



DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION

COURSE OUTLINE – Fall 2026

BA 2910 (EC): 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: C419 **E-MAIL:** bdudenhoffer@nwpolytech.ca
By appointment only. Appointments can be made in-person or
OFFICE HOURS: on zoom

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.

PREREQUISITES: BA1110 and BA1090

PREREQUISITE or COREQUISITE: BA1120

REQUIRED TEXT/RESOURCE MATERIALS:

Good, W., Mayhew, W., Yap, R., Ford, M. (2021) *Building Your Dream: A Canadian Guide to Starting Your Own Business*. Eleventh 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>

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):

Asynchronous (online) – 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.

This is a paced online self-study course. You will work through the course content in the order presented, completing all textbook readings, Connect chapter SmartBook 2.0 exercises, quizzes, and assignments before progressing to the next week. Please adhere to the course weekly schedule (see section below).

The course is delivered entirely online using NWP MyClass software and the McGraw-Hill Connect Online SmartBook 2.0 (Connect). For each chapter, a MS PowerPoint presentation is available. Relevant SmartBook exercises for each chapter will be assigned as well as periodic Connect quizzes to test your knowledge, understanding, and application of the material throughout the course. You will be evaluated several times so you can assess how you are doing as you work through the material. There



will also be periodic written assignments to complete, which move you through the process of writing a business plan. The exercises, assignments and quizzes have *specific due dates* to keep you on track, so you will finish the 15-week course on time. You may, however, complete and submit these evaluations before their due dates.

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.
- 7.

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	35%

- There are SB exercises for each stage (chapter) in the textbook.
- These exercises are due Sunday night by 11:59 pm.

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 and AI detecting software will be used in this course.

TERM TESTS:

- Two term tests will be given throughout the semester (See schedule for dates), each worth 15%.
- **Exams will be administered online (Proctoring software will be used).**
- The tests must be completed before the expiration of the pre-set due date, or the student will receive a mark of zero for any missed tests (see schedule for dates).
- Once the tests have started, **you must complete the entire test within the allotted time limit.** Logging off or losing the internet connection during the exam will result in a grade based only on the proportion of the exam that has been completed. The student must have a reliable internet connection when attempting an exam.
- Textbooks or notes will not be allowed in the test area.
- **There will only be one attempt on each exam.**
- The student will receive the mark after the due date. No answers or solutions will be provided.

FINAL EXAM:

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

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: September 20, 2026, due by 11:59 pm
5	Stage 3 - Market Feasibility Study	Business Concept Assignment: Sept 27, 2026 Due by 11:59 pm

6	Term Test#1: Book anytime during this week (must book 3 days ahead)	Quiz #2: Oct 4, 2026 by 11:59 pm
7	Stage 4 – Cost and Profitability Assessment	
8	Stage 6 – Legal Considerations	Quiz #3: October 18, 2026 by 11:59 pm
9	Stage 7 – Financing Your Business	Plan for Success Assignment: Oct 25, 2026 by 11:59 pm
10	Term Test#2: Book anytime during this week (must book 3 days ahead)	Quiz #4: Nov 1, 2026 by 11:59 pm
11	FALL BREAK (NO CLASSES)	
12	Stage 8 – Marketing Your Business	
13	Stage 9 – Sales and Operations	Quiz #5: Nov 29, 2026 by 11:59 pm
14	Finishing the Business Plan: Book "check-in" with instructor (ONLY 1 NEEDED)	
15	Finishing the Business Plan: Book "check-in" with instructor (ONLY 1 NEEDED)	

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.

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 personal information collected through ProctorU is collected under the authority of the Post-Secondary Learning Act (s. 65) and the Protection of Privacy Act (ss. 4(a) & (c)). This information is used to verify your identity, monitor exam conditions, and address potential academic integrity concerns during your online exam.

NWP may input the collected personal information into automated systems to fulfill the purposes stated above. This may include activities such as flagging potential academic integrity concerns for review.

Questions regarding the collection of this personal information can be directed to: The Office of the Vice-President Academic – Northwestern Polytechnic – VPAR@NWPolytech.ca

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.