NONPROFIT MANAGEMENT *(Continued from the other side)*

- ☐ Innovation & Social Entrepreneurship: New Ideas for a New Reality
- ☐ Leading for the Future
- ☐ Nonprofit Finance
- ☐ Selling Your Impact
- ☐ Strategic Leadership
- ☐ Successful Fundraising Strategies
- ☐ Winning Strategies

Choose one of the following programs offered at the Allen Center:

- ☐ Competitive Strategy
- ☐ The Customer Focused Organization: Leadership, Strategy and Implementation
- ☐ Customer Insight Tools: Turning Insight into Effective Marketing Strategies
- ☐ Energizing People for Performance
- ☐ Finance for Executives
- ☐ Kellogg on Branding: Creating, Building, and Rejuvenating Your Brand
- ☐ Kellogg on Consumer Marketing Strategy
- ☐ Leading High-Impact Teams
- ☐ Negotiation Strategies for Managers
- ☐ Reinventing Leadership: A Breakthrough Approach
- ☐ Strategic Marketing Communications in the Nanosecond Culture

NOTES:

Kellogg School of Management

KELLOGG SCHOOL OF MANAGEMENT
Northwestern University

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EXECUTIVE EDUCATION

KELLOGG EXECUTIVE SCHOLARS PROGRAM

Curriculum Guide

Certificate of Professional Achievement for Open Enrollment

NORTHWESTERN UNIVERSITY

Kellogg School of Management

KELLOGG EXECUTIVE SCHOLARS PROGRAM // *Curriculum Guide for Open Enrollment*

Participants are awarded **Certificates of Professional Achievement** after successful completion of four to five open-enrollment programs at the Kellogg School of Management. The programs must include one required program and three electives for a **minimum of 13 full days of in-classroom instruction**.* For more information: **execscholars.kellogg.northwestern.edu**

The Certificate of Professional Achievement in Nonprofit Management has separate criteria.

GENERAL MANAGEMENT

OPTION ONE:

Any one of the **Marketing and Sales** programs listed to the right.

One of these Finance programs:

- ☐ Corporate Finance: Strategies for Creating Shareholder Value
- ☐ Finance for Executives
- ☐ Merger Week: Creating Value through Strategic Acquisitions and Alliances

Any one of the **Leadership** programs listed to the right.

One of these Operations and Technology programs:

- ☐ Creating Strategic Value Through IT
- ☐ The Science of Lean Six Sigma Operations
- ☐ Strategic Data-Driven Marketing
- ☐ Supply Chain Management: Strategy and Planning for Effective Operations

OPTION TWO:

Combine the **Women's Senior Leadership Program** with any 2-5 day program listed.

OPTION THREE:

It is also possible to design a Certificate in General Management to meet the professional and executive education needs of an individual, or the particular needs of an organization, based upon approval of the Kellogg Executive Scholars Program Advisor.

MARKETING AND SALES

One required program:

- ☐ Accelerating Sales Force Performance
- ☐ Business Marketing Strategy
- ☐ Kellogg on Branding: Creating, Building, and Rejuvenating Your Brand
- ☐ Kellogg on Consumer Marketing Strategy
- ☐ Marketing Healthcare Products

Plus 3-4 electives:

- ☐ Competitive Strategy
- ☐ Creating and Leading a Culture of Innovation
- ☐ The Customer Focused Organization: Leadership, Strategy and Implementation
- ☐ Customer Insight Tools: Turning Insight into Effective Marketing Strategies
- ☐ Distribution Channel Management: Bridging the Sales and Marketing Divide
- ☐ Driving Organic Growth Through Innovation
- ☐ Fundamentals for Success in the US Market
- ☐ Innovating New Products and Services
- ☐ Marketing to Financial Services Customers
- ☐ Pricing for Profitable Decision Making
- ☐ Strategic Data-Driven Marketing
- ☐ Strategic Marketing Communications in the Nanosecond Culture
- ☐ Strategic Social Media Marketing

FINANCE

One required program:

- ☐ Corporate Finance: Strategies for Creating Shareholder Value
- ☐ Finance for Executives
- ☐ Merger Week: Creating Value through Strategic Acquisitions and Alliances

Plus 3-4 electives:

- ☐ Competitive Strategy
- ☐ Corporate Governance: Effectiveness and Accountability in the Boardroom
- ☐ Creating and Managing Strategic Alliances
- ☐ Creating Strategic Value Through IT
- ☐ Fundamentals for Success in the US Market
- ☐ Pricing for Profitable Decision Making
- ☐ Successful Corporate Renewal

OPERATIONS AND TECHNOLOGY

One required program:

- ☐ Operations Management Week (Includes both The Science of Lean Six Sigma Operations and Supply Chain Management: Strategy and Planning for Effective Operations)

Plus 3-4 electives:

- ☐ Creating and Managing Strategic Alliances
- ☐ Creating Strategic Value Through IT
- ☐ Distribution Channel Management: Bridging the Sales and Marketing Divide
- ☐ Executive Operations Experience
- ☐ Innovating New Products and Services
- ☐ Operations Strategy
- ☐ Pricing for Profitable Decision Making
- ☐ Strategic Data-Driven Marketing

LEADERSHIP

One required program:

- ☐ 21st Century Management
- ☐ Competitive Strategy
- ☐ Reinventing Leadership: A Breakthrough Approach
- ☐ The New Science of Leadership
- ☐ The Strategic People Management Series (Includes both Leading High-Impact Teams and Energizing People for Performance)*

Plus 3-4 electives:

- ☐ Business for Scientists and Engineers
- ☐ Constructive Collaboration: Driving Performance in Teams, Organizations and Partnerships
- ☐ Corporate Governance: Effectiveness and Accountability in the Boardroom
- ☐ Creating and Leading a Culture of Innovation
- ☐ Creating and Managing Strategic Alliances
- ☐ Crisis Management
- ☐ The Customer Focused Organization: Leadership, Strategy and Implementation
- ☐ Driving Organic Growth Through Innovation
- ☐ Executive Operations Experience
- ☐ Fundamentals for Success in the US Market
- ☐ Governing Family Enterprises
- ☐ Leading Family Enterprises
- ☐ Negotiation Strategies for Managers
- ☐ Operations Strategy
- ☐ Science for Managers
- ☐ Soul of Leadership
- ☐ Successful Corporate Renewal
- ☐ Women's Director Development Program

** If Energizing People for Performance was completed prior to 2012, it may count as a required leadership program.*

INNOVATION

One required program:

- ☐ Growth and Innovation Week (Includes both Driving Organic Growth Through Innovation and Creating and Leading a Culture of Innovation)

Plus 3-4 electives:

- ☐ Competitive Strategy
- ☐ Creating and Managing Strategic Alliances
- ☐ Crisis Management
- ☐ The Customer Focused Organization: Leadership, Strategy and Implementation
- ☐ Fundamentals for Success in the US Market
- ☐ Innovating New Products and Services
- ☐ Negotiation Strategies for Managers
- ☐ The New Science of Leadership
- ☐ Soul of Leadership
- ☐ Strategic Marketing Communications in the Nanosecond Culture
- ☐ Successful Corporate Renewal

NONPROFIT MANAGEMENT

This certificate requires the completion of five executive programs. Four must be completed at the Center for Nonprofit Management and one must be completed at the Allen Center.

Choose four of the following executive programs offered at the Center for Nonprofit Management:

- ☐ Developing High-Performing People
- ☐ Essentials of Fundraising and Marketing

(Continues on the other side)