

DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION

COURSE OUTLINE – Winter 2025

BA2000 (A3): Contemporary Issues in Business – 3 (3-1-0) UT 60 Hours for 15 Weeks

Northwestern Polytechnic acknowledges that our campuses are located on Treaty 8 territory, the ancestral and present-day home to many diverse First Nations, Metis, and Inuit people. We are grateful to work, live and learn on the traditional territory of Duncan's First Nation, Horse Lake First Nation and Sturgeon Lake Cree Nation, who are the original caretakers of this land.

We acknowledge the history of this land and we are thankful for the opportunity to walk together in friendship, where we will encourage and promote positive change for present and future generations.

INSTRUCTOR: Bianca Dudenhoffer **PHONE** (780) 539 - 2864
OFFICE: C205 **E-MAIL:** bdudenhoffer@nwpolytech.ca
Tues/Thurs: 11:30 am – 1:00 pm or by appointment, best way to
OFFICE HOURS: contact: email

INSTRUCTOR: Mark Evans **PHONE** (780) 539-2896
OFFICE: C412 **E-MAIL:** MEvans@nwpolytech.ca
OFFICE HOURS: Monday and Wednesday 10 a.m. – 11:30 a.m. or by appointment

CALENDAR DESCRIPTION:

Through a seminar approach, this course explores the many ethical dimensions of business and includes a major group project for which class time is allotted.

PREREQUISITES: BA1010, BA1090, BA1110, BA1150, and BA1380

REQUIRED TEXT/RESOURCE MATERIALS:

There is no textbook for this course. Rather students will be using free open resources. The following resources may be used during this course for discussion purposes; including but not limited to:

- Videos
- News Articles
- Essays
- Academic Research Papers
- Free Textbooks
- Social Media

DELIVERY MODE:

On-campus (face-to-face) – This type of course will be delivered on campus in a specific location which will be indicated on the student timetable. Students are expected to fully attend in person.

This course includes an in-depth look at ethical and policy related matters, as well as globalization theory and issues. Students are introduced to critical and creative thinking and the many problems/ uncertainties/ complexities that mark the terrain of living and working in an age of globalization through current articles/papers/essays/videos etc.

As well, the course also integrates theory with practice by involving students in a major practical project – the planning and execution of the annual Department-wide Business Conference. It is expected that class seminar hours will be dedicated toward subcommittee work on the Business Conference. Theories and concepts will be presented through lectures, readings, and in-class discussions. Modules for the course will be posted online through myClass.

LEARNING OUTCOMES:

Upon completion of this course students will be able to:

- Demonstrate competency in critical thinking by effectively researching, debating, and presenting the complexities of business issues from a variety of perspectives
- Participate in a substantial way to the organizational and strategic developments of the Business Conference
- Demonstrate effective teamwork skills through various class assignments and contribution to the Business Conference
- Demonstrate proficient writing and presentation skills

TRANSFERABILITY:

Please consult the Alberta Transfer Guide for more information. You may check to ensure the transferability of this course at the Alberta Transfer Guide main page <http://www.transferalberta.alberta.ca>.

**** Grade of D or D+ may not be acceptable for transfer to other post-secondary institutions. Students are cautioned that it is their responsibility to contact the receiving institutions to ensure transferability**

EVALUATIONS:

Assessment	Weighting
Participation Marks	15%
Topic Reactions (5)	25%
Business Conference Final Report	15%
Business Conference Project (Committee Attendance, Planning, Assignments, Updates, Reflections, and Activities)	45%

Evaluation Policies:

In-class Discussions:

- Students are to come prepared to class discussion time, participate in the in-class discussion, and be respectful of other's opinions.
- Students who do not attend class will not get participation marks.
- There are no extensions on this discussion time.

Topic Response Papers:

- Topic response papers are to be completed during class time and submitted to the instructor at the end of class on designated days.
- Please see full class schedule for when these days occur
- Topic responses MUST be completed on paper in the student's own handwriting.

Business Conference Project Report:

- All students MUST participate in the planning of the business conference as well as attend the conference on the day of the event: March 18, 2025.
- Students will be divided into subcommittee groups based on area of interest and be required to meet during seminar hours. Seminar hours are not established and are to be scheduled weekly on a day and time that works for all members.
- Attendance marks will be taken in class and the student will receive attendance marks for attending business conference meetings during class time.
- Students will be required to collaborate with their team for the final project report. Students in each group will be assigned a specific section of the final report to complete.
- Each group will have a chance to chair an in-class business conference meeting.
- The final project report and related assignments are due during the exam period as scheduled by the Registrar.

GRADING CRITERIA:

Please note that most universities will not accept your course for transfer credit **IF** your grade is **less than C-**.

Grading Chart for courses with Alpha Grading:

Alpha Grade	4-point Equivalent	Percentage Guidelines	Alpha Grade	4-point Equivalent	Percentage Guidelines
A+	4.0	95-100	C+	2.3	67-69
A	4.0	85-94	C	2.0	63-66
A-	3.7	80-84	C-	1.7	60-62
B+	3.3	77-79	D+	1.3	55-59
B	3.0	73-76	D	1.0	50-54
B-	2.7	70-72	F	0.0	00-49

COURSE SCHEDULE/TENTATIVE TIMELINE:

BA2000 - Contemporary Issues in Business		
Week	Topic	Assessment
1	Outline / Course Overview	
2	Business conference overview/ discussion of subcommittees	
3	Topic #1: Social Media	
4	In-class Discussions: Social Media	Topic Response #1 Due
5	Topic #2: The Rise of the Experience Economy	
6	In-class Discussions: The Rise of the Experience Economy	Topic Response #2 Due
7	WINTER BREAK (NO CLASSES)	
8	Topic #3: Employee Satisfaction & Retention	Committee and Milestone Report Due
9	In-class Discussions: Employee Satisfaction & Retention	Topic Response #3 Due
10	Business Conference Planning	
11	Business Conference – March 18	Conference Debrief
12	Topic #4: The Age of AI	Topic Response #4 Due Business Conference Self Evaluation & Reflection due - 11:59pm
13	Topic #5: The modern Labour Market & In-class Discussions	Topic Response #5 Due
14	Group Work Final Report	
15	Final Business Conference Project Report Due	

STUDENT RESPONSIBILITIES:

Registered students are expected to abide by the rules and regulations of NWP. It is the student's responsibility to be fully acquainted with and adhere to NWP's policies, procedures or rules; see <https://www.nwpolytech.ca/about/administration/policies/> and <https://www.nwpolytech.ca/about/administration/policies/fetch.php?ID=69>

STATEMENT ON ACADEMIC MISCONDUCT:

Academic Misconduct will not be tolerated. For a more precise definition of academic misconduct and its consequences, refer to the Student Rights and Responsibilities policy available at <https://www.nwpolytech.ca/about/administration/policies/index.html>.

**Note: all Academic and Administrative policies are available on the same page.

ADDITIONAL INFORMATION:

Attendance: Students are expected to attend all scheduled lectures, arrive on time, and remain for the duration of the activities. Arriving late and leaving early is disruptive to the entire class. Frequent tardiness may be treated as an absence.

Email: Email is the preferred option to communicate with your instructor. **Email correspondence to your instructor must be sent from your NWP student email account.** Emails should be professionally formatted and include a subject, correct spelling and grammar, and a reference to course material and/or textbook pages, etc. Emails that do not adhere to this format may not be responded to.

Recording: Photographing and/or recording course content is strictly prohibited unless advance permission is obtained from the instructor and any guest presenter(s). In the event permission is granted, such recordings may only be used for individual study, and may not be reproduced, transferred, distributed or displayed in any public manner.