

DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION

COURSE OUTLINE – Fall 2025

MG2000 (C2): Principles of Business – 3 (3-0-0) 45 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
OFFICE HOURS:	Tues/Thurs: 10:00 am – 11:30 am or by appointment, best way to contact: email		

CALENDAR DESCRIPTION:

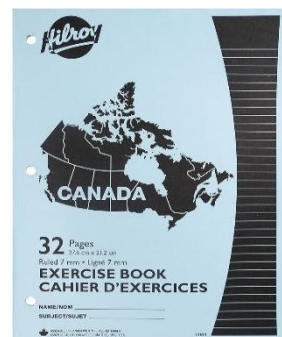
In this introductory course, students will explore the fundamentals of business and gain knowledge and skills necessary to succeed at NWP and in the industry. Diverse topics will be covered in this course such as professionalism, personal branding, leadership, ethical decision-making, critical thinking, resource utilization, entrepreneurial thinking, and business careers. This course delves into contemporary business challenges affording students the chance to formulate informed recommendations.

PREREQUISITE(S)/COREQUISITE: None.

REQUIRED TEXT/RESOURCE MATERIALS:

Required Materials:

- Please purchase 1 x Hilroy 32-page Exercise Book and bring to class with you.
- Be advised that there will be an additional fee (approximately \$10.00) per semester when purchasing the case.



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

For device, software, and network requirements, please visit the following link: [Student Technical Support | Northwestern Polytechnic \(nwpolytech.ca\)](https://nwpolytech.ca/Student-Technical-Support)

DELIVERY MODE(S): 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.

LEARNING OUTCOMES:

Upon completion of this course students will be able to:

1. Demonstrate an understanding of the different disciplines of business and explore concepts of leadership and entrepreneurial thinking.
2. Develop a basic understanding of the research process and apply critical analysis to resolve complex management problems through teamwork and by analyzing a business case.
3. Investigate various resources available to succeed at NWP including time management, mental health services, and academic research tools.
4. Demonstrate professionalism and business communication skills through presentations and assignments.
5. Explore and reflect on personal strengths, weaknesses, and ethics and examine how these concepts influence personal decision-making behaviors.

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 [Transfer Alberta](#)

**** 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	Due Date
Classroom Engagement	15%	Throughout Semester
Personal Journal	15%	Throughout Semester
Term Test (2)	30%	Oct 8 & Nov 7
Case Study & Presentation	40%	During Exam Period
Total	100%	

ASSIGNMENT AND PROJECT POLICIES:

- You are strongly encouraged to complete all exercises, assignments, tests, and exams.
- You must contact the instructor to make arrangements if you anticipate missing an evaluation BEFORE the evaluation date. Valid reasons include conflict with religious beliefs, domestic problems, bereavement, or illness. In the case of illness (physical, mental, or emotional), medical documentation may be required.
- Late assignments will have a 10% reduction per day, with no acceptance after 9 days late.
- Turnitin plagiarism-detecting software will be used in this course.

Classroom Engagement:

- Students are to come prepared to taskmaster game days, participate in the game, and be respectful of others.
- Students who do not attend class will not get participation marks.

Personal Journal:

- Personal journals are to be completed both during class time and outside of class time. They will be submitted to the instructor at the end of class on designated days.
- Journals MUST be completed in the Hilroy Exercise book in the student's own handwriting.

Term Tests

- There will be 2 term tests dispersed throughout the semester administered in-class.
- All tests must be completed on the due date or the student will receive a mark of zero (0) for any missed quizzes unless otherwise arranges with the instructor.

Case Study & Presentation

- Attendance will be taken for case days (as outlined in the schedule).
- This will be a group paper and presentation. Students are expected to create a group charter, participate equally, and will be required to evaluate their peers.
- The case study will be a combination of a presentation and a written paper.

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:

Week	Topic	Assessment
1	Course Introduction & Disciplines of business	
2	Business Basics	
3	NWP Resources for Success: mental health services, and academic research tools.	Journal Entry #1
4	Personal Development	
5	Personal Branding & Group Development	Journal Entry #2 Group charter Due
6	Business Cases	Term Test #1

7	Research & APA	Journal Entry #3
8	Leadership	
9	Business Ethics	Journal Entry #4
10	Decision Making & Creative/Critical and Lateral Thinking	Term Test #2
		Submit Source Documentation
11	Fall Break: No Classes	
12	Taskmaster Games	
13	Case Analysis	Journal Entry #5
		Rough Draft Due
14	Group Presentations	Group Presentations Due
15	Group Presentations	
Final Case Study Report Due During Exam Period		

The above schedule may be revised at the discretion of the instructor based on class requirements.

STUDENT RESPONSIBILITIES:

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.

Please click on the following link to read the student Rights and Responsibilities Policy:

<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: [Student Rights and Responsibility Policy](#)

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

[Policies Directory | Northwestern Polytechnic](#)

USE OF GENAI:

You can use GenAI tools in this course, but your AI use depends on assessment (assignment) requirements. Follow all directions as provided. If you have any questions/concerns, please ask.

Learning to use AI tools well takes time and practice, so set aside time to 'play' with the AI tools used in this class. Since AI Literacy is an emerging skill (for instructors and students), we will experiment to discover how best to use AI tools for our academics. Familiarize yourself with AI strengths and weaknesses. AI is prone to fabrication (factual inaccuracies), so check AI outputs. Assume outputs contain errors unless you know the answer or can confirm the outputs using other supporting sources. You are responsible for any errors or omissions the AI tool provides that you fail to identify and resolve.

Important: AI is a tool, but one that **you need to acknowledge using transparently**. In addition to standard reference and citation expectations (*see the NWP Library's [Citing Generative AI](#)), **always include a supplemental reflective paragraph** (written only by you, the student)) at the end of any assignment that uses AI. Explain (in your own words) what you used the AI for and what prompts you used to get the results. Failure to provide a personal reflective paragraph in your own words may be considered academic misconduct.

Words of advice: If using GenAI, the primary challenge you face will be to ensure that AI use supports, rather than replaces, your learning. Be thoughtful.