The following scoring guidelines will be used to evaluate the writing component of business assignments:

**Quality of Ideas:**
Range and depth of argument; logic of argument; quality of research or original thought; appropriate sense of complexity of the topic; appropriate awareness of opposing views

**Organization and Development:**
Effective title; clarity of thesis statement; logical and clear arrangement of ideas; effective use of transitions; unity and coherence of paragraphs; good development of ideas through supporting details and evidence

**Clarity of Style:**
Ease of readability; appropriate voice, tone and style for assignment; clarity of sentence structure; gracefulness of sentence structure; appropriate variety and maturity of sentence structure

**Sentence Structure:**
Grammatically correct sentences; absence of comma splices, run-ons, fragments; absence of usage and grammatical errors; accurate spelling; careful proofreading; attractive and appropriate manuscript form