

Winter 2025 Bidding & Registration Highlights

Northwestern | Kellogg



TODAY'S PURPOSE

Share information on new courses, new instructors, and helpful tips to prepare for Winter 2025 course bidding and registration.

AGENDA

- Calendar Notes
- New Courses, New Professors, & Course Updates
- Modalities
- Bidding Considerations: GIM, select course details
- Winter Only Courses
- Chicago Campus Considerations
- Winter Experiential Learning Opportunities
- Q&A



CALENDAR NOTES

WINTER QUARTER CALENDAR

MONTH	DAY	EVENT
January	6	10-Week/1st 5 Week Classes Begin
January	11	Saturday Classes Begin
January	20	Martin Luther King Day Holiday (No Classes)
January	22	Make-Up for all January 20 Day Classes
January	24	Make-Up for all January 20 Evening Classes
February	8	1st 5 Week Classes End
February	10	2nd 5 Week Classes Begin
March	14	Evanston 10-Week/2nd 5 Week Classes End
March	15	Chicago campus Classes End
March	15	Evanston Campus (Day/Eve) Classes - Exams Begin
March	17	Chicago Campus (Eve) Classes - Exams Begin
March	18	Evanston Campus (Day) Classes - Exams End
March	20	Evanston Campus (Eve) Classes - Exams End
March	21	Chicago Campus (Eve) Classes - Exams End
March	22	Saturday Exams

Winter quarter classes start January 6th

Note holidays and make-up days during quarter

Note final exam period
March 15 – March 20



NEW COURSES, NEW PROFESSORS, & COURSE UPDATES

NEW COURSES: WINTER 2025

Advertising Strategy

(0.5 Credit Version)

(MKTG-454-5 [81])

Derek Rucker

The Influential and Impactful Data Leader

(MECN-938-5 [41])

Joel Shapiro

NEW PROFESSORS: WINTER 2025

LDEV-477-0

Selling Yourself and Your Ideas



Tiana Clark

INTL-473-0

GIM



Mark Krolick

ACCT-430-0

Financial Accounting



Fabian Nagel



MODALITIES

REMOTE ONLY COURSES – WINTER 2025

Course	Section #	Course Title	Meeting Pattern
ENTR-451-0	99	Introduction to Software Development	Wed (6:00pm-9:00pm)
FINC-431-0	99	Finance II	Wed (6:00pm-9:00pm)
FINC-450-0	99	Capital Markets	Mon/Wed (7:00am-8:30am)
FINC-454-0	99	Real Estate Finance and Investments	Thurs (6:30pm-9:30pm)
MKTG-458-0	99	Product Management for Technology Companies: An Entrepreneurial Perspective	Tues (6:30pm-9:30pm)
REAL-616-0	99	Real Estate Lab	Wed (3:30pm-5:00pm)
SSIM-957-5	99	Social Change Essentials: Methods, Money, and Partnerships	1st 5 Weeks Wed (6:30pm-9:30pm)
STRT-969-5	99	Organizational Growth and Transformation	Wed (6:30pm-9:30pm)

IDENTIFYING REMOTE CLASSES IN BIDREG



ACCT-431-0		Managerial Accounting		View Description	1.0	TCE	BidStats		
Academic Year	Term	Session	Section	Meeting Pattern	Credits	Syllabus	Instructor	Campus	Final Deliverable
2023-2024	Winter 2024	10WK	31	Mon/Thu 10:30AM - 12:00PM Additional Meetings	1.0		Walther, Beverly	Evanston	Confirm with professor and syllabus.
2023-2024	Winter 2024	10WK	99	Mon 6:30PM - 9:30PM Additional Meetings	1.0		Walther, Beverly	Off Campus	Confirm with professor and syllabus.

All courses with Section Number 99 are fully remote – there will be no in-person class meetings.

HYBRID COURSES – WINTER 2025

Course	Section #	Course Title	Meeting Pattern
FINC-447-0	41HR/41HV	Financial Strategy and Tax	Mondays (6:30pm-9:30pm)
STRT-441-0	81HR/81HV	Intellectual Capital Management	Saturdays (1:30pm-4:30pm)
HCAK-470-0	81HR/81HV	Biomedical Marketing	Mondays (6:00pm-9:00pm)
SSIM-938-0	41HR/41HV	Creating Value Through Sustainability: Managing the Corporate Transformation	Tuesdays (6:30pm-9:30pm)
SSIM-962-0	41HR/41HV	Venture Equity: Dismantling Barriers to Capital	Mondays (6:30pm-9:30pm)

IDENTIFYING HYBRID CLASSES IN BIDREG

ACCT-451-0		Financial Reporting and Analysis				View Description		1.0		
Academic Year	Term	Session	Section	Meeting Pattern	Credits	Syllabus	Instructor	Campus	Location	Fin
2022-2023	Winter 2023	10WK	41HR	Wed 6:30PM - 9:30PM	1.0		Finn, Mark	Evanston	Global Hub 1130	
2022-2023	Winter 2023	10WK	41HV	Wed 6:30PM - 9:30PM	1.0		Finn, Mark	Off Campus	No Room Needed	

- HR = Attend each class session in-person
- HV = Attend each class session synchronously by Zoom

Choose your modality through bidding. Students must attend class in the modality for which they enrolled.

"POP-UP" COURSES – WINTER 2025

Course	Section #	Course Title	Meeting Pattern
LDEV-460-5	81	Moral Complexity in Leadership: An Exploration Through Literature (Chicago Campus)	Sunday, February 16 & Sunday, March 2 8:30am - 5:00pm
LDEV-458-5	81	Visualization for Persuasion	Sunday, January 26 & February 2 8:30am-5:00pm
LDEV-458-5	31	Visualization for Persuasion	Sunday, February 16 & February 23 8:30am-5:00pm
FINC-478-5	81	Financial Modeling for Private Equity Transactions	Friday, January 24 3p-6p, Saturday, January 25 9am-4pm, Sunday, January 26 9am-3:30pm
LDEV-452-5	81	Executive Presentations	Sunday, January 26 & Sunday, February 2 8:30am-5pm
MORS-472-5	83	Negotiation Fundamentals	Sunday February 9 & Sunday February 16 8:30am-5pm



BIDDING CONSIDERATIONS: GIM, SELECT COURSES

GLOBAL INITIATIVES IN MANAGEMENT (GIM) (INTL-473)

- (41) Impact and Sustainable Ventures: Peru and Columbia (Kashner)
- (42) Nation Branding, Risk, and Global Investing: Argentina and Brazil (Lansberg-Rodriguez)
- (43) Transforming Markets in African Economies: Rwanda and Ghana (Dillon)
- (44) Innovations and Development in Healthcare and Financial Services: South Africa (Sykes)
- (45) Building International Intelligent Products: New Zealand (Shah)
- (46) Global Marketing Success: South Korea and Japan (Krolick)

Important Details

- Students bid on their preferred section
- Course combines in-class lectures, reading, discussions and case studies during the winter quarter with ten days of international field research over spring break
- Final presentations and written research reports due in Spring quarter after completion of the overseas portion of the class
- Students are financially responsible for their travel costs. Financial aid is available to those who qualify. Deposits will be due December 4
- ***Bidding for GIM sections will be in Phases 1-3 only. No bidding for these sections in Pay What You Bid, and no waitlists will be generated***

MKTG-949 ETHNOGRAPHIC CUSTOMER INSIGHTS (WINTER 2025)

Enrolled students will have a remarkable learning experience with Gina Fong, student-selected Professor of the Year. The client this quarter will be a very exciting startup – CrunchLabs (Mark Rober). In exchange, Professor Fong would like you to know that student expectations will be high:

- **Attendance policy will be strictly enforced (your grade will go down if you miss weeks 7-10, so be sure that you don't have travel plans!)**
- **Peer evaluations may have significant impact your grade (be prepared to be a valuable group member!)**

See the syllabus for more detail, and best of luck bidding!

BIDDING ON COURSES AS CONCURRENT REQUISITES

A new BidReg enhancement will allow you to bid on pre-requisite course simultaneously with course that requires it, including:

- **Advanced Negotiations (MORS-975-5):** If not previously taken, must bid on 1st 5-Week section of Negotiation Fundamentals (MORS-472-5)
- **Corporate Credit Markets (FINC-968-5):** If not previously taken, must bid on Capital Markets (FINC-450)
- **Venture Equity: Dismantling Barriers to Capital (SSIM-962):** If not previously taken, must bid on Finance I (FINC-430)

The Academic Experience Team will monitor your enrollments. You will be dropped from the primary course if you do not successfully secure a spot in the pre-requisite course.

HEALTHCARE DEEP DIVE

THURSDAY	FRIDAY	SATURDAY	SUNDAY
----------	--------	----------	--------

Evanston Sessions: January 16-19

	Healthcare Strategy	Healthcare Strategy	Healthcare Strategy
Happy Hour/Networking Panel	Networking Panels with Alumni	Small Group Dinners with Alumni	Networking Lunch/Group Work

Boston Sessions: February 13-16

	TRACK 1: Growing and Sustaining Success in Biopharmaceutical Firms	TRACK 2: Value Creation and Capture in an Evolving Healthcare Market	TRACK 1: Value Creation & Capture in Biotech	TRACK 2: Using Analytics to Create and Capture Value in Healthcare	TRACK 1: Value Creation & Capture in Biotech	TRACK 2: Using Analytics to Create and Capture Value in Healthcare
Healthcare Strategy	Healthcare Strategy		Lunch Panel			
	TRACK 1: Value Creation & Capture in Biotech	TRACK 2: Using Analytics to Create and Capture Value in Healthcare	TRACK 1: Growing and Sustaining Success in Biopharmaceutical Firms	TRACK 2: Value Creation and Capture in an Evolving Healthcare Market		
Happy Hour/Networking Panel	Networking Panels with Alumni		Small Group Dinners with Alumni			

Evanston Sessions: March 6-9

	TRACK 1: Value Creation & Capture in Biotech	TRACK 2: Using Analytics to Create and Capture Value in Healthcare	TRACK 1: Growing and Sustaining Success in Biopharmaceutical Firms	TRACK 2: Value Creation and Capture in an Evolving Healthcare Market	TRACK 1: Growing and Sustaining Success in Biopharmaceutical Firms	TRACK 2: Value Creation and Capture in an Evolving Healthcare Market
	Lunch Panel		Lunch Panel			
	TRACK 1: Growing and Sustaining Success in Biopharmaceutical Firms	TRACK 2: Value Creation and Capture in an Evolving Healthcare Market	TRACK 1: Value Creation & Capture in Biotech	TRACK 2: Using Analytics to Create and Capture Value in Healthcare		
Happy Hour/Networking Panel	Networking Panels with Alumni		Small Group Dinners with Alumni			

Track 1: Biopharmaceutical Industry Track 2: Innovative Models and Approaches to Healthcare

Application based

Contact financial aid for information about helping with travel costs

If you have not heard whether you are accepted by the start of bidding, be prepared to be bid on classes that you will take if you are not accepted and/or decide not to participate

COURSES IN WINTER 2025 ONLY

WINTER ONLY COURSES 2025

Accounting

ACCT-451-0 Financial Reporting and Analysis

Entrepreneurship

ENTR-973-5 Startup Branding

ENTR-906-5 Entrepreneurship and Market Creation in Emerging Markets

Finance

FINC-447-0 Financial Strategy and Tax

FINC-946-0 Impact Investing and Sustainable Finance

FINC-966-0 FinTech and Society

FINC-968-5 Corporate Credit Markets

Healthcare

HCAK-611-0 Medical Technology Financing and Commercialization

HCAK-975-5 Digital Health for the Entrepreneur

HCAK-951-5 Managing Health Care Services in a Value Based Setting

HCAK-960-5 Value Creation and Capture in Biopharmaceuticals

HCAK-980-5 Value Creation and Capture in an Evolving Healthcare Market

HCAK-985-5 Growing and Sustaining Success in Biopharmaceutical Firms

HCAK-941-5 Using Analytics to Create and Capture Value in Healthcare

WINTER ONLY COURSES, CONT'D...

Microeconomics

MECN-938-5-0 The Influential and Impactful Data Leader

Leadership Development

LDEV-456-0 Strategic Communication for Organizations

LDEV-460-5 Moral Complexity in Leadership: An Exploration through Literature (0.5 credit version)

Marketing

MKTG-949-0 Ethnographic Customer Insights

MKTG-454-5 Advertising Strategy (0.5 credit version)

MKTG-963-0 Luxury Strategy

MKTG-948-0 Customer Loyalty

Managing Organizations

MORS-950-0 Human and Machine Intelligence

Operations

OPNS-951-0 Operations for Social Impact

WINTER ONLY COURSES, CONT'D...

Real Estate and PACT

REAL-465-0 Real Estate Entrepreneurship

REAL-616-0 Real Estate Lab

PACT-454-5 The Education Industry

Sustainability and Social Impact

SSIM-938-0 Creating Value Through Sustainability: Managing the Corporate Transformation

SSIM-962-0 Venture Equity: Dismantling Barriers to Capital

SSIM-957-5 Social Change Essentials: Methods, Money, and Partnerships

Strategy

STRT-443-0 Healthcare Strategy

STRT-441-0 Intellectual Capital Management

STRT-447-0 Family Enterprises: Issues and Solutions

STRT-920-5 Strategy Lab

STRT-469-0 Analytics for Strategy

STRT-969-0 Organizational Growth and Transformation



CHICAGO CAMPUS CONSIDERATIONS

SECTION NUMBER KEY

EVANSTON CAMPUS

Section 30: Full-time only
Section 40: Full-time / Evening & Weekend

CHICAGO CAMPUS

Section 60: Evening Only
Section 70: Weekend Only
Section 80: Evening / Weekend
Section 90: Evening / Weekend / Full-time

FULLY VIRTUAL

Section 89: Evening / Weekend (CORE)
Section 99: Evening / Weekend / Full-time

CHICAGO CAMPUS CONSIDERATIONS

OPEN SEATS (IF ANY) AVAILABLE IN BID PHASE 3

Course Number	Course	Notes
MECN-441-0 (81)	Competitive Strategy and Industrial Structure	Tuesdays 6pm-9pm
MKTG-451-0 (81)	Omnichannel Experience Strategy	Wednesdays 6pm-9pm
MORS-472-5	Negotiation Fundamentals	Multiple sections
PACT-460-0 (81)	Ethics and Leadership	Saturdays 1:30pm-4:30pm
STRT-452-0 (81)	Strategy and Organization	Thursdays 6pm-9pm
FINC-966-0 (81)	FinTech and Society	Thursdays 6pm-9pm
LDEV-477-0 (81)	Selling Yourself and Your Ideas	Saturdays 9am-12pm



WINTER 2025 EXPERIENTIAL LEARNING OPPORTUNITIES

WINTER EXPERIENTIAL LEARNING OPPORTUNITIES

Enroll through Bidding

COURSE	EXPERIENCE	PATHWAY/MAJOR
Personal Leadership Insights (LDEV-461-5)	Simulation	Leadership
New Venture Discovery (ENTR-462)	Kellogg Project	Entrepreneurship Pathway; Technology Management Pathway
Medical Technology Financing and Commercialization (HCAK-611)	Group project	Entrepreneurship Pathway; Healthcare Pathway
Global Initiatives in Management (INTL-473)	Cultural Immersion	Social Impact Pathway; Energy and Sustainability Pathway
Startup Branding (ENTR-973-5)	Client project	Entrepreneurship
Ethnographic Customer Insights (MKTG-949)	Client project	Marketing Major
Social Change Essentials: Methods, Money, and Partnerships (SSIM-475-5)	Simulation	DEI Pathway; Social Impact Pathway
Marketing Research and Analytics (MKTG-450)	Client Project	AI and Data Analytics Pthwy; Tech Mgmt Pthwy, MS and Fin Major
Digital Health for the Entrepreneur (HCAK-975-5)	Group project	Health Care
Venture Equity: Dismantling Barriers to Capital (SSIM-962)	Client Project	DEI Pathway; Social Impact Pathway

Explore more experiential learning opportunities through **Course Planning** and the **[Experiential Learning](#)** page on the Intranet.

WINTER EXPERIENTIAL LEARNING OPPORTUNITIES

Enroll through Application (Applications Still Open)

COURSE

Current Application Deadline

[New Venture Development](#) (ENTR-464-0)

Rolling admissions;
application closes November 7

[NUvention: Medical](#) (HCAK-616)

Through November 11 (apply to Farley Center)

[NUvention - Various](#)

Various (apply through Farley Center)

Explore more experiential learning opportunities through Course Planning and the [Experiential Learning page](#) on Serial.



BIDDING REMINDERS

KELLOGG BIDDING PROCESS

PHASE 1		PHASE 2		PHASE 3		PAY WHAT YOU BID		ADD/DROP	
BID	DROP	BID	DROP	BID	DROP	BID	DROP		
<p>Bid only for seats allocated to your program</p> <hr/> <p>Full-time</p> <hr/> <p>Evening</p> <hr/> <p>Weekend</p>		<p>Full-time students bid for open full-time seats</p> <hr/> <p>E&W students bid for open Evening and/or Weekend seats</p>		<p>Bid for open seats in any program</p>		<p>Bid for a waitlist position or a roster seat in any program</p> <hr/> <p>If enrolled or promoted from waitlist, charged bid amount</p>		<p>Real-time enrollment in any open seat or add to waitlist for any course</p> <hr/> <p>Drop classes for a 50% bid point refund</p>	
100% bid point REFUND		100% bid point REFUND		75% bid point REFUND		50% bid point REFUND		50% bid point REFUND continues	
Alternate Section Options						Waitlists			

Previous Quarter Ends

Ends Monday, Week 2 @ 8am

All dropped seats receive refund amount from **current phase**

BIDDING PHASES



PHASE 1	BID	Oct 25 at 9am thru Oct 28 at 5pm	<ul style="list-style-type: none"> • Bid on seats allocated to your program. Full-time students: sections 30s, 40s, 90s; class capacities do not change • Alternate section options available
	DROP	Oct 30 at 12pm thru Oct 31 at 5pm	<ul style="list-style-type: none"> • Drop any enrollments for a 100% refund of bid points for use in Phase 2
PHASE 2	BID	Nov 1 at 12pm thru Nov 4 at 5pm	<ul style="list-style-type: none"> • Bid on open seats in your program. Full-time students: sections 30s, 40s, 90s • Alternate section options available
	DROP	Nov 6 at 12pm thru Nov 7 at 5pm	<ul style="list-style-type: none"> • Drop any enrollments (from Phase 1 or Phase 2) for a 100% refund of bid points for use in Phase 3
PHASE 3	BID	Nov 8 at 12pm thru Nov 11 at 5pm	<ul style="list-style-type: none"> • Bid on open seats in any program (Full-time, Evening, or Weekend) • Alternate section options available
	DROP	Nov 13 at 12pm thru Nov 14 at 5pm	<ul style="list-style-type: none"> • Drop any enrollments (from Phases 1, 2, or 3) for a 75% refund of bid points for use in the Pay What You Bid Phase
PWYB	BID	Nov 15 at 12pm thru Nov 18 at 5pm	<ul style="list-style-type: none"> • Bid on any seats in any program (Full-time, Evening, or Weekend) • Unsuccessful bidders placed on a waitlist • No alternate section options available • If successfully enrolled, charged bid amount
	DROP	Nov 26 at 12pm to Dec 9 at 8:30am	<ul style="list-style-type: none"> • Drop any enrollments for a 50% refund of bid points

ADD (& DROP) PERIOD



ADD/DROP	Add/Drop	Dec 9 at 9am thru Jan 13 at 8am	<ul style="list-style-type: none">• Real-time enrollment into open seats and addition to waitlists.• Drop any enrollments for a 50% refund of bid points. (Drops from a waitlist or no promotion into class results in 100% refund of bid points.)• Waitlist promotions in real time.• Set conditional drops to ensure waitlist promotion if you are at or near your credit maximum.
	Add/Drop <i>(2nd 5 Week Courses Only)</i>	Dec 9 at 9am thru Feb 17 at 8am	<ul style="list-style-type: none">• Real-time enrollment into open seats and addition to waitlists.• Continue to drop 2nd 5-Week enrollments for a 50% refund of bid points. (Drops from a waitlist or no promotion into class results in 100% refund of bid points.)• Waitlist promotions in real time.

ACADEMIC ADVISING CONTACT INFORMATION

1:1 Academic Advising Sessions

- Schedule a session with your advisor through [Campus Groups](#).
 - If you can't find a time that works with your schedule, please [email Academic Advising](#).
-

Email

- [Email Academic Advising](#) with general academic questions.
-

Drop-In

- Join drop-in hours in Gies Plaza (M, T, Th, F) at 12:15-1:15pm)
-

Slack

- Get quick, simple questions answered.
- #studentexperience_classof_2026 or DM @AcademicExperienceTeam

ADDITIONAL DROP-IN HOURS DURING BIDDING

	Mon	Tues	Wed	Thurs	Fri
Week of 10/21	Plaza & Zoom	Zoom	Bidding Highlights Presentation (Zoom)	Plaza & Zoom	Group Advising (KGH 2410 A&B)
Week of 10/28	Plaza & Zoom		Plaza Only	Plaza & Zoom	Group Advising (KGH 2410 A&B)

REMINDERS AND LINKS WILL BE POSTED ON SLACK in **#STUDENTEXPERIENCE_CLASS OF 2026**

BETTER TOGETHER – GROUP ACADEMIC ADVISING



- Next session Friday, October 25 – 12:15p-1:15p
- Every Friday through November 15
- Bring computers
- Ask your bidding questions
- FAQs
- All group advising sessions in KGH 2410A&B



QUESTIONS?