

CPU INFORMATION SESSION

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Professor Martin Lariviere

- Kellogg Professor of Managerial Economics & Decision Sciences
- Academic Director of CPU



Kellogg
School of Management

Certificate Program for Undergraduates

Agenda

- Program Overview and Purpose
- Prerequisites
- Career Development
- Job Placement & Internships
- Student Statistics
- Admissions

Snapshot

- Two certificates:
 - Financial Economics (FE)
 - Managerial Analytics (MA)
- Four courses in each certificate; Kellogg profs
- Specialized curriculum: high level quant and analytical skills
- For NU juniors and seniors– from all schools
- Prerequisites + application required

CPU Reasoning

- Employers interested in new graduates with sophisticated quantitative skills
- Fresh undergrads more technically prepared than many MBA grads
- Complement NU's emphasis on liberal arts approach

What you Learn

- Leverage broad NU education with practical business skills and approach
 - Data analysis
 - Modeling skills and applications
 - Decision-making tools
 - Working in teams
- Prepare for jobs where information is collected and analyzed to make decisions
- Apply the skills to many different fields: finance, consulting, non-profits, policy, government, education, etc.

Applications include:

- Valuation tools for mergers and acquisitions
- Security design and valuation
- Asset management
- Capital budgeting
- Strategy formulation
- Supply chain design
- Pricing



Two Certificates Offered

Financial Economics Cert

- Focuses on:
 - Corporate finance
 - Capital markets
 - Securities pricing
- Courses:
 - Principles of Finance
 - Investments
 - Derivatives
 - Special Topics (currently: “International Finance”)

Managerial Analytics Cert

- Focuses on:
 - Business analytics
 - Planning and strategy
 - Operations Management
- Courses:
 - Pricing
 - Operations and Supply Chain Strategy
 - Principles of Finance
 - Special Topics (currently “Empirical Methods in Strategy”)

Easy to Sell

- Well-rounded students from a top university, with special Kellogg training
- Advanced knowledge in students' majors (e.g., math, econ, engineering)
- Sophisticated analytical tools and skills
- Experience in practical business applications
- Kellogg collaborative approach

CPU Structure

- Stay in “home” school
- Start program in fall
- Complete in one or two years (recommend one year)
- Typically proceed through as a cohort
- Graduate-level courses
- Work in teams



Prerequisite Courses Areas

- 1) Calculus and Linear Algebra
- 2) Probability
- 3) Econometrics/Statistics
- 4) Microeconomics
- 5) Optimization (MA only)

1) Calculus + Linear Algebra (FE+MA)

- One course sequence required (3 or 4 courses)
- Seven options in WCAS and McCormick
 - MATH 230, 234 and 240
 - MENU 290 sequence
 - MENU 291 sequence
 - MMSS sequence
 - ISP sequence
 - ES-APPM 252 sequence
 - GEN_ENG 205 or 206- 1 and 2

2) Probability (FE+MA)

- One course required
- 7 options in WCAS and McCormick
 - MATH 310-1
 - STAT 320-1
 - MMSS equivalent
 - ISP equivalent
 - IEMS 202-0
 - EECS 302-0
 - BMD_ENG 220-0

3a) Econometrics (FE)

- One 2-course sequence required
- Two options – only in WCAS
 - ECON 381-1 and 2
 - MMSS sequence

3b) Statistics/Econometrics (MA)

- One or two courses required (depends on the school)
 - ECON 381-1
 - MMSS equivalent
 - IEMS 303 and 304 (can take 304 concurrently with CPU classes)

4) Microeconomics (FE+MA)

- One course required
- Two options - only in WCAS
 - ECON 310-1
 - MMSS equivalent

5) Optimization (MA Only)

- One course required
- Three options in WCAS and McCormick
 - MATH 368
 - IEMS 313-0
 - CHEM_ENG 345-0

Prerequisite Logistics

- OK to apply if still taking pre-reqs in spring or summer
- Pre-reqs must be completed by fall
- Most CPU pre-reqs have their own pre-reqs, so plan ahead



Other Program Features

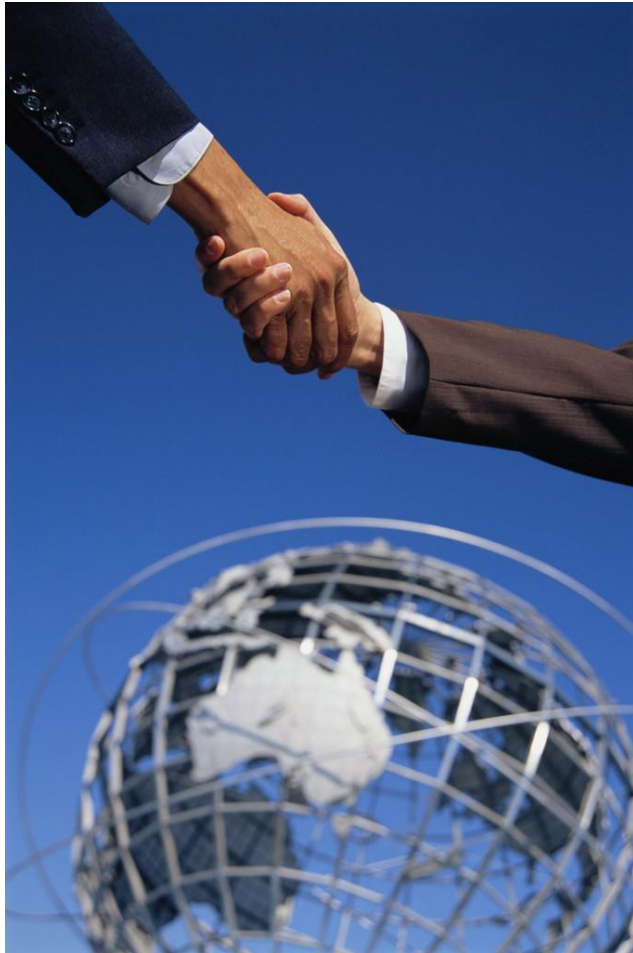
- CPU-only career development specialist
- Dedicated space with study group rooms and student lounge
- Attend competitions



CPU Career Development

- Career exploration, resume/cover letter writing, interview preparation, weighing offers, networking, preparing for the work environment
- Special events
- Mixers with CPU alumni
- Resume book
- Online internship database (new!)
- Introduce CPU to potential employers
- Involve Kellogg MBA students

Internships, Summer 2011



Strong placement at major employers in.....

- Financial consulting
- Management consulting
- Investment banking
- Asset management
- Corporate development
- Engineering
- Technology
- Manufacturing
- Operations
- Operations research
- Actuarial science
- Risk management

All over the globe

After CPU – About 215 alumni

CPU alumni working around the world in...

- Asset management consulting
- Corporate finance
- Hedge funds
- Engineering
- Investment banking
- Government
- Marketing
- Non-profit
- Research
- Technology
- Education
- Science

Also, graduate school:

- Finance
- Law
- Medicine
- Engineering



Student Stats, Enter 2011

FE: 41 students

- **Schools**
 - WCAS = 29
 - McCormick = 10
 - Communications = 1
 - Music = 1
- **14 areas of study**
 - Econ, math, MMSS
 - Also applied math, comp sci, elect eng, IEMS, mech eng, history, jazz studies, legal studies, poly sci, psychology, radio/TV/ film
- **Year**
 - Sophomore = 1
 - Juniors = 30
 - Seniors = 10

MA: 44 students

- **Schools**
 - WCAS = 11
 - McCormick = 33
- **13 areas of study**
 - IEMS, econ,
 - Also chem eng, math, applied math, mech eng, biomed eng, MMSS, civil eng, comp sci, elect eng, psychology, sociology
- **Year**
 - Sophomores = 2
 - Juniors = 29
 - Seniors = 13

Admission Process

- May only apply to one certificate
- Can explain if have not completed pre-reqs
- Online application due **February 19, 2012**
- Decisions made by May 11, 2012



Admission Criteria/Standards

Decisions based on:

- Grades: Overall and pre-req course GPAs
 - Focus on most recent grades
 - 3.0 average in prerequisite courses
 - Accepted students have range of grades
- Essay (300-400 words)
- One faculty recommendation (used to be two)

Contact Information

- Certificate Program for Undergraduates
 - Website: kellogg.northwestern.edu/certificate/
 - kelloggundergrad@northwestern.edu
 - 847.467.4600
- Carol Henes, Director
 - c-henes@kellogg.northwestern.edu
 - 847.467.0601
- Rachel Garson, Career Development Specialist
 - R-garson@northwestern.edu
 - 847.491.2763