

DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION

COURSE OUTLINE – Fall 2026

OT3010 (A2): Introduction to Strategic Entrepreneurial Management – 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:	Mandy Ingraham	PHONE:	780-539-2846
OFFICE:	C416	E-MAIL:	aingraham@nwpolytech.ca
	Monday 10:00am to 11:20am, Thursday 10:00am to 11:20am or by		
OFFICE HOURS:	appointment		

CALENDAR DESCRIPTION: The course examines strategic entrepreneurial management in the Canadian workplace. Topics include leadership, personalities, motivation, conflict, and decision-making models. The course will also investigate an introduction into entrepreneurialism and different methods of organizational strategy and social responsibility. Various topics are discussed in this course and divided into three separate units: strategy, entrepreneurship, and management.

PREREQUISITE(S)/COREQUISITE: None

REQUIRED TEXT/RESOURCE MATERIALS:

Coursepack from Harvard Business Publishing Education. More information to come during the first day of class. Selected readings will be available from open-source textbooks and supplementary articles.

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. OT3010 consists of three hours of instructional time weekly. The classwork will be comprised of lectures, class discussions, group work, presentations, and examinations.

LEARNING OUTCOMES:

Upon successful completion of this course, students will be able to:

- Utilize various management and organizational behavior theories in practical workplace scenarios, encompassing motivation, leadership, decision-making, and organizational theories.
- Develop a foundational comprehension of management, entrepreneurship, and strategic concepts.
- Cultivate critical thinking and effective communication skills in the realms of management, entrepreneurship, and strategy.
- Gain insight into the decision-making processes within workplaces, along with an awareness of ethical considerations.
- Acquire fundamental concepts of entrepreneurship and its relevance within the workplace context.

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:

3 module exams: 12% each	36%
Assignments	15%
Case	10%
Self Reflection	9%
Group Work/Presentation	30%
Total	100%

You are strongly encouraged to complete all exercises, assignments, quizzes, and exams. A grade of zero (0) will be assigned for any of these that are missed. Accepted late assignments will have a 10% reduction per day. Turnitin plagiarism-detecting software may be used in this course. Unexcused absences for the module exams will earn a grade of zero. For excused absences, the weighting of the test may be transferred to the group work/presentation at the instructor's discretion. No re-writes will be granted for missed exams or unsuccessful attempts.

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:

Dates	Content	Other Info
Week 1: Sept 3	Course Introduction/ Intro to Strategic Entrepreneurial Management	
Week 2: Sept 8 and 10	What is Strategy	
Week 3: Sept 15 and 17	Organizational Culture and Change	Assignment #1 due
Week 4: Sept 22 and 24	Power and Politics related to Strategic Direction	
Week 5: Sept 29 and Oct 1	No Class (Truth & Reconciliation Day)/Corporate Social Responsibility	Exam #1
Week 6: Oct 6 and 8	Intro to Entrepreneurship	Assignment #2 due
Week 7: Oct 13 and 15	Opportunity Identification/Business Models	
Week 8: Oct 20 and 22	Pitching/Innovation	
Week 9: Oct 27 and 29	How to Build Your Network	Assignment #3 due
Week 10: Nov 3 and 5	Management and Personality	Exam #2
Week 11: Nov 9-13	Fall Break – No Classes	
Week 12: Nov 17 and 19	Motivation Theories	
Week 13: Nov 24 and 26	Decision-Making Models/Communication	
Week 14: Dec 1 and 3	The Power of Negotiating	Exam #3
Week 15: Dec 8	Presentations	

The schedule may be adjusted if necessary.

STUDENT RESPONSIBILITIES:

Attendance: Students are expected to attend all scheduled classes, arrive on time, and remain for the duration of the activities. Arriving late or leaving early is disruptive to the entire class. Frequent tardiness may be treated as absence. **Students with absences in excess of 6 classes may be refused permission**

to write the final exam. For more information, please refer to the Academic Regulations on Debarred from Exams at <https://www.nwpolytech.ca/programs/grading-systems.html>.

Time Management: Adopting and adhering to effective learning habits in this course will likely take up a great deal of time so plan your schedule accordingly. It is difficult to catch up once a student falls behind in required readings and exercises.

Cell Phones: The personal use of cell phones during class time is unprofessional and distracting to the instructor and fellow students. Texting and talking on a cell phone during class is therefore strictly prohibited.

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.

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.

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>.

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>

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

ADDITIONAL INFORMATION:

Assignments, Quizzes, and Exams

- Participation in cases and simulations must be done in class time. If completed outside of class time, the student will receive a mark of 0.
- There will be 3 exams dispersed throughout the semester (dates to be confirmed by instructor). The student will be allowed 1 attempt for each exam. Exams will be in person and closed book.
- Students are expected to work in groups to complete the group assignment and presentation. Students will be working on a real organizational challenge. More information on the organization will be presented during class time.
- Students must be present in person for presentations of the case project.