

# Experiential Learning Information Session

Wednesday, October 16<sup>th</sup>

NORTHWESTERN UNIVERSITY



# Experiential Learning Info Session

- State of Experiential Learning – Karen Larson (10 min)
- Faculty presentations
  - Jamie Jones (5 min)
  - Richard Wilson (5 min)
  - Brenda Ellington Booth (5 min)
  - Kara Palamountain (5 min)
  - Bob Korajczyk (5 min)
  - Therese McGuire (5 min)
- Student panel (10 min)
- Q & A – (10 min)

# What is Experiential Learning?

- EL project “tend to have” the following:
  - external clients
  - real-world business problems
  - university oversight
  - working in teams
  - fairly demanding workload
  - specific recommendations
  - final assessment
  - course credit
  - reflection

# Experiential Learning Mission at Kellogg

To deliver exceptional and distinctive experiential courses where Kellogg students can practice MBA skills on real-world business problems to prepare themselves for successful careers and deliver value to our partner organizations.

# Experiential Learning at Kellogg

- Over 30 EL Courses at Kellogg
  - Labs – 9 courses
    - Global, Management, Real Estate, Education, Buyout, Venture, Sustainability, ACL, and Risk Labs.
  - Entrepreneurship – 8 courses
    - Corp Innov & New Ventures, NUvention Courses (4), Innovation Lab, New Venture Discovery and The Entrepreneurial Experience.
  - Practicums – 5 courses
    - Asset Management (3-4), Board Fellows (1 yr. program)
  - Other
    - Medical Technologies in Developing Countries (formerly GHI), Digital Marketing and Commerce, GIM, Leadership Series, Media Management Strategy, Research Methods, Implementing Process Improvement and various pilot courses
- Over 1100 students participated in over 1600 project opportunities resulting in almost 600 projects in 2012-13.

# So what?

- Experiential Learning courses can help you:
  - Evaluate a new industry
  - Exercise skills in leadership or functional areas
  - Develop concrete, real-world examples to speak to during interviewing
  - Network into a company or industry
  - Gain consulting experience
  - Reflect on your learning and professional growth

# Fitting it all in ...

- Map out your plan (e.g.: GLab only Winter ...)
- Application vs. Bidding
  - Real Estate Lab, Venture and Buyout Labs, Asset Management Series, NUvention courses, Board Fellows, etc.
- Independent Study
  - Forms due by first week Friday at noon to Registration
  - Must have a faculty advisor
  - Departmental Approval for project
  - Individuals or Teams
- Website: Search “Kellogg Experiential Learning”

# Finding Projects

[Student Project Opportunities](#) - current

- Kellogg Serial>Academics>Course/Project Requests>Student Project Opportunities

Kellogg Job Board – moving projects here soon (Nov. 2013)

- Searchable
- UNPAID: For Course Credit Only

[Resource Guide](#) – (not live, but URL is active)

- Projects for pay or experience (HourlyNerd, TalentStreet, Projects for Good)

Clubs/Courses

- Push projects to clubs or courses as they come in/fit
  - Courses: Usually, you get to select from a list of potential projects, but not always. You won't always get your #1 preference.
  - Clubs: KICC (FT), Free Agents (PT), Net Impact, Consulting Club, Marketing Club and so on ...

Or, you can come see me!





NUvention**impact**

A COURSE ON DESIGN,  
SOCIAL ENTREPRENEURSHIP  
& INNOVATION FOR  
HUMANITY.

ARE YOU UP FOR  
THE CHALLENGE?

<http://nuvention.northwestern.edu/impact/>

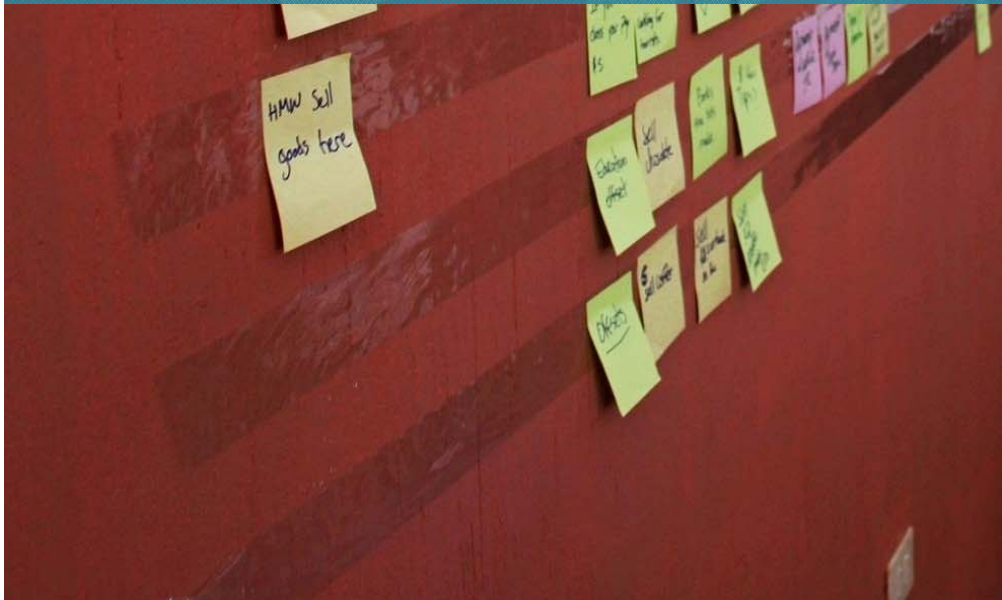


**Kellogg**  
School of Management





DESIGN



BUSINESS



**WHO**





**WHEN**

## Winter

## Spring Break

## Spring



10 Weeks

Social Entrepreneurship  
BOP Markets  
Design Thinking  
Stakeholder Analysis  
Operational Models



2 Weeks

In Country Field Work



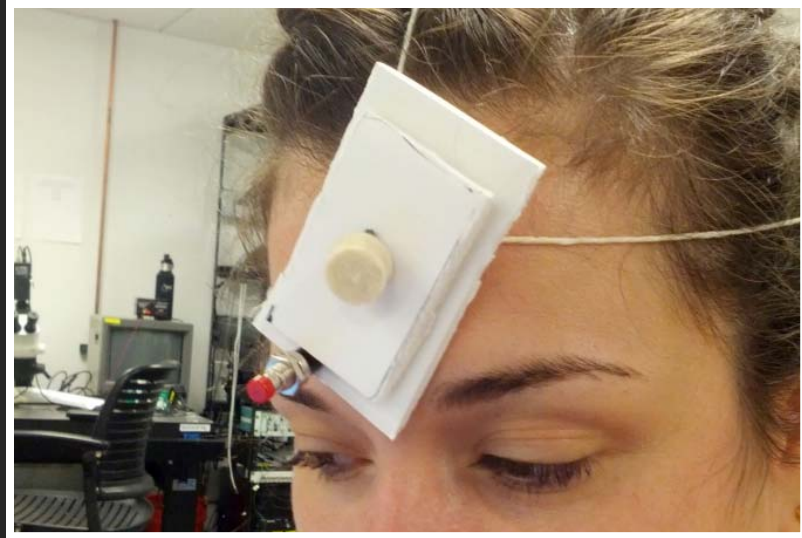
10 Weeks

Structure  
Financing  
Storytelling  
Measurement  
Scaling

# 2 Credits

# WHERE

# Outdoor Work Light



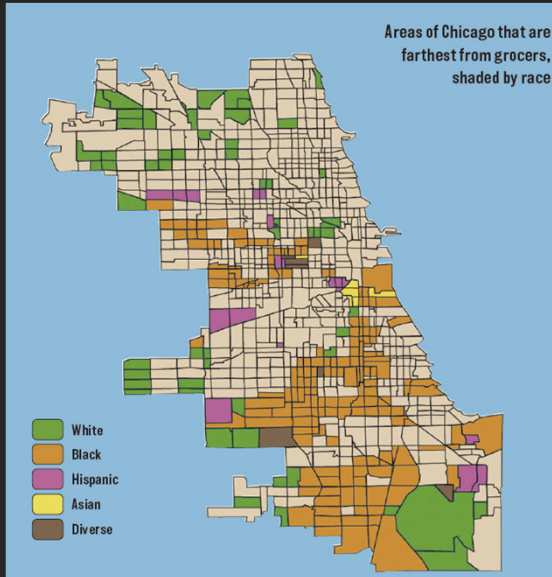
*Joey Fraier & Joel Binder + {leader needed}*

1.6B people live without electricity. Those with electricity are often limited to single-bulb indoor uses, which means early morning and late evening outdoor work is often done in the dark. This project will leverage the design and development from last year's Nuvention Impact team to refine the product, better determine customer needs and design a scalable business model for sale of the product.

# Jaipur, India



# Addressing Food Deserts



*Peapod + Cody Fischer*

The nearly 80,000 low-income Chicago residents who live more than 1 mile from a grocery store spend nearly \$100M on groceries annually. Despite their sizable purchasing power, these consumers do not have convenient access to full-service grocery options. However, Peapod's online ordering, scale and flexible distribution network could provide a competitive edge in capturing this market profitably, but its traditional doorstep delivery model is too costly to be affordable for these consumers. This project will focus on developing an alternative last-mile delivery model that leverages these competitive strengths for sustainably serving this underserved segment.

# Chicago

# Diversification for Development



*Fabretto + {leader TBD}*

Fabretto currently works with coffee farmers to produce sustainable, fair-trade coffee beans directly to roasters. However, the fluctuating coffee prices and a rise in the number of crop destroying diseases is pushing the farmers to diversity. This project will assess the assets in the community and work with an agronomist and commercial partners to develop a plan for a scalable roll out for crop diversification.

# Nicaragua

# Food System Development



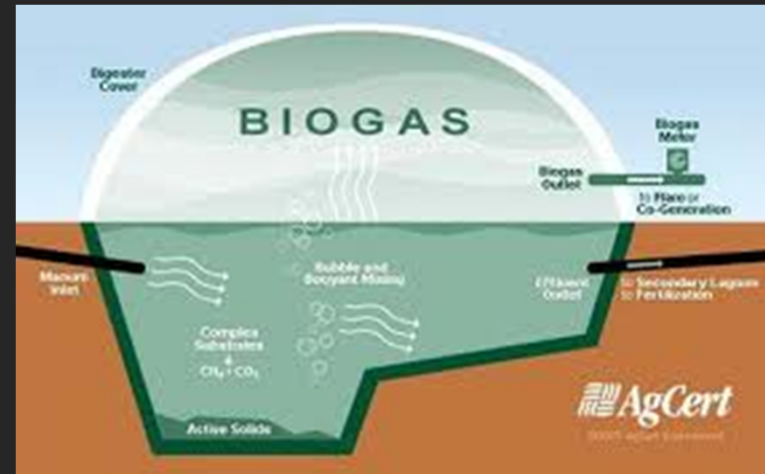
*Fiona Handayani*

More than 18 million Indonesian farmers live on less than \$1 a day. Improving farmers' productivity plays a critical role in alleviating poverty and stimulating economic growth in the rural areas. This project will focus on building a sustainable food system through connecting farmers with customers, such as modern retailers and food industry, to improve productivity, increase farmers' livelihood and reduce supply chain waste.

# Indonesia



# Social Oil



*Thiago Pinto*

Surprisingly, Brazil's overall solid recycling rate is better than average (with an outstanding 96% for aluminum) thanks to the ~1 million waste picking individuals working informally. Differently from aluminum, there is no incentive for liquid waste management, so used oils end up in drinkable water rivers. This venture would approach both social and environmental issues by leveraging markets' forces to stimulate oil gathering by this disadvantaged working population for biofuel production. This sustainable model would, at the same time, create additional income and environmental benefits.

# Sao Paulo, Brazil

# Addressing the Global Water Demand



*Matan Meital*

Water scarcity is a growing concern. As cities grow and develop their metropolitan area, the demand for water, both for industrial and residential use is rapidly increasing while regional water sources are being strained. In order to meet that demand, new innovative approaches to water supply and distribution are needed. An existing and unutilized distribution network already exist in the form of cargo ships that haul water from port to port, once the cargo has been unloaded, in order to compensate for the weight loss. This project will explore the possibility of developing a scalable and cost effective desalination technology that will treat water carried by these ships. The project will also, in turn, explore the best ways in which the municipality of Mumbai can best utilize the new source of treated water and better address the water needs of the region

# Mumbai, India

# Productive Programs



*Rick Kolsky & SEDATU + {leader TBD}*

This project will focus on the developing and prototyping a pilot for economic development programs for women and youth in the rural areas around Villahermosa. Due to the agricultural resources of the area, the project work is expected to focus on agricultural opportunities, specifically those that might involve capturing a greater portion of the value chain.

\*travel waiver required

# Mexico

# Scaling Sustainable Practices

*TBD + {leader needed}*

Description coming soon.

Nepal



# Productive Programs (North)



*Rick Kolsky & SEDATU + {leader TBD}*

This project will focus on the developing and prototyping a pilot for economic development programs for women and youth in the rural areas around Saltillo. The specifics of the program are still in development, but likely areas of focus could be around the mining communities and/or agricultural opportunities, etc.

\*travel waiver required

# Saltillo, Mexico



**HOW**

# nuvention.northwestern.edu/impact

[Home](#)[Course Details](#)[Faculty](#)[Syllabus](#)

Email

Password

LOGIN

[Forgot login?](#)



## Deadline Nov. 4, 2013 @ 5pm CT

NUvention Innovate for Impact is an interdisciplinary experiential learning program designed to expose students to the design and launch of market-based ventures that address unmet needs in resource-limited settings. The social entrepreneurship approach to

addressing global challenges such as poverty, hunger, lack of access to sanitation, the need for sustainable energy supply and

affordable health care will be the focus of the course. Innovate for Impact will walk students through the steps associated with creating and implementing a social venture—a venture that addresses a social issue while simultaneously being financially self-sufficient.

Students will be exposed to design-thinking for social impact, market and nonmarket contexts of resource-limited settings and the nuts-and-bolts of launching a venture. In addition to the classroom component, Innovate for Impact is unique in that it will include a

two-week field research component where student teams are completely immersed in the communities with which they are working



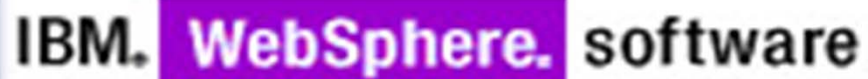
Jamie Jones  
[jamie-jones@kellogg.northwestern.edu](mailto:jamie-jones@kellogg.northwestern.edu)



Mktg 957

# Digital Marketing & Commerce

## Course Sponsors



# What We're Striving For

Experiential  
Hands-on  
Accountable  
Practical  
Enjoyable

“Just as eating against one’s will is injurious to health, so studying without a liking for it spoils the memory, and it retains nothing it takes in.”

Leonardo da Vinci

# Course Overview

Six student business teams  
Unique Websphere stores  
Launch strategy and plan  
Two shopping cycles  
Digital analytics  
Final Board meeting

# Course Product Category

## Personal Wireless Accessories (up to \$250)





# Mall Platform Structure

## Step II: Shopping at Secure Mall


Welcome!

My Account Order Status Sign Out

**bullseye® project<sup>SM</sup>**  
A partnership between Kellogg School of Management and Target®



Powered by SapienNitro™

Portable Electronics



Welcome to Bullseye Project, an innovative educational initiative sponsored by Kellogg School of Management, Target, SapienNitro, AT&T, IBM and Millward Brown. We appreciate your visiting the Bullseye Project Mall and encourage you to visit all of our stores. To start shopping, please click on any of the store logos below.

### Visit our stores

 Earlicious SuperStore	 Apple Superstore
 The Navigator	 RixMix Accessories
 Wired Women	 Wireless Universe

**Customer Support**  
Privacy Policy  
Help/Contact Us

**Customer Service**  
My Account  
Order Status

This virtual mall is a partnership between Kellogg School of Management, Target, Millward Brown, SapienNitro, AT&T and IBM.

Kellogg TARGET  
MillwardBrown SapienNitro  
at&t IBM

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Step I:  
Shopper  
Recruitment  
by Millward-  
Brown

Step III:  
Post-  
Shopping  
Assessment  
Survey

# Incenting Shopper Behavior



# Business Team Decisions

Mall Home | My Account | Order Status | Sign Out

**RIXMIX**  
Hot Wireless Accessories

Search

Portable Electronics

Order: 2 item(s) subtotal: \$729.97

Home

**Portable Electron...**  
Portable Audio  
Accessories  
Headphones  
GPS  
Apple iPod  
Holiday Gifts - ON SALE

**Turn on the Savings**  
Cool RixMix Gift Specials  
For that special someone

**RixMix Wireless**

**Free Shipping Orders Over \$100**  
Listen | Talk | Share

**Bose**  
Docking Stations and Other Cool Stuff

**RixMix has all the Coolest iPod Bundles**  
Listen to music in style!

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My Account  
Order Status

This virtual mall is a partnership between Kellogg School of Management, Target, SapientNitro, AT&T and IBM.

Kellogg TARGET  
MillwardBrown SapientNitro  
at&t IBM

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- ❑ Brand positioning
- ❑ Consumer targeting
- ❑ Category structure
- ❑ Assortment selection
- ❑ Store images design
- ❑ Pricing and Discounts
- ❑ Product Bundles
- ❑ Promotion design
- ❑ Vendor choices
- ❑ Shipping policies

# Visiting Executive Coaches



# Course Grading

Grade Component	Weight
1. Group Online Store Launch and Written Plan	30%
2. Two Speaker Summaries	10%
3. Group Final Audit and Presentation	30%
4. Class Engagement and Participation	20%
5. Business Team Peer Evaluations	10%



# Course Logistics

Mondays and Thursdays

1:30 – 3:00

3:30 – 5:00



# Characteristics to Consider

- ✓ Concept application oriented
- ✓ Business team interaction
- ✓ High workload weeks
- ✓ More hands-on
- ✓ Business process risk

# Desired Outcome





# Personal Leadership Insights MORS 935C Leader as Coach MORS 937B & 937C

*Professor Brenda Ellington Booth*

*October 2013*



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NORTHWESTERN UNIVERSITY

# Personal Leadership Insights MORS 935C

## Course Overview



### Small Group Coaching Sessions for **10** Students

- Two hours/8 weeks
- Teaching leadership concepts
- Group & peer discussions



### Self-Assessments & Reflective Exercises

- Basis for discussion in class and in one-on-one coaching sessions



### Two one-on-one coaching sessions with instructor

- Throughout quarter, 45 minutes each

# Personal Leadership Insights MORS 935C

## Weekly Themes

Class 1	Class 2	Class 3	Class 4
<b>Orientation &amp; Overview Of Course</b>	<b>Who Are You Today?</b>	<b>Who Are You Today?</b>	<b>Who Are You Today?</b>
Coaching Exercise	Reflection & Self Knowledge Exercise & Values	Strengths Assessment	Needs Assessments
<i>Individual Coaching Sessions</i>			

Class 5	Class 6	Class 7	Class 8
<b>Who Are You Today?</b>	<b>Who Do You Want To Be?</b>	<b>How Do I Get There?</b>	<b>How Do I Get There?</b>
Perceptions Of Others Assignment <ul style="list-style-type: none"> <li>• Kellogg 360</li> <li>• Peer Feedback</li> </ul>	Personal Leadership Vision Exercise	Action Planning Exercise (1) & Group Acknowledgments	Action Planning Exercise (2) & Group Acknowledgments Continued
<i>Individual Coaching Sessions</i>			

## Leader as Coach Course Overview



### **Leader as Coach MORS 937B**

**Winter Quarter**

Training in Effective Coaching Conversations

### **Leader as Coach Practicum MORS 937C**

**Spring Quarter**

Coaching 2-3 Northwestern (NU) Student  
Leaders

# Leader as Coach MORS 937B

## Winter Quarter

<b>Week 1 Tuesday</b>	<b>Week 2 Tuesday</b>	<b>Week 3 Tuesday</b>	<b>Week 4 Tuesday</b>	<b>Week 5 Tuesday</b>
Overview	360° Feedback	Communication, Alignment & Commitment	Managing Your Peers	Delegation & Time Management
Core Coaching Skills				Final Coaching Session
Coaching Demonstration				

<b>Week 1 Friday</b>	<b>Week 2 Friday</b>	<b>Week 3 Friday</b>	<b>Week 4 Friday</b>	<b>Week 5 Friday</b>
Peer Coaching Session #1	Peer Coaching Session #2	Peer Coaching Session #3	NU Student Coaching Sessions	NU Student Coaching Sessions

# Leader as Coach Practicum MORS 937C

## Spring Quarter

Week 1	Week 2	Week 3	Week 4	Week 5
Orientation Sessions & Student Matching		Meet with Instructor/Mentor Coach		Meet with Instructor/Mentor Coach
	NU Student Coaching Sessions #1-3			

Week 6	Week 7	Week 8	Week 9	Week 10
	Meet with Instructor/Mentor Coach		Meet with Instructor/Mentor Coach	
NU Student Coaching Sessions #4 - 5				

# Medical Technologies in Developing Countries – KPPI-973-B/A

Professor Kara Palamountain



**KPPI: 973-B, 973-A**

# **MEDICAL TECHNOLOGIES IN DEVELOPING COUNTRIES**

YOU CAME TO KELLOGG TO BECOME A LEADER CAPABLE OF CHANGING THE WORLD – THIS IS YOUR CHANCE.



**RESEARCH:** Help to identify the market entry strategy for exciting new medical technologies in Africa.



**COLLABORATION:** Part of the larger ongoing Kellogg Global Health Initiative, a partnership between academia, industry and philanthropic organizations to develop medical or diagnostic tests for developing countries.



**IMPACT:** Field research from previous student trips has resulted in product modifications. We will present findings from this year's trip to key stakeholders from NGOs, the public sector and corporate partners.

## **PARTNERSHIPS**





# KPPI: 973-B, 973-A

## MEDICAL TECHNOLOGIES IN DEVELOPING COUNTRIES

— APPLY — CLASS — TRIP — CLASS →

### LEARNING:

- Apply by November 4, 2013
- <https://www4.kellogg.northwestern.edu/el/>;

### LEARNING:

- 5 Classes in Winter Quarter Part B
- Stakeholder Group Interview Preparation
- Speakers, Product Demos, Clinic Visits, Simulations

### RESEARCH:

- 2 Weeks in March
- Opening & Closing Plenary with Key Stakeholders cross sectors
- Stakeholder interviews, Clinic Visits, Cross-Stream Integration Meetings

### IMPACT:

- 5 Classes in Spring Quarter Part A
- Final Reports will be shared with Key GHI Affiliates
- Opportunity to present findings to partners & medical device companies
- Contribute to future launch of products

# **Asset Management Practicum (AMP) – FINC-933-6**

Professors Phillip Braun, Robert Korajczyk and Linda  
Vincent

## *What is AMP?*

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- Course designed to merge the theoretical and the practical
- Provides students practical experience in managing a real investment portfolio
- Students manage portion of Northwestern's endowment
  - Four portfolios
  - Total ~ \$5.5 million
- Advocates value investing strategy based on fundamental analysis

# *What is AMP?*

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- Students have two roles in managing assets
  - **Equity Analysts**
    - Research individual stocks
    - Prepare stock pitches for investment committee (and class)
  - **Portfolio Managers**
    - Determine portfolio positions and trading strategies (buy, sell, quantities, timing)
    - Determine asset allocation (equities, ETFs, cash)
    - Monitor adherence to investment policy statement
      - Restrictions on beta, % holdings, tracking error

## *What is AMP?*

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- Opportunity to learn several analytical tools and data bases, including:
  - Bloomberg
  - BARRA
  - Goldman Sachs (prime broker)
  - ITG (trading software)
  - Thomson One
  - Cap IQ
  - FACTSET

# Structure of AMP

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- Three quarter sequence

- Spring — FINC 933 — 1 credit (AMP I)
- Fall — FINC 934 — 1 credit (AMP II)
- Winter — FINC 935 — 1 credit (AMP III)
- Spring — FINC 936 — 1 credit (AMP IV)
- AMP I and AMP IV meet together in Spring



## Structure of AMP

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- Meet Wednesday evenings, EV campus, 6:30 - 9:30
- 2 - 4 guest lectures by practitioners each quarter

Examples include:

Stephen F. Mandel:	Lone Pine Capital
Jeffrey Ubben ('87):	ValueAct Capital
David Kabiller ('87):	AQR Capital
Joel Tillinghast ('83):	Fidelity Investments
Steven Einhorn:	Omega Advisors
Sam Zell:	Equity Group Investments
Myron Scholes:	Nobel Prize in Economics

# *Structure of AMP*

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- Student presentations constitute a major component of course
  - Portfolio performance review weekly
  - Over three quarter sequence students must prepare at least
    - Two stock pitches
    - One research report
  - Feedback from both professor and classmates
  - Feedback on stock pitches from investment committee

## *Pre-reqs*

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- Prerequisites for AMP
  - FINC 441 or FINC 440
  - Prior or consecutive work experience or courses in financial statement analysis and preparation of pro forma financial statements.
    - Concurrent enrollment in FINC 463 with the first term of AMP counts towards this requirement

## Co-reqs

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- 3 or 4 co-requisites for AMP from this list
  - FINC 442 Financial Decisions
  - FINC 444 Value Investing
  - FINC 447 Financial Strategy and Tax Planning
  - FINC 451 Money Markets and the Fed
  - FINC 460 Investments
  - FINC 463 Security Analysis
  - FINC 464 Fixed Income Securities
  - FINC 465 Derivative Markets I
  - FINC 467 Derivative Markets II
  - FINC 936 AMP IV (for those who have taken I, II, and III)
  - FINC 970 Empirical Methods in Finance
  - ACCT 451 Financial Reporting and Analysis I
  - ACCT 452 Financial Reporting and Analysis II

## *Co-reqs cont.*

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- In order to qualify for satisfying the co-requisites with three courses the co-requisites must include
  - a) FINC 463;
  - b) one of either FINC 460 or FINC 970; and
  - c) at least one other course from the above list.

# *Advisory Board*

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- Practitioners and alums
- Semi-annual meetings (one on campus, one teleconference)
- Participate in stock pitches, research papers
- Mentoring



# Applications

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- Two points of entry:
  - Apply winter quarter for spring or fall start
  - Apply summer quarter for fall start
- Address questions to Prof. Braun, Korajczyk, or Vincent
- Current members of AMP good sources of information about course

## *More on AMP*

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- More information can be found at [http://www.kellogg.northwestern.edu/asset\\_management/](http://www.kellogg.northwestern.edu/asset_management/)
  - **Firms that have hired AMP students**
  - **Past and future speakers and events**
  - **Application details**

# Real Estate Lab – REAL-916

Professor Theresa McGuire

# REAL 916: Real Estate Lab



## *Why should I take this course?*

- Real world experience working at the intersection of real estate, politics, public policy, and finance
- Access to senior leaders in the Chicago real estate, public, and nonprofit community
- Huge impact - help shape the future of downtown Chicago!

## *What's the project about?*

- Chicago's Union Station is in dire need of both track and street-level renovations
- The station's owners (Amtrak), primary tenants (Metra), and the City have competing interests and limited funds
- Your team will develop a business model for transitioning the ownership of the station to a model that satisfies both Amtrak and the city at large

## *Nuts and Bolts:*

- **When:** Thursdays , 6:30PM-9:30PM
- **Where:** Evanston Campus
- **Course Format:** Guest speakers, interviews, outside research, and meetings with stakeholders



# Implementing Process Improvement– OPNS-932

Professor Jack Boepple  
(slides not included in Oct. 16<sup>th</sup> Info Session)

# OPNS 932 – Implementing Process Improvement

## ❑ What is it?

- A project-based class where you are
  - 1) taught basic problem solving tools and
  - 2) use them on a **real-world problem** (defined by you)
- Not just lecture – 12 in-class exercises



## ❑ What type of tools?

- Some of the most frequently-used **Six Sigma & Lean** tools
- Tools that help you organize & analyze qualitative data
- Visual (vs. table-driven) tools
- **Project management & change management** tools

## ❑ Observation Opportunities

- Hospital (NMH)
- Hotel



## Past Student Projects

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- ❑ How do we **improve** ...
  - Patient satisfaction?
  - Product quality for a new small business start-up?
  - Help desk response time?
  - Collection of tuition payments for a small business?
- ❑ How do we **reduce** ...
  - Voter wait time?
  - Number of bonus calculation errors?
  - Use of contracted transportation services?
  - Number of revenue write-offs (credit memos)?
  - Amount of scrap in a manufacturing process?
  - Billing error rate?
  - Number of IT support requests?

## Student Feedback

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### ☐ Practical

- *The course felt like a capstone to my operations major and a combo of MORs & Analytics.*
- *One of the most useful classes I've taken.  
No text book, no calculator, just practical tools.*
- *I used every single lecture in my work day.*
- *It did not feel like a class. It felt like a guide to solve my work problems.*

### ☐ Instructional

- *I have used many of your tools in order to guide novice project managers.*

### ☐ Applicability

- *Looking at the variety of projects on which we have been able to use these tools, it is clear to me that they are  
*valuable even on 'non-process improvement' initiatives.**
- *It occurred to me that you can use these tools to frame feedback for other purposes, such as marketing and fundraising*

I hear, I know.

I see, I remember.

I do, I understand.

Confucius

***OPNS 932 - Implementing Process Improvement***

Professor Jack Boepple

Spring 2014

# Student Panel

Yorm Ackuaku – M-Lab, Personal Leadership Insights

Alex Coleman – Research Method in Marketing

Joseph Fraier – Impact, Personal Leadership Insights

Peter McKelvy - Entrepreneurial Experience

Terika Palmer – Leader as Coach

Caroline Pan – Asset Management Practicum