### **CPU Information Session**

November 4, 2013

#### **Professor Martin Lariviere**

- ➤ Professor of Managerial Economics & Decision Sciences
- ➤ Academic Director, Certificate Program for Undergraduates



# Snapshot

- Two certificates four courses in each
  - Financial Economics (FE)
  - Managerial Analytics (MA)
- Build on NU's liberal arts approach
- Specialized courses: high level quant and analytical skills laid on top
- Address employers' needs





## **CPU Structure**

- MBA level courses
- Kellogg professors
- Work in teams
- Prerequisites + application required
- Complete over one or two years (recommend one)



### What You Learn

- Practical business skills and approach
  - Data analysis
  - Modeling skills and applications
  - Decision-making tools
- Broad use: finance, consulting, non-profits, policy, government, education, general management rotations, etc.
- Prerequisite courses included in "knowledge package"





# Two Certificates Offered

### **Financial Economics**

#### • Deep dive into finance......

- Corporate finance
- Capital markets
- Securities
- Derivatives

#### Courses:

- Principles of Finance ("Turbo")
- Investments
- Derivatives
- Special Topics (currently: "Fixed Income")

### **Managerial Analytics**

#### Wide set of topics covering......

- Business analytics
- Planning
- Strategy
- Operations management

#### Courses:

- Competitive Strategy & Industrial Structure
- Operations and Supply Chain Strategy
- Special Topics (currently "Empirical Methods in Consumer Analytics")
- Principles of Finance ("Turbo")





### Five Prerequisite Areas – Multiple Options

1.	<ul><li>Calculus and Linear Algebra</li><li>one course sequence</li></ul>	Seven course options (WCAS and McC)
2.	<ul><li>Probability</li><li>one course required</li></ul>	Ten options (WCAS and McC)
3.	<ul> <li>Econometrics/Statistics</li> <li>FE requires 2 econometrics courses</li> <li>MA requires 1</li> </ul>	<ul> <li>Two options for FE Certificate (in WCAS)</li> <li>Five options for MA Certificate (in WCAS and McC)</li> </ul>
4.	<ul><li>Microeconomics</li><li>one course required</li></ul>	Two options (in WCAS)
5.	Optimization (MA only)  • one course required	Three options (in WCAS and McC)
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# Student Stats, Enter 2013

#### **FE:** 52 students

- **Schools** 
  - WCAS = 47
  - McCormick = 4
  - Communications = 1
- Most common majors
  - Econ, math, MMSS
- Year
  - Sophomore = 2
  - Juniors = 37
  - Seniors = 13

### MA: 53 students

- **Schools** 
  - WCAS = 22
  - McCormick = 28
  - Communications = 1
  - Medill = 1
  - SESP = 1
- Most common majors
  - Econ, IEMS, MMSS
- Year
  - Juniors = 39
  - Seniors = 14

- ✓ Applied Math
- ✓ Biological Sci
- ✓ Biomed Eng
- ✓ Chemical Eng
- ✓ Comp Eng

- ✓ Comp Sci
  - ✓ HPME
  - ✓ ISP
  - ✓ Internat'l Studies
  - ✓ Journalism

- ✓ Learning & Org
  ✓ Mech Eng Change
- ✓ Materials Sci & Eng
- ✓ Mfg & Design Eng

- ✓ Radio/TV/Film
- ✓ Statistics
- ✓ Theatre



# Career Advising

#### MY MISSION: Support you, your development, and your pursuits

- Career Exploration & Decision-Making
- Resume Development & Review
- Cover Letter Development & Review
- Industry/Employer Research
- Job Search Strategy Advisement & Planning
- Interview Preparation
- Offer Decision-Making
- Negotiating Offer
- Job/Internship Related Questions
- Graduate/Professional School Application Support

MY MODUS OPERANDI: Serve as your personal career coach

Reflect

#### Act

Obtain hands-on experience through internships, summer and part-time positions, and campus or volunteer activities.

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#### Assess

Analyze your interests, values, and skills to identify career fields, work environments, lifestyle, and job functions that you want to explore.

CAREER
DEVELOPMENT
MODEL

### **Explore**

Research and investigate a range of career options of interest to you.

Decide

Evaluate your options and narrow your selections to the few that are the best match for you. 123/30



# **Career Programming**

- Career Preparation
   Panels
   Workshops
- Professional Development External Speakers
- 3. <u>Alumni</u>
  Panels
  Networking Mixers
- 4. Employers
  Educational Sessions
  Lunch and Learns
  Execs in Residence

Investment... Management or Banking?

**Resume Book Preparation** 

**Jobs in the Technology Sector** 

The Job Search Advantage—Networking

**Interview Prep & Practice Workshop** 

Finance Mock Interviews—Finance\*

**Enova Meet & Eat** 

**Homecoming Alumni/Student Mixer** 

**PWC Interview Day\*** 

**Executives in Residence\*** 

**LEK Consulting Case Workshop** 

**International Student Job Search in US** 

What I Wish I Knew Webinar

**Quick Career Question Giveaway** 



# **Special Career Resources**

#### **RESUME BOOKS**

 250+ employer partners plus 350+ alumni worldwide



#### INTERNSHIP EXPERIENCE DATABASE

Inside scoop on everything internship at particular employers

- Company Industry
- Internship Application process
- Interview process
- Day to day nuts and bolts
- Satisfaction
- Advice

#### **WEEKLY COLUMN in NEWSLETTER**

Career advice and recommendations for your consideration:

- Stay on track with your search
- Professional development advice



# After CPU

#### **370 ALUMNI**

+

YOU

### STRONG NETWORK

### Grad school areas:

- Economics
- Finance
- Law
- Medicine
- Engineering

#### Alumni work around the world in

- Asset management consulting
- Corporate finance
- Hedge funds
- Engineering
- Investment banking
- Government
- Marketing
- Non-profit
- Research
- Technology
- Education
- Science
- Energy



# Internships & Post Graduation Destinations

### Work for employers in......

- Financial services
- Management consulting
- Investment banking
- Asset management
- Corporate development
- Engineering
- Technology
- Manufacturing
- Operations
- Operations research
- Actuarial science
- Risk management

### All over the globe

### **Examples of work performed....**

- Track down and analyze financial data with Excel
- Design business processes and flow charts for consistent messaging across globe
- Conduct quantitative market research with online surveys
- Analyze market segments to create sales territory alignments
- Prepare weekly updates and analyses for clients
- "Duties as assigned"



# CPU: Easy Sell to Employers

- Top university; well-rounded students; special Kellogg training
- In-depth knowledge in your major (e.g., math, econ, engineering)
- Sophisticated analytical skills, including prereq course material
- Experience in practical business applications
- Kellogg collaborative approach group work



# **Application Process**

- Online application (apply to one certificate)
  - Available this December
  - Due Feb 16, 2014
- Essay: Discuss current business issue in the news (300-400 words)
- One-page resume
- One faculty recommendation
- Decisions made late April, 2014



# Admission Criteria/Standards

### **Decisions** based on:

- Status of prereq completion (can explain if won't be completed by start of fall)
- Winter grades: Overall and pre-req course GPAs
  - Focus on most recent grades
  - Accepted students have range of grades
  - Require combined 3.0 average among all prerequisites
- Essay
- Faculty recommendation (1)

Acceptance rate: between 70-85%



### **CPU Student Panel**

- FE
  - Kyle Isaacson
  - Masha Bovkun
  - Merry Xiao (Moderator)
- MA
  - Amanda Niem
  - Joy Hua
  - Miranda Zhao



# **Contact Information**

- Certificate Program for Undergraduates
  - Website: kellogg.northwestern.edu/certificate/
  - kelloggundergrad@northwestern.edu
  - -847.467.4600
- Carol Henes, Director
  - c-henes@kellogg.northwestern.edu
  - -847.467.0601
- Rachel Taylor, Career Development Specialist
  - rachel-taylor@northwestern.edu
  - -847.491.2763

