# Mapping AACSB Accreditation Standards to *Business Communication Today*

This handout illustrates how *Business Communication Today*, 16th Edition, directly supports AACSB accreditation expectations by equipping students with AI fluency and timeless communication skills. It demonstrates how the textbook addresses essential learning goals.

|  |  |
| --- | --- |
| AACSB Standard | How *Business Communication Today* Aligns |
| Technology & AI Literacy | AACSB emphasizes emerging tech and future-ready skills. *Business Communication Today* is the only text with AI integrated into every chapter, ensuring students graduate AI-fluent and communication-strong. |
| Communication Competence | AACSB requires written and oral communication proficiency. *Business Communication Today* develops both, showing how AI reshapes and elevates messages, presentations, collaboration, and credibility. |
| Ethics & Responsible Use of Technology | AACSB stresses ethics in technology. *Business Communication Today* frames AI ethics as communication ethics (bias, misinformation, plagiarism, disclosure), preparing students for ethical decision-making. |
| Adaptability & Lifelong Learning | AACSB requires adaptability and continuous learning. *Business Communication Today* teaches students how to use AI critically and strategically, building the adaptability employers demand. |
| Employer Expectations & Career Readiness | AACSB stresses alignment with employer needs. Employer surveys (GMAC, LinkedIn, Resume Builder) all call for AI fluency + communication. *Business Communication Today* uniquely delivers both, giving students career insurance. |

**Bottom Line:** Adopting *Business Communication Today* helps business programs demonstrate AACSB alignment, showcasing future-ready curricula that merge AI literacy with timeless communication—skills employers and accrediting bodies demand.