

# Checklist: Avoiding High Student Failure Rates in Your Business Communication Course

This checklist is based on the article *\*How to Avoid High Student Failure Rates in Your Business Communication Course\**. It is designed to help instructors proactively improve student outcomes and reduce failure rates.

## Set Clear and Consistent Expectations

- ☐ Provide a detailed syllabus with clear objectives and grading policies
- ☐ Use assignment rubrics to clarify evaluation criteria
- ☐ Regularly review expectations throughout the course

## Deliver Engaging and Relevant Content

- ☐ Include real-world examples and case studies
- ☐ Invite guest speakers from relevant industries
- ☐ Connect content to students' future careers

## Use Active Learning Techniques

- ☐ Incorporate group discussions, simulations, and role-plays
- ☐ Design interactive projects that apply course concepts
- ☐ Foster communication skills like teamwork and critical thinking

## Provide Regular Feedback and Support

- ☐ Give timely, constructive feedback on student work
- ☐ Hold office hours or offer one-on-one consultation opportunities
- ☐ Create a supportive environment that encourages questions and growth

## Promote Academic Integrity

- ☐ Educate students on plagiarism and academic dishonesty
- ☐ Use plagiarism detection tools (e.g., Turnitin, Grammarly)
- ☐ Enforce clear consequences outlined in the syllabus

## Encourage Student Accountability

- ☐ Set and uphold assignment deadlines
- ☐ Use peer assessments and group projects to promote shared responsibility
- ☐ Utilize an LMS to monitor progress and automate deadline reminders

## Commit to Continuous Improvement


- ☐ Conduct mid-term and end-of-course student evaluations
- ☐ Reflect on what teaching strategies worked and what didn't
- ☐ Adjust course materials and methods based on feedback

**Closing Tip:** Consistent use of this checklist can lead to fewer failures, improved student engagement, and a more rewarding teaching experience. Regularly revisit and revise your approach to stay aligned with evolving student needs.

### 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 DEEPPAKE? 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.

