Word Choice (10%)

No errors in this category. Common errors in this category include missing words, double words, incorrect suffixes, and incorrectly spelled words (including homonyms).

Grammatical Sentences (10%)

No errors in this category. Common errors in this category include subject-verb agreement and irregular verbs.

Punctuation (10%)

No errors in this category. Common errors in this category include missing commas and semi-colons.

Mechanics (10%)

No errors in this category. Common errors in this category include spelling, hyphenation, capitalization, abbreviations, and numbers.