

Checklist: 16 Proven Fixes for the Biggest Communication Challenges in Business Communication Courses

Instructors of business communication often face challenges in fostering effective and engaging learning environments. One significant obstacle is communication breakdowns—instances where key messages between instructors and students are misunderstood or overlooked. This checklist outlines 16 common communication challenges and provides proven methods for overcoming them.

- ☐ 1. Misalignment of Expectations Between Instructors and Students
- ☐ 2. Inconsistent Feedback on Assignments
- ☐ 3. Lack of Opportunities for Active Learning
- ☐ 4. Limited Opportunities for Practice and Application
- ☐ 5. Ignoring Cultural Communication Differences
- ☐ 6. Lack of Attention to Communication Ethics
- ☐ 7. Limited Opportunities for Feedback and Revision
- ☐ 8. Ignoring the Importance of Visual Communication
- ☐ 9. Ignoring the Importance of Nonverbal Communication
- ☐ 10. Lack of Emphasis on Communication for Different Audiences
- ☐ 11. Ignoring the Role of Technology in Communication
- ☐ 12. Ignoring the Importance of Storytelling
- ☐ 13. Ignoring the Importance of Research and Information Literacy
- ☐ 14. Ignoring the Importance of Visual Aids
- ☐ 15. Ignoring the Importance of Public Speaking Skills
- ☐ 16. Ignoring the Importance of Professional Communication in the Workplace

Key Takeaway: Addressing communication breakdowns in business communication courses is essential for creating effective, inclusive, and engaging learning environments. This checklist serves as a practical guide for instructors to identify, address, and resolve the most common communication challenges their students face. By implementing these strategies, educators can significantly enhance student learning outcomes and readiness for professional communication roles.

WHY AI LITERACY IS THE NEW CORE COMPETENCY IN BUSINESS COMMUNICATION

1 THE COMMUNICATION LANDSCAPE HAS CHANGED



FROM EMAILS TO ALGORITHMS, THE NEW COMMUNICATION FRONTIER.

- Tools like ChatGPT, Grammarly, and Hemingway Editor are commonly used.
- Professionals must know how AI affects clarity, tone, and credibility.

COMMUNICATORS WHO CAN'T USE AI WILL FALL BEHIND

- AI is used in writing proposals, summarizing meetings, and generating visual content.
- Resumes, presentations, and email are increasingly AI-assisted.
- AI-savvy communicators are faster sharper, and more effective.

2 AI TOOLS ARE THE NEW WORKPLACE NORM

COMMUNICATORS WHO CAN'T USE AI WILL FALL BEHIND



- Miss faster, smarter messaging their competitors already mastered.
- Lose relevance in AI-powered business environments.
- Fall behind in speed, scale, and strategic insight.

3 EMPLOYERS ARE DEMANDING AI FLUENCY



JOB-READY MEANS AI-READY

- Job postings increasingly list "AI communication skills"
- Candidates must understand prompts, feedback loops, and ethical AI use.
- Interviews are increasing AI-analyzed for nonverbal cues, behavior and personality insights, and paralinguistic features.

4 ETHICAL COMMUNICATION NOW INCLUDES AI



CAN YOU SPOT AN AI DEEPPFAKE? CAN YOUR STUDENTS?

- Real Faces, Fake Voices: Deepfakes can make people appear to say things they never did—blending video and audio with AI precision.
- Emotion Over Evidence: These fakes are designed to spark strong reactions before you think critically.
- Detecting Requires Understanding: Spotting deepfakes takes more than sharp eyes—it takes AI awareness and digital literacy.

DON'T JUST TEACH BUSINESS COMMUNICATION. FUTURE-PROOF IT.



- Don't just teach business communication—future-proof it.
- Integrate AI Skills Early: Prepare students to write, edit, and present with AI as a trusted co-creator, not a threat.
- Emphasize Ethical Fluency: Teach students how to navigate misinformation, bias, and deepfakes with confidence and clarity.

In today's workplace, AI literacy isn't optional—it's foundational. As the attached infographic illustrates, business communication now demands the ability to collaborate with AI, interpret AI-generated content, and use AI tools to craft clear, persuasive messages.

Business Communication Today, 16th Edition, makes this shift seamless. With AI woven into every chapter, it helps students develop the communication skills employers want and the AI fluency they expect. This isn't just smart learning—it's future-ready education by the leading authors in the field.

