

DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION

COURSE OUTLINE – Winter 2025

MG2000 (EC): 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: 11:30 am – 1:00 pm 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:

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://www.nwpolytech.ca/Student-Technical-Support)

Students are responsible for all fees associated with ProctorU, a live proctoring service for online exams. Fees are paid when you schedule your exams through ProctorU.

Pricing per exam is as follows:

60 minutes or less - \$16 USD

61-120 minutes - \$25 USD

121 - 180 minutes - \$31 USD

DELIVERY MODE(S): This type of course will be delivered online through NWP's learning management system. There are no set class times and students attend remotely and asynchronously.

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

<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	Due Date
Video Reflections (3)	15%	Throughout Semester
Assignment	10%	January 31, 2025
Term Test	15%	Completed in Week 12
Quizzes (6)	20%	Throughout Semester
Case Study & Virtual Presentation	40%	During Exam Period
Total	100%	

ASSIGNMENT AND PROJECT POLICIES:

- You are strongly encouraged to complete all exercises, assignments, quizzes, 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.

Video Reflections:

- Students are expected to have clear audio and video for their video reflections. These videos will be taken by the students and uploaded to MyClass.
- There is a time limit of 3 minutes for each video reflection.

Term Test

- The term test will be closed book, taken online
- It must be written using Proctoring software, ProctorU
- The term test will have one attempt

- It will be important to complete the test within this time frame, or it will result in a grade of zero. Re-writes or extra work will not be granted for missed tests or unsuccessful attempts.

Quizzes

- There will be 6 quizzes dispersed throughout the semester administered through MyClass.
- The lowest grade of all the quizzes will be dropped.
- All quizzes must be completed before the due date expires or the student will receive a mark of zero (0) for any missed quizzes.
- You will be given 1 attempt at each quiz.
- Once the quiz has been started, you must complete the entire quiz within the set time limit.
- Logging off or losing the internet connection during the quiz will result in a grade based only on the proportion of the exam that has been completed. It is important to have a reliable internet connection when attempting an exam.

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 APA style 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	NWP Resources for Success: mental health services, and academic research tools.	Video Journal #1: 5%
3	Personal Development	Video Journal #2: 5%
4	Personal Branding	Hand in Personal Brand Workbook: 10%
		Video Journal #3: 5%
5	Group Development	Hand in group charter: 5%
		Quiz #1
6	Research & APA	Quiz #2
7	WINTER BREAK – NO CLASSES	
8	Leadership & Case Assignment	Quiz #3
9	Business Ethics	Quiz #4
10	Decision Making	Quiz #5
11	Entrepreneurial Thinking & Creative/Critical Thinking & Lateral Thinking	Quiz #6
12	Term Test (Book through ProctorU) 15%	
13	Case Analysis	Source Documentation: 2.5%
		Submit Rough Draft 2.5%
		Presentation Due
14	Group Presentations (Virtual)	Virtual Presentations: 10%
15	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 at <https://www.nwpolytech.ca/about/administration/policies/index.html>.

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

USING PROCTORU:

This course uses ProctorU Live for online exams. To utilize this service, you are required to complete the following steps:

- Create a ProctorU account by clicking the ProctorU link in the course.
- Download and install the Guardian Web Browser, Google Chrome, and the ProctorU extension.
- Schedule each exam at least 3 days (72 hours) in advance. If you miss this deadline, you cannot take the exam.
- Pay for the proctoring service. The fees are exclusively your responsibility and in no event shall be the responsibility of Northwestern Polytechnic.

For more detailed instructions [click here](#), and for video instructions [click here](#).

Before each exam, you must complete a room scan with your web camera, during which you will show your surroundings to a live proctor.

The invigilator will ask to view (but not collect or store) your student identification to verify your identity and will remotely access your computer to unlock the exam. When monitoring your actions via video streaming, the invigilator may possibly record your actions if they suspect academic integrity behavioural issues. You will be verbally notified if/when recording begins.

The collection of and access to the personal information listed above is permitted under subsection 33(c) of the *Freedom of Information and Protection of Privacy Act*, RSA 2000, c F-25, which states, "No personal information may be collected by or for a public body unless that information relates directly to and is necessary for an operating program or activity of the public body." In addition, subsection 39(4) states, "A public body may use personal information only to the extent necessary to enable the public body to carry out its purpose in a reasonable manner."

Records Retention: Any video records of you created by ProctorU will be kept by ProctorU for a maximum of 7 days in order to make a decision about any possible academic integrity infraction, after which time it shall be permanently deleted. All other personal information collected and stored by ProctorU within your profile account will be permanently deleted if the account has not been used after one year.

Consent to Store Personal Information Outside Canada

ProctorU is an American company. An agreement is in place between ProctorU and Northwestern Polytechnic by which ProctorU will take reasonable steps to protect your personal information from unauthorized access and disclosure. Information about how ProctorU protects your privacy can be found in their [Privacy Policy](#).

By using the ProctorU service via Northwestern Polytechnic, you consent to the storage of and access to your personal information outside of Canada.

This consent is in effect from the day you register with ProctorU and expires one year after completion of your exam.

Additional privacy and liability information regarding the use of ProctorU is available on the NWP website.