

Welcome to the Global Study and Leadership Opportunities Information Session

Wednesday, September 18th, 2013

NORTHWESTERN UNIVERSITY



Kellogg
School of Management

Global Programs

Agenda

- Welcome – Paul Christensen, Associate Dean of Global Programs
- Program and Class Presentations
 1. Exchange – Caitlin Killmer
 2. GHI-Medical Technologies in Developing Countries – Kara Palamountain and Rob Dintruff
 3. GIM – Debbie Kraus
 4. Global Lab – Russell Walker
 5. Health and Human Rights – Northwestern Access to Health Project – Juliet Sorensen
 6. NUvention - Innovate for Impact – Jamie Jones
 7. Kellogg Corps – Otmame El Manser
 8. KWEST – Ann Kaplan
- Questions and Answers (by Program)

Exchange

Number of participants: ~120

Group size: Varies by partner school

Dates:

- Fall or Winter quarter of 2nd year

Time commitment:

- 1 full quarter (5 – 10 weeks, depending on partner school)

Application deadline:

Round 1:

April 9, 2014- Applications due

April 21, 2014- Decisions announced

April 28, 2014- Exchange contracts due

Round 2:

TBA; Late August- September 2014

Cost:

- Tuition = equal exchange
- Living Expenses

Contact: Caitlin Killmer,
c-killmer@kellogg.northwestern.edu
Debbie Kraus,
d-kraus@kellogg.northwestern.edu

Web site:

<https://www.kellogg.northwestern.edu/departments/international/exchange.aspx>



Open to: FT 2nd year students

Exchange

Objectives:

- To learn about business from a different perspective
- To experience another culture
- To work with students, faculty, and professionals from around the world

Students should participate if:

They are interested in an immersive cultural and academic experience over a longer period of time (between 5-10 weeks).

Countries visited:

Argentina, Australia*, Brazil*, Chile, China*, Costa Rica, Denmark, France*, Germany, Hong Kong*, India, Israel, Italy, Japan*, Korea*, Mexico, The Netherlands, Scotland, Singapore*, Spain*, Switzerland, Thailand

* Denotes more than 1 exchange partner school.

Medical Technologies in Developing Countries (GHI)

Number of participants: 24

Group size: Two groups of 12

Dates: Feb-May, 2014

Time commitment: Two 5-week class sessions before and after a 2-week research trip

Application deadline: November 4, 2013

Cost: \$4,000-5,000

Open to: All FT and PT students

Contacts:

Kara Palamountain [k-palamountain@kellogg.northwestern.edu]

Rob Dintruff [rob_dintruff@comcast.net]

Web site(s):

Apply: <https://www4.kellogg.northwestern.edu/el/>

Background: <http://nwghf.org>

www.kellogg.northwestern.edu/research/ghi/

Technologies we take for granted in the developed world must be adapted to fit the unique circumstances of developing world healthcare systems. Societal adaptations may also be required.



Medical Technologies in Developing Countries (GHI)

Objectives: Provide a unique opportunity to inform the design and launch of medical technologies for developing countries by conducting in-country market research.

- Learn the science of HIV/AIDS, TB
- Obtain background on medical technologies
- Learn the essentials of medical product market research
- Experience the unique circumstances that impact HIV/AIDS care and treatment in the developing world
 - Basic economics
 - Culture
 - Politics
 - Resource-limited healthcare systems
 - Inter-governmental support organizations
- Complete an analysis of field work and present key findings to the developers of the medical technologies
 - Northwestern University
 - Participating companies
 - Philanthropists

Students should participate if:

They are interested in a unique and gratifying experience to see first-hand how award-winning innovation can be used to impact global health issues in the developing world.

Countries visited:

Past programs have taken place in: India, Kenya, Mozambique, Tanzania, Uganda and Zambia. Candidates for this trip include Rwanda, Tanzania and South Africa.

GIM (Global Initiatives in Management)

Number of participants: ~200/year
Group size: maximum 35/class

Dates:

- Leaders – October - April
- Students – winter quarter; travel = March 16 – 29, 2014

Time commitment:

- Leaders – depending on position; weekly meetings
- Students – regular course; plus group project work and committee work

Application deadline:

- Leaders – Monday, September 30th
- Students – N/A (winter quarter bidding)

Open to: All FT and PT students

Contact: Christine Dunn,
c-dunn@kellogg.northwestern.edu; Debbie Kraus,
d-kraus@kellogg.northwestern.edu

Web site:

<https://www.kellogg.northwestern.edu/departments/international/gim.aspx>



Cost: \$4,000 – 5,000

GIM (Global Initiatives in Management)

Objectives:

- Gain an in-depth understanding of the economic, political, social, and culture characteristics of a country or region outside the United States
- Learn about key business trends, norms, challenges, and successes in a country or region outside the United States
- Conduct international business research on a topic of interest
- Further develop teamwork and leadership skills

Students should participate if:

They believe in having an open mind and a global perspective.

They are interested in learning about and experiencing the country or region from what is primarily an academic, business perspective (over spring break!).

They understand the benefits and limitations of group travel.

Countries visited:

2013: Argentina, Bahrain, Brazil, China, Colombia, Japan, Korea, Mozambique, Oman, Singapore, Thailand, UAE, Vietnam

2014 (planned): Brazil, China, Estonia, India, Indonesia, Japan, Kenya, Korea, Malaysia, Mexico, Mongolia, Russia, Rwanda, Singapore, Tanzania

Global Lab (INTL 915) aka G-Lab

Number of participants: 20 in FT, 4 in PT
Group size: 4

Dates: Jan-Mar
Time commitment: 8-10 hours per week plus all of spring break
Application deadline: TBD

Cost: Visas, Ground Transportation, Meals, Cultural Events (approx \$1000)

Open to: FT, PT, 1Y, 2Y, MMM, JDMBA

G-LAB is by application (not bidding). All applicants must be submitted for review.

Contact: Russell Walker
russell-walker@kellogg.northwestern.edu

Web site: see course syllabus

Projects for G-Lab 2014 are expected in:

Mexico – market entry for a cosmetic education firm

South Korea – strategy analysis for a plastic pipe manufacturer

India – market sizing for water treatment

Hong Kong/Taipei – growth analysis for digital media firm

Brazil – cross media analysis for marketing and ecommerce

Global Lab

Objectives:

- 1) Exercise consulting and strategy in an international setting
- 2) Work alongside an international team and develop insights on cross-cultural work
- 3) Develop and present recommendations to a senior executive or team
- 4) Learn about a country, people, market, industry, and firm in 12 weeks!
- 5) Develop and exercise team skills in an international consulting setting
- 6) Expand your boundaries, literally and figuratively
- 7) Experience and enjoy a country and culture

Students should participate if:

- 1) Want to work in international settings
- 2) Willing to work during Spring Break (M-F) each week
- 3) Have 8-10+ hours available per week in Winter quarter
- 4) Like a challenge!
- 5) Will be happy with a demanding and work-filled Spring Break
- 6) Willing to take early exams

Countries visited in recent years:

Mexico, South Korea, Brazil, Thailand, UAE, Qatar, Turkey, Colombia, Indonesia, India, Taiwan, Hong Kong, Argentina

The Northwestern Access to Health Project

Number of participants: 15 Kellogg (in class); 2 Kellogg (field work)
Group size: 45 (in class); 6 (field work)

Dates: PPI 933: winter 2013; travel spring break 2014
Time commitment: spring break 2014
Application deadline: enrollment in PPI 933;
applications for participation in fieldwork invited
from all enrollees in class

Cost: \$0

Open to: all Kellogg students enrolled in
PPI 933

Contact: j-
sorensen@kellogg.northwestern.edu

Web sites:

<http://globalhealth.northwestern.edu/outreach/AH-Ethiopia.html>

<http://globalhealth.northwestern.edu/outreach/AH-DR.html>



Health and Human Rights and the Northwestern Access to Health Project: PPI 933

Objectives: students work in teams to conduct an inter-disciplinary needs assessment of a community in the developing world. That needs assessment is used to identify a sustainable, capacity-building intervention in partnership with the community. In 2014, the Access to Health Project will be working in Mali.

Students should participate if:

They are interested in analyzing real-life questions of access to health in the developing world in partnership with their counterparts from the schools of law and public health.

NUvention IMPACT

Number of participants: ~36/year

Group size: 6 teams of 6 students

Dates:

- Information Sessions: mid-October
- Startup NU: Nov. 2-3
- Students – winter and spring quarters; 2 Credits; travel = March 16 – 29, 2014

Time commitment:

- Students – weekly course sessions, extensive project work outside of class

Application deadline:

- November 4 @5pm CT

Contact: Jennifer Mayer, jennifer-mayer@kellogg.northwestern.edu

Web site:

nuvention.northwestern.edu/impact/

Applications will be open here in late-October



Open to: All FT and PT students

Cost: \$1500-4000

NUvention IMPACT

Objectives:

- Gain an in-depth understanding of the complexities of developing a venture that has a linked social and financial objective
- Develop user-centered design research skills to identify new opportunities in unfamiliar cultural contexts
- Learn about business challenges in an informal economy/resource-limited setting
- Hone leadership skills through multidisciplinary team work

This class is for you, if you are interested in any of the following:

- Biz in emerging & developing markets
- social entrepreneurship
- user-centered design research
- business model innovation
- stretching yourself beyond your comfort zone.

Potential Projects:

- Mexico: Rural Housing
- Nicaragua: Education
- Chicago: Econ Development
- Mexico: Ag Entrepreneurship
- India: Mobile Internet Access
- Kenya: Agricultural Efficiency
- Philippines: Food System Development
- Senegal: Women's Education
- YOUR IDEA for an IMPACT VENTURE

Kellogg Corps

Contact: Otmane El Manser & Dai Ngo

Web site:

<http://kellogg.campusgroups.com/kelloggcorps/about/>

Number of participants: ~40/year

Group size: 4-6

Dates:

Between 1st and 2nd year – 2 weeks during early September

After graduation – 4 to 6 weeks during summer

Time commitment:

Trip leader – a few hours in the winter and fall / 1-2 hour per week in Spring

Trip member – very little commitment prior to trip

Application deadline: TBD

Cost: \$1500 to \$3000

Open to: All FT and PT students



Kellogg Corps

Objectives:

Connects social impact-oriented organizations in the developing world with Kellogg MBAs

Pro-Bono Consulting Projects:

1. Travel with Kellogg classmates
2. Work with international NGOs on impactful consulting projects
3. Have fun!

Students should participate if:
They are interested in doing a consulting project with a high social impact and help an NGO in a developing country as well as visiting the country

Countries visited: (2012-2013)

- Nicaragua
- South Africa
- Uganda
- Guatemala
- Belize
- Peru
- Mexico
- Kenya
- India

KWEST

Kellogg Worldwide Experience & Service Trip

Number of participants: 180 leaders + 720 KWESTies

Group size: 4-5 leaders per trip, Exec team of 10

Dates:

- Exec team: October – October
- Trip leaders: November – August
- Travel: August 23 - 30, 2014

Time commitment:

- Exec team: Weekly meetings; 2-10 hours a week depending on time of year
- Leaders: meetings as needed; 10-15 hours per quarter

Application deadline:

- Exec team: September 29th (tentative). Info session September 26
- Leaders: November (TBD)

Contact: Ann Kaplan
akaplan2014@kellogg.northwestern.edu

Web site:

<https://kellogg.campusgroups.com/kwest/home/>



Open to: All FT 2Y students

Cost: \$2300 - \$3100

KWEST

Objectives:

- Introduce and define the Kellogg culture for incoming students and their JVs
- Create deep, long lasting relationships that serve as the foundation for all future Kellogg interactions
- Foster connections between first and second year students
- Provide meaningful leadership experience for trip leaders and Exec team members

Students should participate if:

- They are passionate about creating relationships that will define the incoming class's introduction to Kellogg's culture and community

Countries visited:

2013: Argentina, Aruba/Curacao, Austria/Czech, Baltics, Belize, Canary Islands, Chile, Costa Rica, Croatia, Dominican Republic, France, Germany, Hungary, Iceland, Ireland/Scotland, Italy, Montenegro Morocco, Nicaragua, Panama, Peru, Portugal, Romania, Slovenia, South Africa, Spain, Thailand, Turkey, USA-Hawaii, USA-Puerto Rico, USA-Virgin Islands, USA - Wisconsin