

# Course Selection & Bidding Overview

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# TODAY'S PURPOSE

- Course Selection Considerations
- BidReg System Demo
- Bidding Overview

# AGENDA

## Course Selection

- Graduation Requirements
- Course Considerations
- Majors, Pathways & Additional Resources

## BidReg Live Demo

- Choose Path
- Set Plan (Schedule)

## Bidding Overview

- Bidding Process
- Strategies & Pitfalls

## Next Steps

- Last Waiver Exam Opportunities
- Identify Courses to Bid On
- 10/18 Bidding Presentation



# COURSE SELECTION

# 2Y GRADUATION REQUIREMENTS

While Kellogg's innovative academic approach is highly customizable, there are **five basic Kellogg requirements** necessary to graduate from the 2Y Program

**6 quarters of full-time study (3-5 credits/quarter)**

**20.5 Kellogg credits (minimum)**

**Core courses completed by end of Spring 2024**

**2nd Year Fall core course PACT-440-5**

**Summer Internship/Work Experience**

# 2Y KELLOGG CORE COURSES TO COMPLETE DURING 2023-24 ACADEMIC YEAR

	Quarter Offered	
	Winter	Spring
Finance I (FINC-430)*	●	
Marketing Management (MKTG-430)*	●	
Microeconomics (MECN-430)*	●	
Operations Management (OPNS-430)*	●	●

*\*Unless completed in Fall Quarter or waived. Note: Partial waivers may be fulfilled any time before graduation.*

# 2Y KELLOGG ACADEMIC JOURNEY AT-A-GLANCE

Curriculum provides solid foundation through core courses and customization through electives\*

	PRE-TERM	FALL	WINTER**	SPRING
FIRST YEAR	Leadership in Organizations (MORS-430)	Business Analytics II (DECS-431)	Finance (FINC-430) <u>or</u> Marketing (MKTG-430)	Operations (OPNS-430) <i>if not previously completed</i>
	Business Analytics I (DECS-430-5)	Accounting** (ACCT-430/434)	Microeconomics (MECN-430)	
		Business Strategy (STRT-431)	Operations (OPNS-430) <i>optional timing</i>	
		Finance (FINC-430/440) <u>or</u> Marketing (MKTG-430)		
SUMMER INTERNSHIP				
	PRE-TERM	FALL	WINTER	SPRING
SECOND YEAR		Leadership & Crisis Manage. (PACT-440-5)		

\* Example assumes no waivers

\*\* Students placing into Financial Reporting & Analysis (ACCT-451) will take that in Winter.

# MMM GRADUATION REQUIREMENTS

While Kellogg's innovative academic approach is highly customizable, there are **five basic requirements** necessary to graduate from the MMM Program

**28.5 credits minimum (must include 20.5 Kellogg credits & 8.0 McCormick credits)**

**7 quarters of full-time study (3-5 credits/quarter)**

**Core courses completed by end of Spring 2024**

**2<sup>nd</sup> Year Fall core course PACT-440-5**

**Summer Internship/Work Experience**



# MMM KELLOGG CORE COURSES TO COMPLETE DURING 2023-24 ACADEMIC YEAR

	Quarter Offered	
	Winter	Spring
Finance II (FINC-431)	●	●
Marketing Management (MKTG-430)*	●	
Microeconomics (MECN-430)*	●	
Designing & Managing Business Processes (OPNS-440)	●	
Applied Advanced Analytics (OPNS-441)***		●
Operations Elective**	●	●

\* Unless waived

\*\* May be deferred to 2<sup>nd</sup> year

\*\*\* Partial waiver opportunity for OPNS 441 held in February

# MMM – ACADEMIC JOURNEY AT-A-GLANCE

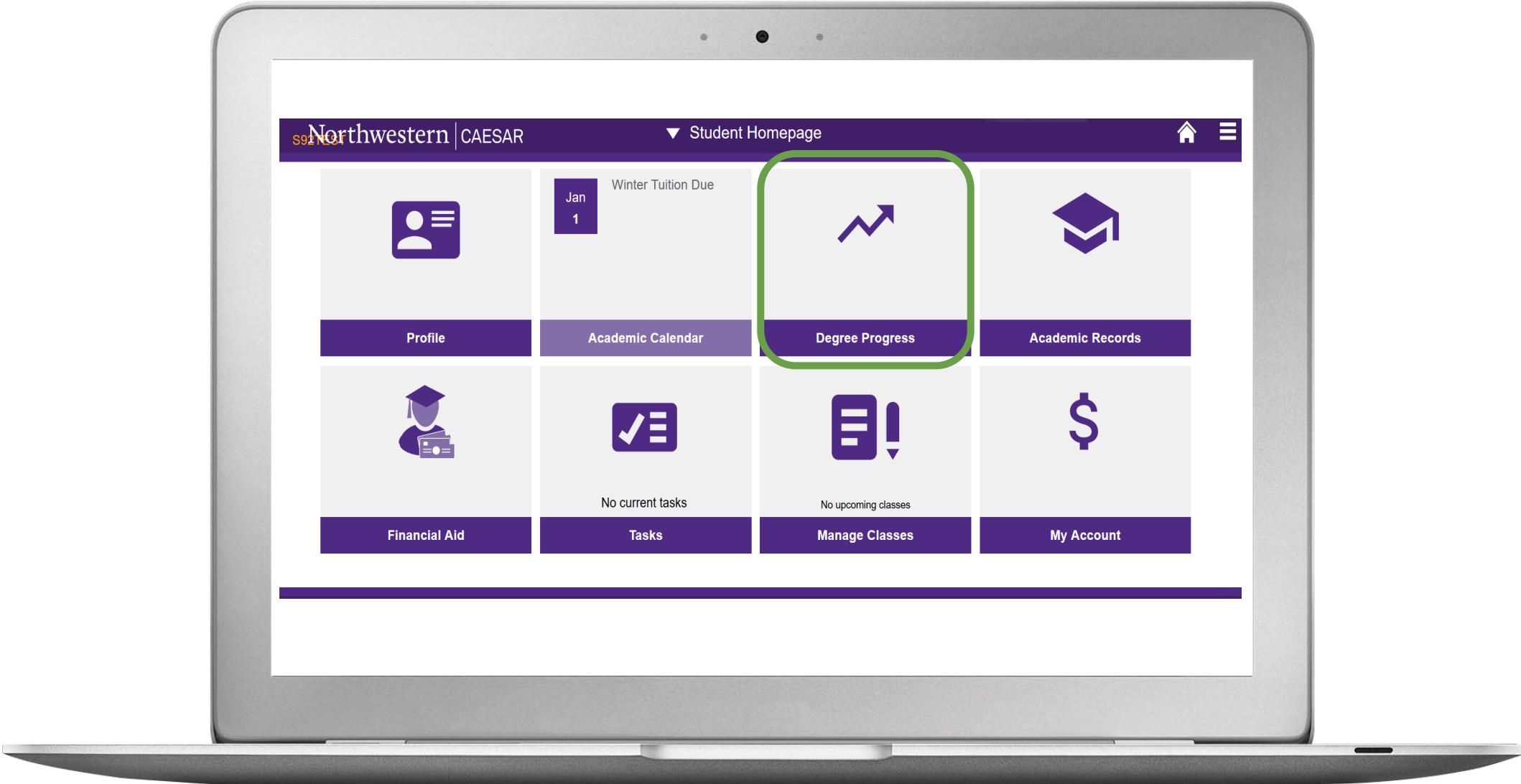
Curriculum provides solid foundation through core courses and customization through electives\*

		SUMMER		FALL		WINTER		SPRING	
		FIRST YEAR	Business Analytics (DECS-440)		Leadership in Org. (MORS-430)		Microeconomics (MECN-430)		Applied Advanced Analytics (OPNS-441)
Accounting (ACCT-430)			Business Strategy (STRT-431)		Dsg. & Mng. Business Processes (OPNS-440)		Finance II (FINC-431) <i>(if not previously taken)</i> or Advanced Operations Elective		
Appropriability by Design (DSGN-460)			Marketing or Finance II** (MKTG-430 or FINC-431)		Marketing or Finance II (MKTG-430 or FINC-431) <i>(if not previously taken)</i>		Innovation Viability (DSGN-485)	Innovation Growth (DSGN-465)	
Finance I or ACF (FINC-430/440)			Research-Design-Build (DSGN-490) (1.5 credits)			Whole Brain (DSGN-426)			
			DDD (DSGN-425)						
<b>SUMMER INTERNSHIP</b>									
SECOND YEAR		SUMMER		FALL		WINTER		SPRING	
				Mindful Product Management (DSGN-475)		Business Innovation Lab (DSGN-480; 2 Credits)			
				Design Research (DSGN-470)	Leadership & Crisis Mgmt. (PACT-440-5)				

\*Example assumes no waivers.

\*\*Only students who have a waiver or have completed both Marketing and Finance II may be eligible to choose from a selected list of electives.

# DEGREE PROGRESS REPORT - CAESAR



# 2Y: OPERATIONS - WINTER OR SPRING?

## Take Winter Quarter If...

- Internship has **non-flexible/negotiable early start date** (Investment Banking and some Tech companies)
- **Opting for early internship start date** to accommodate KWEST leadership or other end-of-summer obligations
- Credit space created by MECN-430, FINC-430 and/or MKTG-430 **waivers**

## Take Spring Quarter If...

- Internship timing **does not impact Spring quarter exams**
- **Desire to prioritize an elective** in Winter Quarter over OPNS-430 requirement

# CORE COURSE ENROLLMENT

You will be manually enrolled in Microeconomics (MECN-430) with your section (no bidding necessary)

- Your MECN-430 section number is the same as your STRT-431/MORS-430 section
- Ensure your bidding strategy for Finance I (and other classes) takes into account your MECN-430 section - you are not able to change your MECN section

If you placed into ACCT-451 via placement exam, you will be manually enrolled (no bidding necessary)

- Ensure your bidding strategy for other courses does not create a conflict with this class

You will need to bid for other core courses – MKTG-430, FINC-430, and OPNS-430

# MICROECONOMIC ANALYSIS (MECN-430) SECTIONS

Section	Days	Times
31 (Poets)	Tue/Fri	8:30AM - 10:00AM
32 (Turkeys)	Tue/Fri	8:30AM - 10:00AM
33 (Big Dogs)	Tue/Fri	10:30AM - 12:00PM
34 (Cash Cows)	Tue/Fri	10:30AM - 12:00PM
35 (Buckets)	Tue/Fri	1:30PM - 3:00PM
36 (Bull Frogs)	Tue/Fri	1:30PM - 3:00PM
37 (Moose)	Tue/Fri	1:30PM - 3:00PM
38 (Highlanders)	Tue/Fri	10:30AM - 12:00PM
39 (Bots)	Tue/Fri	3:30PM - 5:00PM

# VENTURE/PE LAB -- TIMING CONSIDERATIONS

If you are applying to Venture Lab or PE Lab, expectation is that you work 2 days per week. Please note:

- You must schedule your work around your core classes – MECN-430 (Tues/Fri) and MKTG-430 (Mon/Thurs). You're not able to move MECN, but you could bid for MKTG-430 times around the firm's suggested schedule
- Working 2 days per week with a full load of classes and while recruiting is a very heavy load

# COURSE SELECTION CONSIDERATIONS

## CAREER

Immediately post-Kellogg  
and beyond

## BREADTH

Variety of industries and  
functional areas

## GAPS

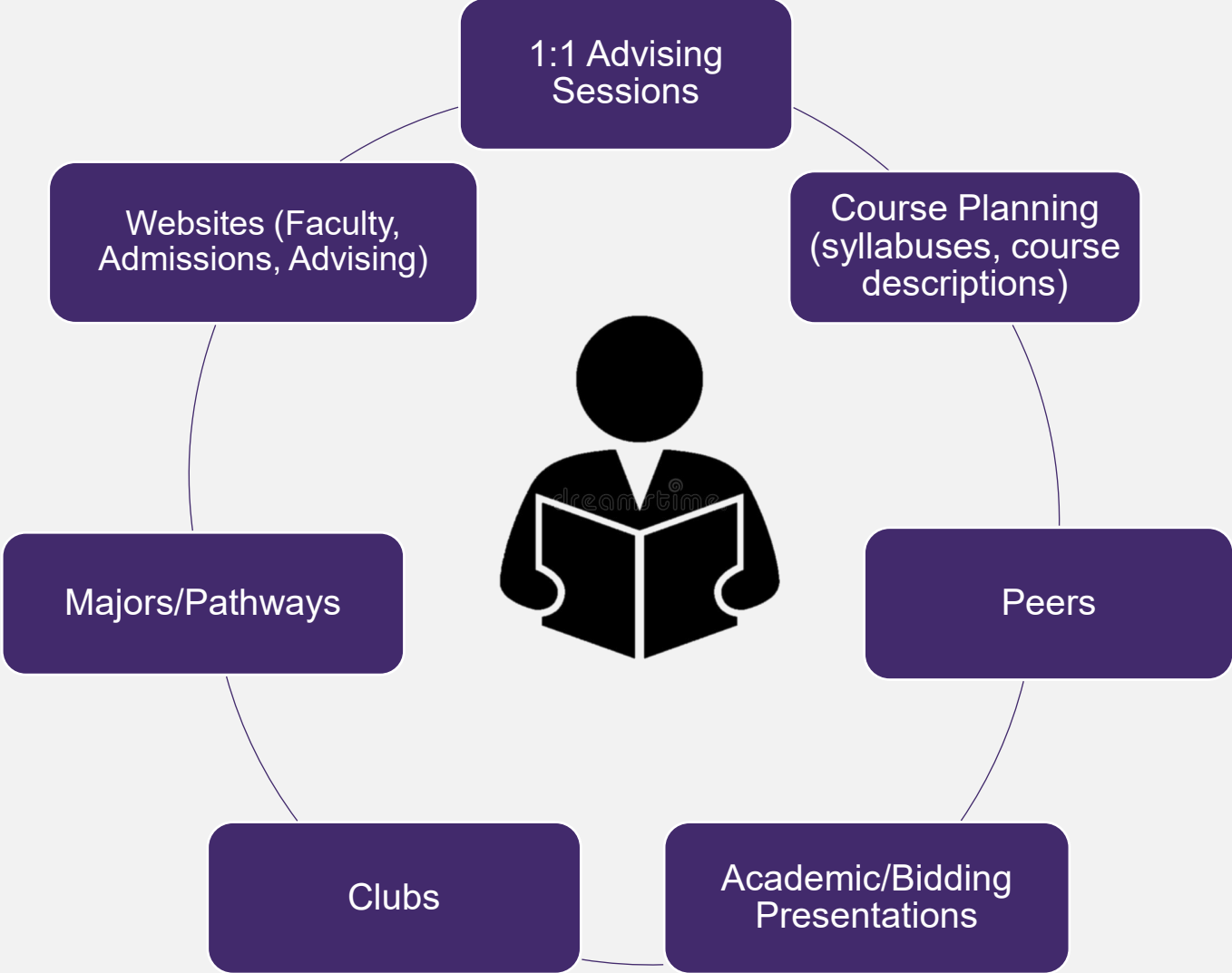
Reflect on your background  
and where you are headed

## GUIDANCE

From faculty, students,  
advising staff and alums



# COURSE SELECTION INPUTS



# COURSE LOAD CONSIDERATIONS

Non-academic obligations (e.g. recruiting, extra-curricular)

Balance

- Quantitative and qualitative
- Group versus individual work

Degree requirements

Strategic inclusion of 0.5 credit courses

**3 credit minimum**  
**5 credit maximum**

# MAJORS

Specific academic requirements (generally, core + 4)

Will appear on your transcript

Springboard for an elective search within area of interest

NOT a graduation requirement

Accounting // Economics // Finance // Marketing //  
Managing Organizations // Operations // Strategy //  
Management Science

# PATHWAYS



No specific academic requirements

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Will not appear on your transcript

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Springboard for an elective search within  
area of interest

Asset Management // AI & Analytics // Energy & Sustainability // Entrepreneurship  
// Growth & Scaling // Healthcare at Kellogg // Real Estate // Social Impact //  
Technology Management // Venture Capital & Private Equity // Diversity, Equity &  
Inclusion

# COURSE SELECTION ADDITIONAL RESOURCES

## Academics on the Serial

Independent and Field Study

Taking Courses at Other Northwestern Schools

Experiential Learning

Information and Advice from Faculty

## Global Opportunities

## San Francisco Immersion Program



# COURSE PLANNING TOOL LIVE DEMO

# BIDREG SYSTEM

ON-LINE PLATFORM THAT ALLOWS STUDENTS TO PLAN THEIR ACADEMIC JOURNEY



TAG COURSES

CREATE PATH

PLAN SCHEDULE

BID

Browse **Course Catalog** and “tag” courses you’re interested in

**Identify the quarters** your tagged courses are offered and sketch out which quarter you plan to take them

For upcoming quarters, **select the sections (days/times/professors)** available for the courses on your path

**Place a bid** for your desired section during bidding for the upcoming quarter

# 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 *only* (CORE)

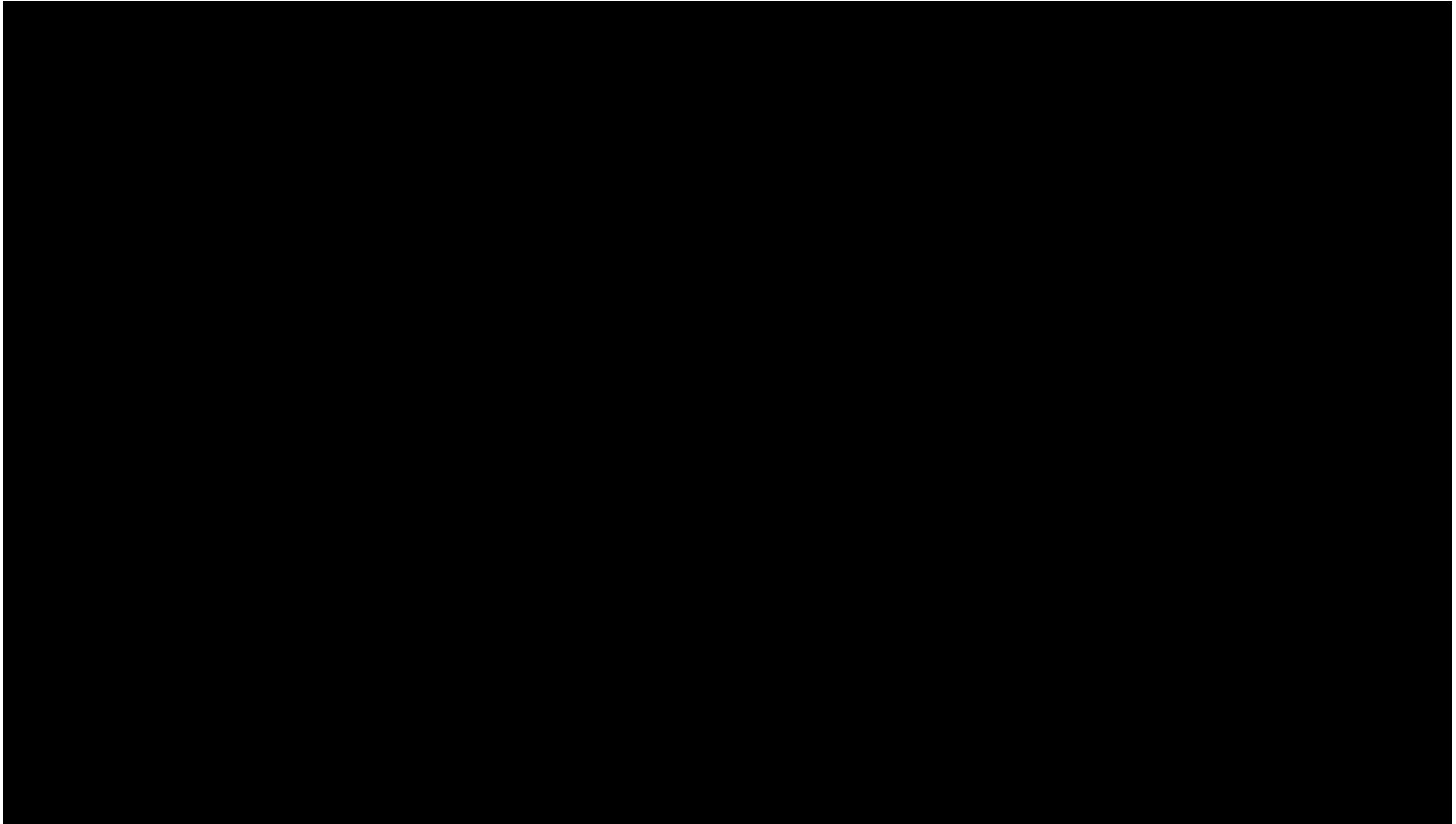
**Section 99:** Evening / Weekend / Full-time





# BIDDING OVERVIEW

# WHY BIDDING?



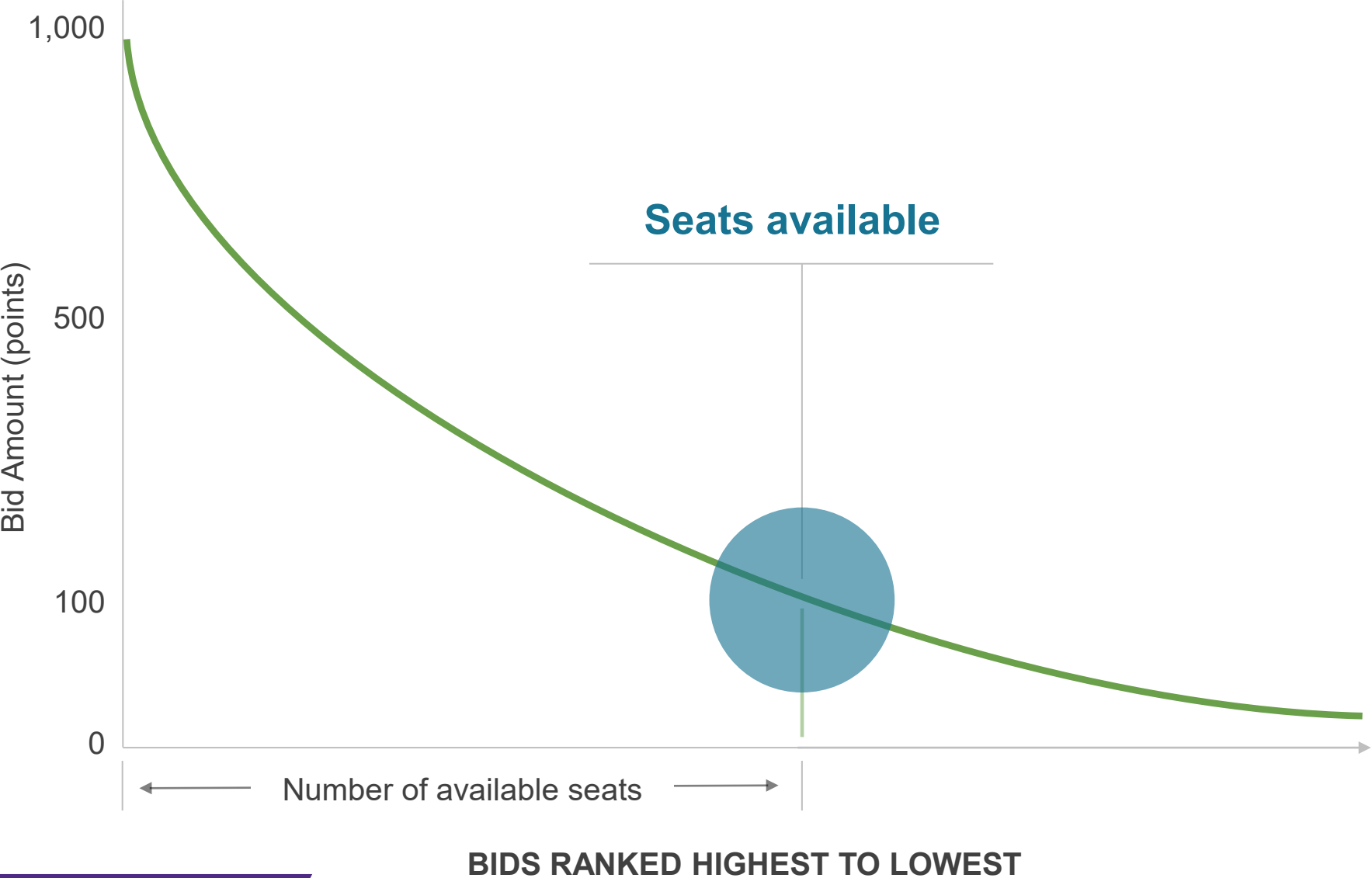
# KELLOGG BIDDING SYSTEM

## DUTCH AUCTION

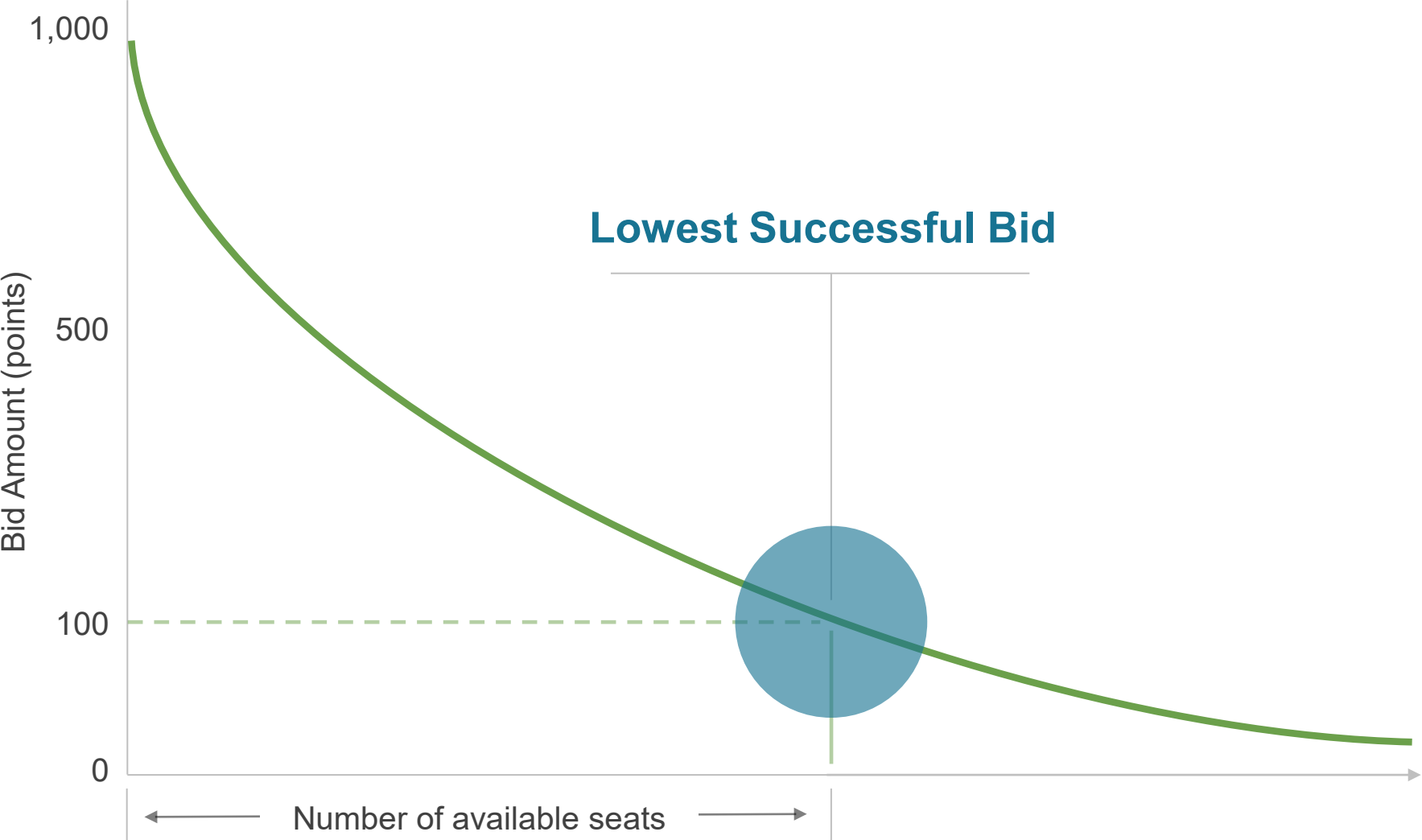
- Bidders ranked from highest to lowest
- Lowest successful bid determines the closing cost
- Successful bidders all charged the same amount

**1st year 2Y/MMM students given 2,000 points to last the remainder of the academic year – Winter and Spring quarters**

# DUTCH AUCTION EXAMPLE

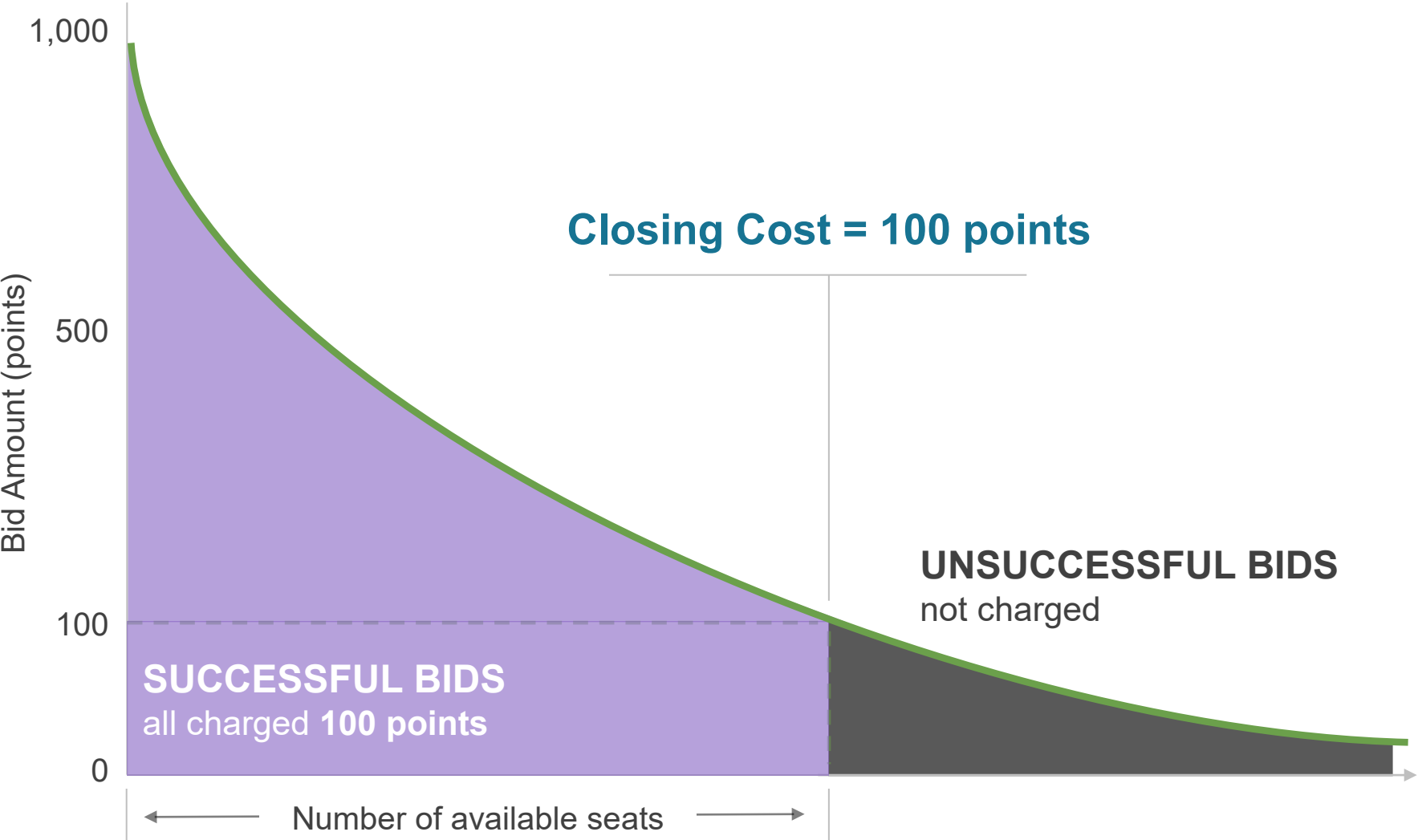


# DUTCH AUCTION EXAMPLE

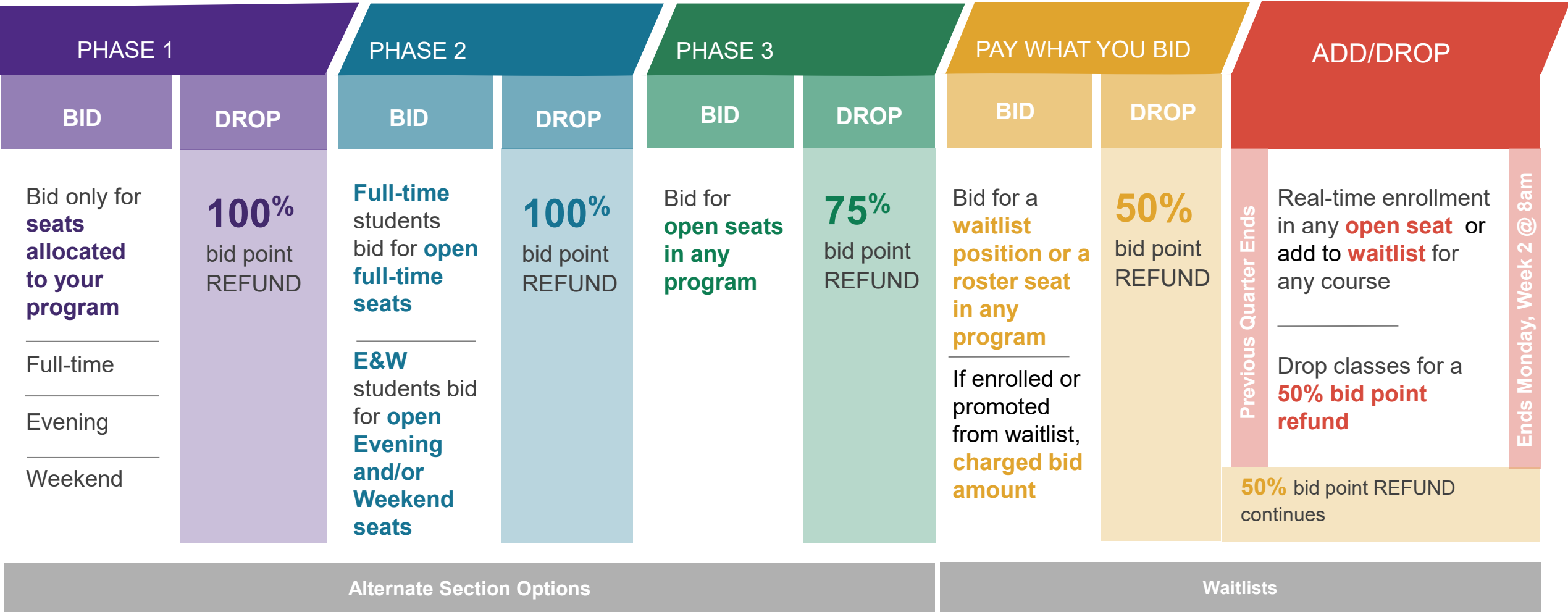


**BIDS RANKED HIGHEST TO LOWEST**

# DUTCH AUCTION EXAMPLE



# KELLOGG BIDDING PROCESS



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

# BIDDING PHASES

PHASE 1	<b>BID</b>	October 27 at 9am thru October 30 at 5pm	<ul style="list-style-type: none"> <li>• <b>Bid on seats allocated to your program.</b> Full-time students: sections 30s, 40s, 90s</li> <li>• Alternate section options available</li> </ul>
	<b>DROP</b>	November 1 at 12pm thru November 2 at 5pm	<ul style="list-style-type: none"> <li>• Drop any enrollments for a <b>100% refund of bid points</b> for use in Phase 2</li> </ul>
PHASE 2	<b>BID</b>	November 3 at 12pm thru November 6 at 5pm	<ul style="list-style-type: none"> <li>• <b>Bid on open seats in your program.</b> Full-time students: sections 30s, 40s, 90s</li> <li>• Alternate section options available</li> </ul>
	<b>DROP</b>	November 8 at 12pm thru November 9 at 5pm	<ul style="list-style-type: none"> <li>• Drop any enrollments (from Phase 1 or Phase 2) for a <b>100% refund of bid points</b> for use in Phase 3</li> </ul>
PHASE 3	<b>BID</b>	November 10 at 12pm thru November 13 at 5pm	<ul style="list-style-type: none"> <li>• <b>Bid on open seats in any program</b> (Full-time, Evening, or Weekend)</li> <li>• Alternate section options available</li> </ul>
	<b>DROP</b>	November 15 at 12pm thru November 16 at 5pm	<ul style="list-style-type: none"> <li>• Drop any enrollments (from Phases 1, 2, or 3) for a <b>75% refund of bid points</b> for use in the Pay What You Bid Phase</li> </ul>
PWYB	<b>BID</b>	November 17 at 9am thru November 20 at 12pm	<ul style="list-style-type: none"> <li>• <b>Bid on any seats in any program</b> (Full-time, Evening, or Weekend)</li> <li>• Unsuccessful bidders placed on a waitlist</li> <li>• No alternate section options available</li> <li>• If successfully enrolled, charged bid amount</li> </ul>
	<b>DROP</b>	November 28 at 12pm thru December 8 at 8:30am	<ul style="list-style-type: none"> <li>• Drop any enrollments for a <b>50% refund of bid points</b></li> </ul>



# ADD/DROP PERIOD



<b>ADD/DROP</b>	<b>Add/Drop</b>	December 8 at 9am thru January 8, 2024 at 8am	<ul style="list-style-type: none"><li>• Real-time enrollment into open seats and addition to waitlists.</li><li>• 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.)</li><li>• Waitlist promotions in real time.</li><li>• Set conditional drops to ensure waitlist promotion if you are at or near your credit maximum.</li></ul>
	<b>Add/Drop</b> <i>(2<sup>nd</sup> 5 Week Courses Only)</i>	January 8 at 8:01am thru February 12, 2024 at 8am	<ul style="list-style-type: none"><li>• Real-time enrollment into open seats and addition to waitlists.</li><li>• 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.)</li><li>• Waitlist promotions in real time.</li></ul>

# BIDDING BASICS

## Bidding is NOT first-come-first served

- Place a bid anytime during the bidding window
- Deadlines are firm – we are not able to bid/drop classes for you if you miss the window

## Phases

- Phase 1: All full-time seats available to bid on
- Phases 2, 3: Only seats that do not fill in previous phases are available for bidding; PWYB wait lists are created
- Each phase will have a separate cost

## A bid is for a specific course section

- Only able to bid for one section of a course at a time
- Alternate section options available (details/demo in next presentation)

## Bidding Limit

- Bid up to a maximum of 5 credits

# BIDDING STRATEGIES

## Bid what you are willing to spend (and no more)

- You may set the closing cost
- You will be refunded the difference if the closing cost is lower (Phases 1-3)

## Use historical bidstats only as directional guidance

- Only consider Phase 1, bidstats for your program
- Remember closing cost is LOWEST successful bid

## Consider parallel path bidding

- You may not yet know whether you are accepted to an application-based course
- Do not wait until Phases 2 or 3 to bid on a course you may want to take

# COURSES OUTSIDE BIDDING SYSTEM

MECN-430 / ACCT-451

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Application-based courses

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Independent and Field Studies

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Non-Kellogg Northwestern courses

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MMM Design courses



# COMMON BIDDING STRATEGY PITFALLS

Bidding **all points without an exit strategy**

Bidding too low to **“save” points for unknown** later courses

Using the **historical bid stats + \_\_\_% model**

Assuming a **1 point bid** will be successful if a course closed for 0 points in the past

**Not including back up choices** in Phase 1 Bids



# NEXT STEPS

# MICROECONOMICS WAIVER

A partial or full (depending on score) waiver of Microeconomics (MECN-430) is offered by exam during the Fall quarter.

**Waiver Exam**

**Timing: October 18-22 Exam Window (students will be added to Canvas page)**

# OPERATIONS WAIVER

A full waiver of Operations Management (OPNS-430) is offered by exam during the Fall quarter.

**Waiver Exam**

**Timing: October 18-22 Exam Window (students will be added to Canvas page)**



# WHAT SHOULD YOU DO NEXT?

1. Reflect on your academic, personal & professional goals
2. In the BidReg System:
  - Tag courses for full academic year
  - Lay out Path for Winter & Spring
  - Create Plan (schedule) for Winter
3. Based on your 'must-haves' for Spring, determine how many points you want to have remaining after Winter quarter
4. Create your bidding strategy
5. Attend 10/18 presentation on how to bid

SAVE THE DATE:

**October 18 @ 12:15pm – How to Bid Presentation**

## TOPICS COVERED

- Bidding & Registration System Demonstration
- How to place a bid and make drop transactions
- Bidding rules

# 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](#) to request a time.
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## Email

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

## Drop-In Table in Plaza

- Advisors hold drop-in hours in Gies Plaza (M, T, R, F 12:15pm-1:15pm)
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## Slack

- Get quick, simple questions answered.
- #studentexperience\_classof\_2025 or DM @AcademicExperienceTeam

# ADDITIONAL DROP IN HOURS DURING BIDDING

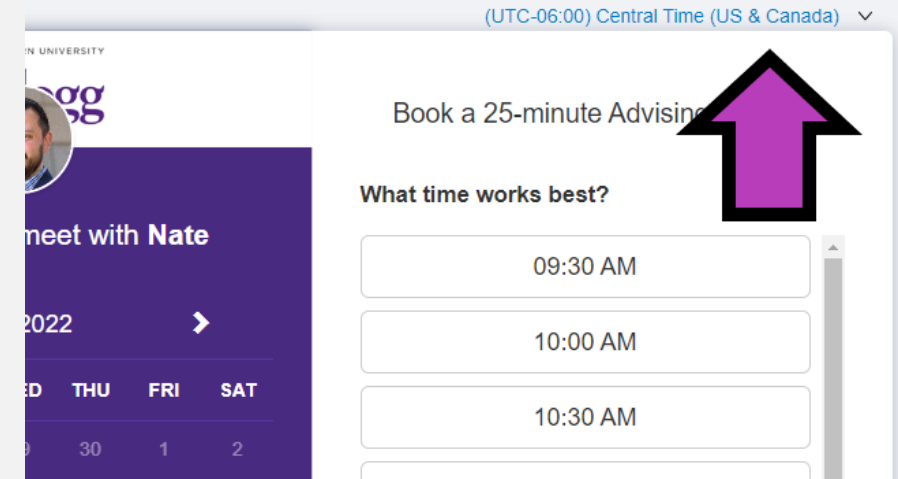
	Mon	Tues	Wed	Thurs	Fri
Week of 10/23	Plaza & Zoom	Plaza & Zoom	Bidding Highlights Presentation	Plaza & Zoom	Plaza & Zoom
Week of 10/30	Plaza & Zoom	Plaza & Zoom	Plaza Only	Plaza & Zoom	Plaza & Zoom

REMINDERS AND LINKS WILL BE POSTED ON SLACK in  
**#STUDENTEXPERIENCE\_CLASS OF 2025**

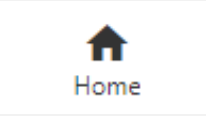
# QUICK NOTES ON MAKING AN APPOINTMENT

## Book an appointment in CampusGroups

- Be sure the time zone in the Book screen in Campus Groups is set to the time zone of your current location. For most of you, when you are booking from campus, you will be in Central time zone.



## Canceling an appointment

- Go to your Campus Groups home page by clicking on the  icon at the top left of the page.
- Under “More” on the left tool bar, click on “My Meetings”.
- Select upcoming meetings in the middle drop down box, click on the 3 vertical dots at the right, and select “Cancel Advising Session”.

For more help making appointments: [Serial](#).



QUESTIONS?