# MBA Application Essay Scoring Rubric

| Criteria | Benchmark | Points Available |
|---|---|---|
| **1. Ideas** | Writing successfully presents the topic in a novel or unique way. Writing includes excellent and specific concrete detail and insightful commentary. | 10 |
| **2. Organization** | Writing has a compelling and logical flow of ideas. | 10 |
| **3. Topic Sentences and Transitions** | Paragraphs have focused and poignant topic sentences and smooth, almost seamless transitions. | 5 |
| **4. Description** | Writing consistently and effectively shows rather than tells through specific and vivid details. | 5 |
| **5. Voice** | Writing reveals your unique personality and view of the world, leaving the reader to want to know more about who you are. | 5 |
| **6. Word Choice** | Writing uses words that are striking and fresh but natural, varied, and vivid. | 5 |
| **7. Grammar Usage and Sentence Fluency** | Writing uses proper grammar. Sentences flow well and vary in construction and length. | 5 |
| **8. Spelling and Punctuation** | Writing uses correct punctuation and spelling | 5 |

| Earned Points |
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