



DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION

COURSE OUTLINE – Winter 2026

BA 2910 (A3): Small Business Entrepreneurship – 3 (3-0-0) UT 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
Mon/Wed: 11:30 am – 1:00 pm or by appointment, best way to
OFFICE HOURS: contact: email

CALENDAR DESCRIPTION:

The focus of this course is the establishment of small business enterprises and issues related to managing them. Managerial and strategic problems during the early years of business formation and growth are examined with emphasis on the entrepreneurial process, opportunity recognition, business planning, mobilizing resources and organization creation.

PREREQUISITE(S): BA1110, MG2000 and BA1090

PREREQUISITE or COREQUISITE: BA 1120

REQUIRED TEXT/RESOURCE MATERIALS:

Good, W., Mayhew, W., Yap, R., Ford, M. (2021) *Building Your Dream: A Canadian Guide to Starting Your Own Business*. Twelfth Edition. McGraw-Hill Ryerson Limited.



* This text or e-book includes the ***Connect with SmartBook 2.0*** online learning system. The text or e-book and Connect with SmartBook will be used extensively.

All students will need online access to Connect with SmartBook 2.0. You will need a Connect access code in order to gain access to the online resources. It is the student's choice if they purchase a textbook with access code, or an e-book with an access code. If you have purchased a used textbook, you will need to purchase an access code separately using the registration information provided by the instructor. A device must meet or exceed the following specifications to participate in online course content at NWP: see NWP requirements at <https://www.nwpolytech.ca/doc.php?d=TECHREQ>

DELIVERY MODE(S):

On-campus (attend on-campus, in-person) – 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.

It is highly recommended that you take advantage of all the material on the NWP MyClass course and McGraw Hill Connect websites. Access to Connect comes with the purchase of your textbook. Important information, announcements, and grades are posted on the NWP MyClass course site. Grades for exercises, assignments, and tests are also posted to the NWP MyClass gradebook. Please check your MyNWP account for your final letter grade after the completion of the course.

LEARNING OUTCOMES:

On completion of the course, the student will be able to do the following:

1. Research and prepare a feasible business plan.
2. Identify sources of data and assistance for preparing a business plan.
3. Assess the relevance of market data for the plan.
4. Examine related current issues in entrepreneurship and business management.
5. Present and argue a case for the feasibility of the plan.
6. Prepare a projected financial plan for a business.

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:

Connect SmartBook Exercises (9)	5%
Connect Quizzes (5)	10%
Term Tests (2)	30%
Assignments (2)	20%
Final Business Plan Assignment	35%

SMARTBOOK EXERCISES:

- There are SB exercises for each stage (chapter) in the textbook.
- See the schedule for due dates.

QUIZZES:

- There will 5 quizzes dispersed throughout the semester (see schedule for dates). The student will be allowed 1 attempt for each quiz.
- All quizzes must be completed before the due date expires or the student will receive a mark of zero (0) for any missed quizzes.
- 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.
- The McGraw Hill Connect Time Zone must be set to Canada/Mountain for the duration of the course.
- CONNECT quizzes and other online resources will be available for study attempts. All CONNECT resources will be hidden and unavailable from students during exam writing dates (See course schedule)

ASSIGNMENTS:

- Late assignments will have a 10% reduction per day with no acceptance after 7 days.
- Turnitin plagiarism detection will be used in this course.

TERM TESTS:

- Two term tests will be given throughout the semester (See schedule for dates), each worth 15%.
- Term tests are closed book. Textbooks or notes will not be allowed in the test area.
- There will only be one attempt on each exam.

FINAL EXAM:

- There is no written Final Exam in this course; however, there is a **Final Business Plan** assignment instead.
- The final business plan will be due during the exam period, date TBD.

GRADING CRITERIA:

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

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:

Module	Topic	Assessment
1	Introduction to the Course	
2	Stage 1: Assessing your Potential for an Entrepreneurial Career	
3	Stage 2 - Exploring Business Ideas & Opportunities	
4	Stage 5 - Business Plans	Quiz #1
5	Stage 3 - Market Feasibility Study	Business Concept Assignment
6	Term Test#1	Quiz #2
7	WINTER BREAK (NO CLASSES)	
8	Stage 4 - Cost and Profitability Assessment	
9	Stage 6 - Legal Considerations	Quiz #3
10	Stage 7 - Financing Your Business	Quiz #4 Plan for Success Assignment
11	Term Test#2	
12	Stage 8 - Marketing Your Business	
13	Stage 9 - Sales and Operations	Quiz #5
14	Putting it All together: Finishing the Business Plan	
15	Putting it All together: Finishing the Business Plan	

Course Schedule is approximate and may vary slightly at the discretion of the instructor

STUDENT RESPONSIBILITIES:

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.