

**DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION**

**COURSE OUTLINE – Winter 2025**

**MG2000 (B3): 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:** Eunice Friesen                      **E-MAIL:** [efriesen@nwpolytech.ca](mailto:efriesen@nwpolytech.ca)  
**OFFICE HOURS:** By appointment – email for appointment

**CALENDAR DESCRIPTION:**

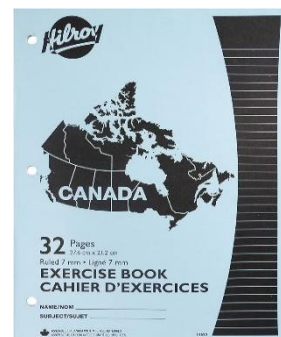
In this introductory course, students will explore the fundamentals of business and gain knowledge and skills necessary to succeed at NWP and in the industry. Diverse topics will be covered in this course such as professionalism, personal branding, leadership, ethical decision-making, critical thinking, 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://www.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. Gain 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
Classroom Engagement	15%	Throughout Semester
Personal Journal	15%	Throughout Semester
Assignment	10%	January 31, 2025
Quizzes (2)	20%	February 16 & March 2
Case Study & Presentation	40%	During Exam Period
<b>Total</b>	<b>100%</b>	

## 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.

## 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.

### Quizzes

- There will be 2 quizzes dispersed throughout the semester administered through MyClass.
- 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 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:**

<b>Week</b>	<b>Topic</b>	<b>Assessment</b>
1	Course Introduction & Disciplines of business	
2	NWP Resources for Success: mental health services, and academic research tools.	Journal Entry #1
3	Personal Development	Journal Entry #2
4	Personal Branding	Hand in Personal Brand Workbook: 10%
5	Group Development	Hand in group charter: 5% Journal Entry #3
6	Research & APA	Research Quiz: 10% Journal Entry #4
7	<b>WINTER BREAK – NO CLASSES</b>	
8	Leadership	Leadership Quiz: 10%
9	Business Ethics	Taskmaster Game: 5%
10	Decision Making	Taskmaster Game: 5%
11	Entrepreneurial Thinking & Creative/Critical Thinking & Lateral Thinking	Taskmaster Game: 5%
12	Case Analysis	Journal Entry #5 Submit Source Documentation 2.5%
13	Case Analysis	Submit Rough Draft 2.5% Presentation Due
14	Group Presentations	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.