Excerpt from a Simple Rating Scale

Employer’s Final Performance Evaluation of Knowledge, Skills, and Attitude (KSAs)

of: ________________________________

Dear Employer:
The College of Business Economics (CBE) understands the need for its graduates to be broadly trained and ready to perform immediately upon entering the job market, both as individuals and in teams. Therefore, its curriculum contains concrete, measurable, and attainable objectives throughout. As a result, each CBE gradate is expected to perform successfully in the following areas of Knowledge, Skills, and Attitudes.

Please rate your intern or employee's performance only on the areas that apply to his/her job.

The rating scale is: 5=Excellent; 4=Good; 3=Satisfactory; 2=Fair; 1=Poor; N/A=Not Applicable

Excerpt:

1. Write articulate, persuasive, and influential business reports, proposals, and letters
2. Make articulate, persuasive, and influential individual and team presentations
3. Develop graphic, spreadsheet, and financial analysis support for position taken
4. Display presentation skills
5. Generate appropriate visual aids
6. Use correct written structure, spelling, grammar, and organization
7. Articulate another's viewpoint through verbal and nonverbal cue interpretation
8. Resolve interpersonal and team conflicts
9. Negotiate effectively
10. Use problem-solving techniques
11. Use adaptable, flexible thinking
12. Use critical thinking to produce comprehensive, supported, integrated conclusions
13. Use creative thinking methods to produce ideas
14. Distinguish fact from opinion, and critical from non-critical information
15. Develop several workable solutions to a problem
16. Show common sense
17. Demonstrates continuous learning (learning to learn)

Source: College of Business and Economics, Towson University, November 2001. Adapted with permission

Some of the other characteristics that could be evaluated in the manner shown in Figure 7 include:

- Technology
- Ethics and Values
- Business Disciplinary Content
- Leadership, Entrepreneurship
- Diversity - International and Demographic
- Practical Excellence
- Job Experience and Career Development

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