KELLOGG ADVANTAGE

THE KELLOGG CERTIFICATE PROGRAM FOR UNDERGRADUATES (CPU) AT NORTHWESTERN UNIVERSITY PROVIDES EMPLOYERS AN OPPORTUNITY TO RECRUIT AND HIRE STUDENTS WITH TOP ACADEMIC CREDENTIALS, LEADERSHIP POTENTIAL AND TEAMWORK SKILLS. OUR STUDENTS ARE EQUIPPED WITH STRONG ANALYTIC AND MANAGERIAL SKILLS, AND READY TO ADD VALUE TO ANY ORGANIZATION'S SUCCESS.

TOP TALENT FOR YOUR ORGANIZATION

The Certificate Program attracts some of the most talented and motivated students at Northwestern. For admission to this highly selective program, students must complete challenging course material in advanced calculus and linear algebra, probability, econometrics, and micro-economics. Our students represent a variety of academic disciplines and hold leadership positions in student organizations across campus. Their proven analytical and quantitative skills, combined with their well-rounded leadership and managerial intelligence, give them the tools to apply to the workplace right away.

TAUGHT BY WORLD-CLASS FACULTY

Our professors are preeminent thought leaders in their field and highly sought after by corporations, industries and governments to provide insight and guidance on some of the world's toughest business and social issues. By taking advanced coursework from our faculty, who teach in our premier MBA degree program, CPU students are armed with sophisticated analytical tools and critical thinking skills to solve real-world business challenges.

ADVANCED COURSEWORK, REAL-WORLD APPLICATION

Through team projects, case studies and individual study, students complete a rigorous curriculum that equips them to apply theory to practice. Both certificates – Financial Economics and Managerial Analytics – develop students' potential to be leaders in your organization. Students in the Financial Economics track learn valuation tools and financial applications, while the Managerial Analytics students develop analytic tools and skills used in business planning, operations and consulting.

ADD TO YOUR TALENT PIPELINE

Each student who comes out of CPU is driven, energized and career-focused. Our students can meet your recruiting needs – from internships to full-time roles. Request a resume book or find out about the recruiting timeline to secure top-notch talent from our highly rigorous program.

EMPLOYERS OF PROGRAM ALUMNI

- A.T. KEARNEY
- ACCENTURE
- BAIN & COMPANY
- BANK OF AMERICA
- MERRILL LYNCH
- BARCLAYS CAPITAL
- BATES WHITE
- BLACKROCK
- BOOZ & COMPANY
- CITI
- CME GROUP
- CORNERSTONE RESEARCH
- DELOITTE CONSULTING
- GOLDMAN SACHS
- GOOGLE
- GROSVENOR CAPITAL MANAGEMENT
- IBM
- J.P. MORGAN
- MCKINSEY & COMPANY
- MICROSOFT
- MORGAN STANLEY
- OLIVER WYMAN
- FEDERAL RESERVE BOARD
- TEACH FOR AMERICA
- THE BOSTON CONSULTING GROUP
- THE CAMBRIDGE GROUP
- THOUGHTWORKS
- UBS INVESTMENT BANK
- WILLIAM BLAIR & COMPANY
- ZS ASSOCIATES

CERTIFICATE COMPARISON

	FINANCIAL ECONOMICS	MANAGERIAL ANALYTICS
OPEN TO* *Admission is selective.*	All Northwestern University students who have taken prerequisite courses in advanced calculus and linear algebra, probability, econometrics, and microeconomics	All Northwestern University students who have taken prerequisite courses in advanced calculus and linear algebra, probability, statistics, microeconomics, and optimization
FOCUSES ON	Corporate finance, capital markets, securities pricing	Applying business analytical skills in context of finance, operations and strategy decisions
COURSES	+ Principles of Finance + Investments + Derivatives + Topics in Financial Economics (currently: International Finance)	+ Principles of Finance + Pricing + Operations and Supply Chain Strategy + Topics in Managerial Analytics (currently: Empirical Methods in Customer Analytics)
STUDENTS WILL BE PREPARED FOR RESPONSIBILITIES THAT INCLUDE	+ Cash-flow analysis and financial modeling + Obtaining, financing and comparing capital structure choices + Analysis of potential mergers and acquisitions + Capital budgeting and capital allocation decisions + Portfolio investment and asset management + Risk management strategies + Research cash flow and valuation estimates + Supporting client interactions with analysis and presentations	+ Modeling and analyzing business decisions + Analysis of potential mergers and acquisitions + Investment decisions in a supply chain network + Analyzing and optimizing supply chain networks + Analysis to support pricing decisions + Statistical analysis of current trends in business practices, products and industry competition + Supporting client interactions with analysis and presentations
OFFERED SINCE	Fall 2007	Fall 2008

TO LEARN MORE VISIT KELLOGG.NORTHWESTERN.EDU/CERTIFICATE

KELLOGG SCHOOL OF MANAGEMENT
Northwestern University

Donald P. Jacobs Center
2001 Sheridan Road | Evanston, IL 60208
847.467.4600 | kelloggundergrad@kellogg.northwestern.edu