

FULL-TIME MBA PROGRAM

ONE-YEAR | TWO-YEAR | MMM | JD-MBA

AT
WHAT
POINT

NORTHWESTERN UNIVERSITY



Kellogg
School of Management



AT WHAT POINT
DO YOU REALIZE YOUR

FULL LEADERSHIP
POTENTIAL?

KELLOGG DEVELOPS LEADERS WHO CAN IGNITE AND INSPIRE LASTING GROWTH

At Kellogg, you will learn how to build and lead strong organizations, to see around corners and think forward, to become adaptive, resilient and bold.

You will do this in a place that requires courageous thinking, among colleagues who are as supportive as they are driven. The result is exceptional personal and professional growth for you and your classmates. When you graduate from Kellogg, you will leave with a broad-based, agile skill set that prepares you to lead confidently in the face of unprecedented challenges and enormous opportunities.

The ***Full-Time Program provides four distinct paths*** to earning a Kellogg MBA. Each offers extensive options for achieving your personal, professional and educational goals. Whichever path you choose, you will develop as a person and learn how to spark growth in any organization.

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FULL-TIME MBA PROGRAMS

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ONE-YEAR (1Y) MBA

An accelerated program for candidates who've completed requisite coursework before enrolling and have focused career goals. Students bypass core courses and take electives that support their professional objectives. This integrated experience begins in June and finishes in June of the following year. Students complete a minimum of 15.5 credits over four quarters.

1.0
YEAR TO
COMPLETE DEGREE

15.5
CREDITS
REQUIRED

INTERNATIONAL STUDY OPTION: **YES**

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TWO-YEAR (2Y) MBA

Flexibility to explore a variety of interests and disciplines while developing strong management and leadership skills. Beginning in September, students complete six academic quarters and a summer internship. A minimum of 20.5 credits are required, with an average of four courses per quarter.

2.0
YEARS TO
COMPLETE DEGREE

20.5
CREDITS
REQUIRED

INTERNATIONAL STUDY OPTION: **YES**

EACH PROGRAM TAKES A DISTINCT APPROACH TO EARNING THE KELLOGG MBA. ALL FOCUS ON PREPARING LEADERS OF DIVERSE BACKGROUNDS TO BRING THEIR VISIONS TO LIFE. WHICH PROGRAM YOU PURSUE WILL DEPEND LARGELY ON WHAT YOU'VE ACCOMPLISHED SO FAR IN YOUR CAREER AND THE DIRECTION YOU'D LIKE TO TAKE IN THE YEARS AHEAD.

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MMM

A dual-degree program. Students earn an MBA from Kellogg and a Master of Science in Design Innovation from the McCormick School of Engineering and Applied Science. Students begin in June and complete a minimum of 28.5 credits over seven academic quarters. This program delivers a solid grounding in business, design innovation and technology.

2.0 YEARS TO COMPLETE DEGREE

28.5 CREDITS REQUIRED

INTERNATIONAL STUDY OPTION: YES

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JD-MBA

An integrated three-year program including two full years of study at Northwestern University School of Law, three academic quarters at Kellogg and a summer internship in law or business. Students complete 16 managerial credits and 72 hours of law coursework and earn Juris Doctor (JD) and MBA degrees. Students apply only to Kellogg; both schools review the application.

3.0 YEARS TO COMPLETE DEGREE

16.0 CREDITS REQUIRED FROM KELLOGG

72.0 CREDIT HOURS REQUIRED FROM NORTHWESTERN LAW

INTERNATIONAL STUDY OPTION: YES

BEST OF BOTH WORLDS

MOST OF YOUR STUDENT LIFE TAKES PLACE ON NORTHWESTERN UNIVERSITY'S CAMPUS IN EVANSTON, THE FIRST SUBURB NORTH OF CHICAGO. THE EVANSTON COMMUNITY AND THE VIBRANT CHICAGO METRO AREA OFFER ENDLESS POSSIBILITIES FOR ENTERTAINMENT, SPORTS, CULTURE AND COMMUNITY SERVICE.

CHICAGO

COMPREHENSIVE PUBLIC TRANSPORTATION SYSTEM, INCLUDING SERVICE TO AND FROM EVANSTON

A center of international commerce and industry, Chicago serves as home to some of the world's most powerful enterprises. It's a crossroads of global business and public policy leadership and a springboard for pursuing great ideas, new ventures and successful careers worldwide.

24 MILES OF LAKEFRONT, 31 BEACHES, 17 HISTORIC LAGOONS, 86 POOLS, 90 PLAYGROUNDS, 90 GARDENS, 66 FITNESS CENTERS, 9 ICE SKATING RINKS, 10 MUSEUMS AND 2 CONSERVATORIES

EVANSTON



EVANSTON IS THE SECOND CITY IN THE NATION TO BE AWARDED A 4-STAR COMMUNITY RATING FOR NATIONAL EXCELLENCE IN SUSTAINABILITY.

13 MILES FROM CHICAGO, 6 MUSEUMS, 2 LIBRARIES, 75 PARKS, 5 BEACHES, 1 DOG BEACH

PARTNERS AND FAMILIES

40%

OF KELLOGG STUDENTS ARE ACCOMPANIED BY A SPOUSE OR PARTNER

OPPORTUNITIES TO SIT IN ON KELLOGG CLASSES

ORGANIZED EVENTS FOR BOTH OF YOU

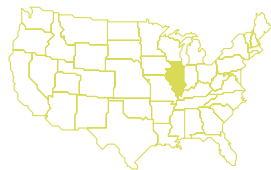
INFORMAL JOB NETWORK FOR SPOUSES AND PARTNERS

KELLOGG KIDS

PROVIDES SUPPORT FOR FAMILIES WITH IMPORTANT INFORMATION ABOUT SCHOOLS, BABYSITTERS, ACTIVITIES AND RESOURCES



CHICAGO /
EVANSTON,
ILLINOIS



TAKE ADVANTAGE OF EVANSTON'S COLLEGIATE
CAMPUS ENVIRONMENT WHILE ALSO
ENJOYING THE EXCITEMENT AND VIVACITY
OF CHICAGO, THE THIRD-LARGEST U.S. CITY.

BUILD A BALANCED AND DYNAMIC SKILL SET

TO BE EFFECTIVE AT THE HIGHEST LEVELS OF LEADERSHIP,
YOU NEED TO LEARN NOT ONLY WHERE THE MARKET IS
BUT WHERE IT WILL BE.

At Kellogg, you will develop a broad-based skill set that prepares you to lead wherever you go and in whatever you do. Whether you are launching a startup or you're the CEO of an established corporation, you will learn how to ignite growth in an organization.

THE CURRICULUM

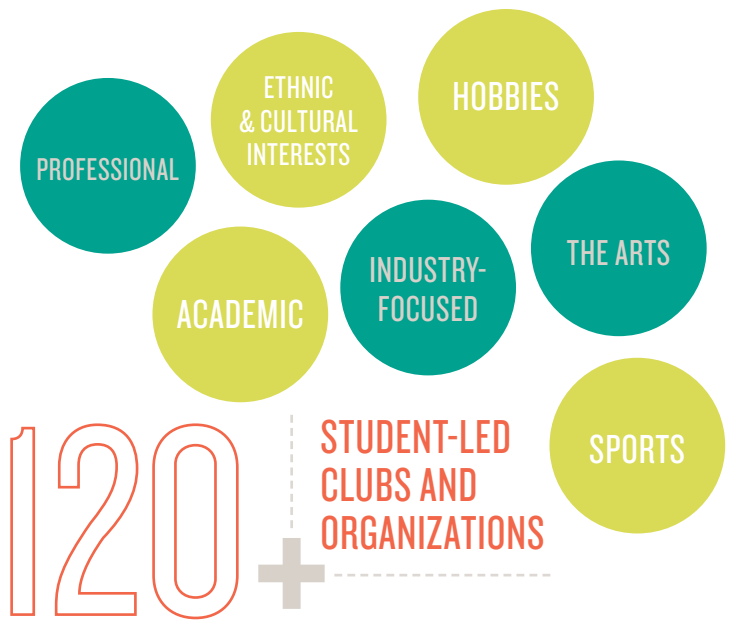
The Kellogg curriculum emphasizes general management, because well-rounded managers make better leaders. Once you've mastered the core disciplines, you'll design a curriculum that's tailored to your personal and professional goals.

There are 300 courses to choose from. And like the business landscape, our course catalog evolves.

With 12 new entrepreneurship courses, for example, you can select a sequence of classes designed to help you successfully launch a new venture by graduation. If you wish to develop an expertise in data analytics, choose from nine courses that provide the most comprehensive curriculum available.

A VARIETY OF TEACHING METHODS

As a Kellogg student, you will learn through a variety of teaching methods, because we don't believe in a one-size-fits-all approach. Through case studies, lectures and seminars, team projects, simulations and experiential learning opportunities, you will be better equipped to lead in the work force, no matter what you want to pursue.



ALLOW YOU TO BUILD YOUR LEADERSHIP SKILL SET

More than 1,000 experiential opportunities allow you to apply what you've learned to real-world challenges. Here are a few examples:

ASSET MANAGEMENT PRACTICUM. The innovative, highly specialized Asset Management Practicum, in which students manage an actual portfolio, provides exposure to cutting-edge practices and direct connections to alumni professionals in the field.

NUVENTION. NUvention allows students to create commercially viable business models and experience the entire innovation and entrepreneurial lifecycle, from concept and prototype to business plan and execution. Kellogg students partner with students from the McCormick School of Engineering and Applied Science, Northwestern Law and the Feinberg School of Medicine as they work to understand how innovations can become viable businesses.

KELLOGG BOARD FELLOWS PROGRAM. Kellogg students take on pro bono consulting assignments with local nonprofits to hone leadership skills in socially responsible endeavors. The Kellogg Board Fellows Program gives students hands-on experience by serving as nonvoting members on boards of nonprofit organizations.

CROSS-DISCIPLINE THOUGHT LEADERSHIP

At Kellogg, you learn from faculty members who are at the forefront of their fields, grounded in the realities of business and management. They are highly sought after as advisers to corporations and governments on some of the world's toughest business and social issues. They represent an incredible set of diverse intellectual interests, international backgrounds and life experiences.

You will find committed teachers and wise mentors who make themselves accessible to students well beyond graduation. Just as important, our faculty members collaborate across departments to create insights that leaders need to grow organizations in a complex, ever-changing world.

A UNIQUE MODEL

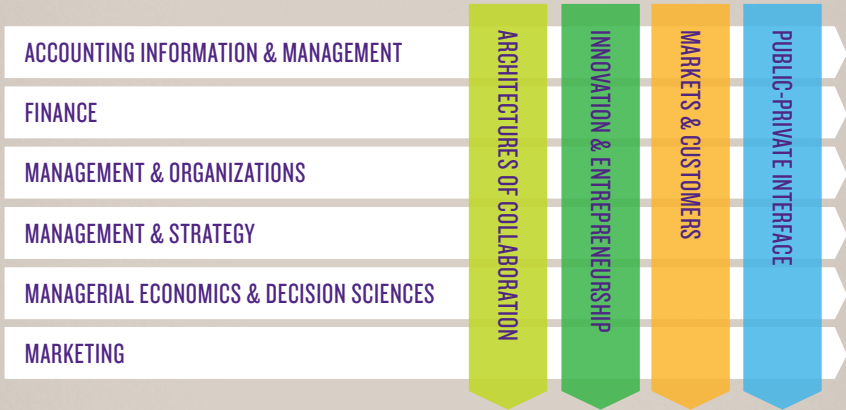
Leaders today constantly confront highly complex issues that require a new approach to problem solving, one that cuts across disciplines. Neither the problems nor the solutions of today's business issues reside in the silos of the past.

That's why ***Kellogg has introduced a one-of-a-kind model of research and teaching.*** We've launched four strategic initiatives that draw on the strengths of our six academic departments. Each initiative focuses on the key issues that senior business leaders confront today.

Through this interdisciplinary approach, we give our graduates the ideal skill set to tackle the toughest questions, solve complex problems, excel in their careers and lead positive, meaningful change.

CROSS-DISCIPLINARY THOUGHT LEADERSHIP

KELLOGG'S REPUTATION AS A TOP-TIER BUSINESS SCHOOL IS BUILT ON THE STRENGTH OF OUR SIX ACADEMIC DEPARTMENTS. OUR FOUR STRATEGIC INITIATIVES EXTEND ACROSS THOSE DISCIPLINES AND EXPAND OUR CAPACITY FOR RESEARCH.



KELLOGG ARCHITECTURES OF COLLABORATION INITIATIVE

Technological change and globalization enable people and resources to be organized in new ways across time and space. You will learn how business leaders effectively manage within and across organizations.

KELLOGG MARKETS & CUSTOMERS INITIATIVE

Anticipating and meeting customers' needs is essential in today's economy. You will learn how business leaders create and reinvent markets through greater customer insight and focus.

KELLOGG INNOVATION & ENTREPRENEURSHIP INITIATIVE

All businesses must continually find new ways to create value. You will learn how business leaders – whether at startups, middle-market companies or large corporations – discover new ideas and turn them into valuable goods and services.

KELLOGG PUBLIC-PRIVATE INTERFACE INITIATIVE

Business leaders must increasingly balance their traditional role as manager with the emerging role of public advocate. You will learn how leaders capitalize on new opportunities and navigate among increasingly complex and powerful public stakeholders.



DEVELOP A LIFELONG NETWORK

A SMART, AMBITIOUS PERSON CAN BUILD A GOOD CAREER.
BUT TO UNLEASH YOUR FULL POTENTIAL, YOU NEED THE
RIGHT RESOURCES AND A STRONG COMMUNITY.

As a student, you will develop a wide-ranging support team both inside and outside the walls of Kellogg. The institution will be here for you at every stage of your professional life.



YOUR CLASSMATES

Our students come from different states, nations, ethnic backgrounds, industries and fields of study. They hold undergraduate degrees in science, engineering, business, economics and the humanities. They are exceptional men and women, team players and born leaders.

Your Kellogg experience will be about more than just you. It's about the whole community and the way you immerse yourself in it. Kellogg offers more than 120 student-led clubs and organizations on a wide variety of topics. If a partner or family members will be joining you on campus, we offer a robust program to welcome them into our community.

YOUR ALUMNI COMMUNITY

Our alumni, a close-knit network of more than 58,000, share a common bond: their passion for Kellogg. Our graduates go on to successful careers in all types of industries and endeavors around the world, and they credit Kellogg with helping them get to where they are professionally. That gratitude is shown in their responsiveness. You will quickly discover that our alumni routinely take time out of their schedules to help the next generation of Kellogg alumni.

"We build up and empower our students and alumni to shape career paths that bring meaning to their lives and value to the world. We will do everything in our power to help students feel supported to reach both higher and farther."

MARK GASCHÉ

MANAGING DIRECTOR, CAREER MANAGEMENT CENTER

PERSONALIZED SUPPORT FOR YOUR UNIQUE CAREER PATH

Our Career Management Center is consistently top rated among business school career centers, and one of the main reasons is the personalized approach we take to preparing you for your career after Kellogg.

The process starts with developing a customized job search strategy around your goals. Whether you want to work at a startup or at a major corporation, we'll help you leverage our relationships with employers and alumni around the world and across industries. Building connections with companies can happen in many ways, from on-campus recruiting to participating in our industry-based career treks.

Just as important, you can take advantage of free, unlimited one-on-one coaching, a private job board with thousands of job postings, a dedicated research specialist and a variety of job-search resources and workshops.

Employers seek out Kellogg graduates because of their balanced skill set, rigor, vision and ability to influence and inspire teams. In fact, more than 200 companies – compared with 20-30 at other schools – hire 80 percent of our graduates. This opens up much broader opportunities for you to find your ideal match.

As an alum, you continue to have access to free, one-on-one coaching, the private job board and other resources.

No matter where you are in your career, our Career Management Center is here to help you move forward on your own personal path.

FULL-TIME MBA EMPLOYMENT STATISTICS

95%

RECEIVED A JOB OFFER
WITHIN 3 MONTHS OF
GRADUATION

5,000+

ON-CAMPUS RECRUITING
INTERVIEWS

37
TREKS

180
ORGANIZATIONS

CAREER TREKS

200+
ALUMNI

300+
STUDENTS

TREK PARTICIPATION

JOB ACCEPTANCES BY SELECTED INDUSTRIES

CONSULTING	38%	OTHER SERVICES	10%
OTHER FINANCIAL SERVICES, PRIVATE EQUITY & VENTURE CAPITAL	13%	INVESTMENT BANKING, BROKERAGE & SECURITIES	6%
TECHNOLOGY MANUFACTURING & SERVICES	12%	OTHER MANUFACTURING	6%
CONSUMER PACKAGED GOODS	11%	PHARMACEUTICAL, BIOTECHNOLOGY, HEALTHCARE	4%

SAMPLING OF HIRING COMPANIES

ACCENTURE	CLEVELAND INDIANS	IDEO	QUALTRICS
AMAZON	THE COCA-COLA CO.	J.P. MORGAN	RIOT GAMES
APPLE INC.	DAVITA INC.	KRAFT FOODS GROUP	SAMSUNG
A.T. KEARNEY	DELOITTE CONSULTING LLP	L.E.K. CONSULTING	SEPHORA
BAIN & CO.	DISH NETWORK	LINKEDIN	STRATEGY&
BANK OF AMERICA MERRILL LYNCH	DISQUS	MCKINSEY & CO.	TARGET CORP.
BOSTON CONSULTING GROUP	EXXONMOBIL	MICROSOFT CORP.	THE U.S. DEPARTMENT OF THE TREASURY
CISCO SYSTEMS	GENERAL MILLS	NIKE, INC.	ZILLOW
CITI	GOLDMAN SACHS & CO.	NISSAN	
	GRAVITYTANK	PEPSICO, INC.	

SOURCE: 2013 GRADUATES WHO REPORTED THEIR EMPLOYING COMPANIES.



LEAD CONFIDENTLY IN A COMPLEX WORLD

TO SUCCEED IN TODAY'S MARKETPLACE, YOU NEED A GLOBAL PERSPECTIVE THAT CAN BE DEVELOPED ONLY WITH THE RIGHT ACCESS, CONNECTIONS AND EXPERIENCES.

At Kellogg, we prepare you to thrive in the global marketplace by instilling an expansive, fully informed view of the world along multiple dimensions. Here you will acquire the insights and thinking styles required to succeed and lead in a global economy.

International business and global issues are woven throughout the Kellogg curriculum in academic coursework and majors, experiential learning opportunities, exchange programs and the Kellogg community. Here are a few of the many ways Kellogg can help you expand your global perspective:



INTERNATIONAL BUSINESS MAJOR. The Kellogg International Business major builds a deep understanding of the international dimensions of accounting, finance, marketing, management of organizations and management strategy.

GLOBAL INITIATIVES IN MANAGEMENT. This 10-week curriculum culminates in a two-week international field experience. In past GIM projects, Kellogg students have explored mobile gaming as a response to industry dynamics in Korea and Japan and the Olympic bid in Brazil.

GLOBAL LAB. Students in the Global Lab course complete an international consulting project for a host company, which culminates in two weeks of on-site research and a presentation to senior management.

STUDENT EXCHANGE PROGRAMS. Exchange programs with 36 leading business schools on six continents immerse students in other languages and cultures while they explore regional business issues and practices.

KELLOGG INNOVATION NETWORK. The KIN Global Summit engages business executives, government officials and leading scholars in active dialogue to develop solutions for critical global issues. Past student projects have focused on healthcare in India and creative sources of alternative energy.



**SANTIAGO
LOIZAGA**

PROGRAM:
ONE-YEAR

HOMETOWN:
MEXICO CITY, MEXICO

“THE ONE-YEAR PROGRAM GAVE ME THE OPPORTUNITY TO LIVE THE FULL-TIME MBA EXPERIENCE, BOTH IN TERMS OF ACCESS TO GREAT CAREER OPPORTUNITIES AND INCREDIBLE PERSONAL EXPERIENCES.”

ONE-YEAR MBA

ACCELERATE YOUR CAREER

The Kellogg One-Year (1Y) MBA Program is designed to **build upon your business fundamentals and get you back in the workforce** with new skills and knowledge that will propel your career forward.

Our One-Year Program is the fastest path to a Kellogg MBA. If you've completed requisite coursework as an undergraduate or graduate, this program allows you to **bypass core classes and immediately dive into advanced studies that are customized to your career goals** and set you apart from the competition.

From June to June, you'll immerse yourself in the rigorous curriculum, learn from world-class faculty and build leadership experience and a supportive network that will help you immediately and throughout your career.

IMMERSION STARTS IN JUNE

All one-year students begin the program with an engaging and rewarding summer session. During this first quarter, you'll become accustomed to the rigorous academic pace of MBA studies and complete three to five courses. The remainder of your schedule will be filled with electives that match your interests and enhance your career goals.

Because one-year students are among the only Full-Time MBA students on campus during the summer, you'll have extensive opportunities to meet with career coaches and map out your short- and long-term career goals. You'll form supportive relationships with classmates, attend special events together and have time to get to know the faculty.

FLEXIBILITY AND CHOICE ACROSS DISCIPLINES

When the new academic year begins in the fall, one-year students join their two-year classmates as second-year, full-time students. During the remaining terms, you'll complete your electives, choosing from more than 300 courses.

You can delve into a select number of disciplines or go as broad as you like across 18 major areas of study. The point is to customize the MBA program to your goals.

Upon completion of the 15.5 course credits required, you'll receive your degree in June, one year after you started, graduating alongside your two-year classmates.

18 MAJOR AREAS OF STUDY 300 COURSES OFFERED

TOP AREAS OF STUDY

**INNOVATION +
ENTREPRENEURSHIP**

FINANCE

**MANAGEMENT +
ORGANIZATIONS**

**MANAGEMENT +
STRATEGY**

MARKETING

OTHER AREAS

ACCOUNTING INFORMATION + MANAGEMENT | ANALYTICAL FINANCE |
DECISION SCIENCES | HEALTH ENTERPRISE MANAGEMENT | HUMAN
RESOURCES MANAGEMENT | INTERNATIONAL BUSINESS | MANAGERIAL
ANALYTICS | MANAGERIAL ECONOMICS | MARKETING MANAGEMENT |
MEDIA MANAGEMENT | OPERATIONS MANAGEMENT | REAL ESTATE |
SOCIAL ENTERPRISE

VIEW PREREQUISITE COURSES FOR ONE-YEAR STUDENTS AT // [KELLOGG.NORTHWESTERN.EDU/FT-1Y](http://kellogg.northwestern.edu/ft-iy).

“I DECIDED ON KELLOGG BECAUSE OF THE INCREDIBLE, SUPPORTIVE CULTURE.”

I'd been in consulting for about three years and wanted to broaden my horizons with an MBA. I knew the One-Year Program at Kellogg would do that in a very short period. With my business engineering degree, I could bypass the core classes, major in anything I wanted and choose the courses that appealed most to me.

Even more important than the accelerated pace, I decided on Kellogg because of the incredible, supportive culture. It's hard to imagine what that means, but once you get here, you'll find ***the way people collaborate to help you – both inside and outside the classroom – is just amazing.***

QUENTIN JADOUL

PROGRAM STATUS:
ONE-YEAR

FOCUS:
MARKETING,
MANAGEMENT + ORGANIZATIONS

HOMETOWN:
BRUSSELS, BELGIUM





**EVAN
SHARP**

PROGRAM:
TWO-YEAR

HOMETOWN:
DES MOINES, IOWA

“I KNOW I’M ALWAYS GOING TO HAVE TO WORK HARD, BUT BEING AT
KELLOGG SET ME UP TO REMEMBER WHAT I’VE ENJOYED MOST AS A
STUDENT: BE OPEN TO ANYTHING. YOU CAN EXPERIENCE EVERYTHING.”

TWO-YEAR MBA

IMMERSIVE. FLEXIBLE. CHALLENGING.

The Kellogg Two-Year (2Y) MBA Program provides a truly immersive experience with the greatest flexibility to explore a variety of interests and disciplines while developing management and leadership skills. Here you will gain the confidence to lead boldly and to challenge conventional thinking in the global marketplace.

Our Two-Year MBA students start by building core management fundamentals and then move on to advanced, specialized electives across a variety of interests. Each student may also complete an internship during the summer following the first year. We encourage internships that focus your career choice or expand your field of vision.

Both inside and outside the classroom, you will learn to lead by practicing in an environment that gives you an opportunity to try new things.

18 MAJOR AREAS OF STUDY 300 COURSES OFFERED

TOP AREAS OF STUDY

**INNOVATION +
ENTREPRENEURSHIP**

FINANCE 

**MANAGEMENT +
ORGANIZATIONS** 

**MANAGEMENT +
STRATEGY** 

MARKETING 

OTHER AREAS

ACCOUNTING INFORMATION + MANAGEMENT  | ANALYTICAL FINANCE |
DECISION SCIENCES  | HEALTH ENTERPRISE MANAGEMENT | HUMAN
RESOURCES MANAGEMENT | INTERNATIONAL BUSINESS | MANAGERIAL
ANALYTICS | MANAGERIAL ECONOMICS  | MARKETING MANAGEMENT |
MEDIA MANAGEMENT | OPERATIONS MANAGEMENT  | REAL ESTATE |
SOCIAL ENTERPRISE 

 INDICATES CORE CURRICULUM FOR TWO-YEAR STUDENTS.

A SOLID CORE. MULTIPLE CONCENTRATIONS.

BUILD A STRONG FOUNDATION

Kellogg students become firmly grounded in the fundamentals of effective management through our core MBA curriculum. This solid foundation in the essential business disciplines prepares you to lead, manage and communicate effectively wherever your career takes you. Beyond the core, you will find extraordinary flexibility in the Kellogg curriculum.

CUSTOMIZE TO YOUR GOALS

From our extensive and evolving catalog of courses and majors, you can customize a program of study that aligns with your professional aspirations and career goals. Every department and professional program offers one or more academic majors.

Students often select majors that combine complementary academic disciplines and professional and interdisciplinary programs. For example, if you have an entrepreneurial spirit, you might major in Management & Strategy, Finance, and Innovation & Entrepreneurship. A fellow student interested in historic preservation trusts might focus on Marketing, Social Enterprise, and Real Estate.

Because Kellogg believes that every moment spent on coursework should engage and challenge you, we encourage students to request a waiver of core courses that closely resemble academic work previously completed. Approximately half of our students waive at least one course, which enables them to choose a more advanced elective in the same area.

“I KNOW HOW TO ASK THE RIGHT QUESTIONS, AND I HAVE THE CONFIDENCE AND TECHNICAL SKILLS TO LEAD EFFECTIVELY.”

Before grad school, I worked in pharmaceutical research and segued to sales and marketing. I knew I wanted to stay in sales, but needed a stronger marketing and managerial foundation.

Every school has a different value proposition, but I didn't find a lot of them that considered management to be the core issue. I decided I wanted a well-rounded education. Kellogg offered the best combination, including the hard skills I wanted.

I've learned about the science of collaboration and getting the right people together. The teams created in our classes are so much better than working alone. ***You learn about balancing personalities, experience levels and strengths.*** Balance is truly what gets you results. Everyone's voice is heard.

I've been exposed to so many industries and professions. Finance became my favorite course, and I will pursue that. It's a very different focus for me, but I've been given the opportunity to explore all of my talents. I know how to ask the right questions, and I have the confidence and technical skills to lead effectively.

I'm looking into emerging markets, too. I may return to Africa someday, but I'm learning now to build global partnerships. I'll leave here knowing what management means in other countries and how to effectively manage and motivate those cultures.

FEYISAYO OSHINKANLU

PROGRAM:
TWO-YEAR

FOCUS:
FINANCE, EMERGING MARKETS

HOMETOWN:
LAGOS, NIGERIA





**PETER
ECK**

PROGRAM:
MMM

HOMETOWN:
LAKE BLUFF, ILLINOIS

“MANY COMPANIES STRUGGLE TO UNDERSTAND WHAT A DIGITAL FUTURE LOOKS LIKE. I REALIZED THAT THE DUAL-DEGREE MMM PROGRAM COULD OPEN UP MANY OPPORTUNITIES IN THAT SPACE.”

MMM

FOCUS ON BUSINESS, DESIGN INNOVATION & TECHNOLOGY

Northwestern University's dual-degree MMM Program equips future business leaders to drive the entire product or service innovation lifecycle.

Students receive a rigorous business education from Kellogg and gain a solid grounding in design innovation and technology through the Segal Design Institute at the McCormick School of Engineering and Applied Science, one of the country's leading engineering schools.

Our graduates leave ready to design and manage end-to-end solutions. They understand how to strike the ideal balance between big-picture approaches and detail-oriented processes for solving problems and identifying opportunities. This uniquely positions them for a variety of roles that drive innovation, particularly as product managers in technology.

MMM

THE POWER OF OUR INTEGRATED APPROACH

IN JUST TWO YEARS, IMMERSING IN A SINGLE, INTEGRATED CURRICULUM, MMM STUDENTS CAN EARN TWO PRESTIGIOUS MASTER'S DEGREES FROM KELLOGG AND MCCORMICK.

FLEXIBILITY FOR ADVANCED STUDY

As part of your MBA degree, you may choose any business major, including operations, marketing, strategy and finance. At McCormick you will focus on design innovation and technology, earning a Master of Science in Design Innovation (MDI).

Once you have mastered a diverse array of core subjects, you are free to pursue advanced electives in the areas that will best serve your interests and career. Students may also choose to study abroad.

LEARNING FROM EXPERIENCE

All MMM students have the opportunity to apply knowledge gained in the classroom to real-world organizations, often in collaboration with students from other Northwestern programs.

Kellogg and McCormick are proud participants in Northwestern's NUvention program, a university-wide partnership that emphasizes innovation and entrepreneurship. Students at both schools collaborate with students of law, medicine and other disciplines to propose solutions to some of the world's toughest problems.

MMM coursework culminates in the Integration Project. Students conceptualize and develop a business venture based on a new product or service, or team up with an innovation-driven company, such as Wrigley, Herman Miller, Harley Davidson, Audi, Mayo Clinic and Vera Bradley.

ENGAGING COURSEWORK

MMM students participate in most of the same courses as their single-degree Kellogg and McCormick counterparts. MMM-specific courses are geared toward building a competency in design innovation. Simply put, design innovation is a methodology for creating value that allows businesses to grow and attain a sustainable competitive advantage.

MMM COURSE REQUIREMENTS

Prior study in business or engineering is not a requirement for admission, but much of the coursework in the MMM curriculum requires technical aptitude and the capacity for analytic and creative thinking. Students are encouraged to complete introductory courses in calculus and statistics prior to attending.

MMM students must complete a minimum of 28.5 credits over seven quarters.

REQUIRED COURSES

*MMM-SPECIFIC REQUIREMENTS

ACCOUNTING FOR DECISION MAKING

APPLIED ADVANCED ANALYTICS*

BUSINESS ANALYTICS

BUSINESS STRATEGY

DESIGN THINKING*

DESIGN OF NETWORKS*

DESIGN RESEARCH

DESIGNING AND MANAGING BUSINESS PROCESS*

FINANCE I/II

INNOVATION FRONTIERS*

INTEGRATION PROJECT*

LEADERSHIP IN ORGANIZATIONS

MARKETING

MICROECONOMICS

ORGANIZING FOR INNOVATION*

PROGRAM MANAGEMENT*

PROGRAMMING DESIGN*

SERVICE DESIGN*

VALUES AND CRISIS DECISION MAKING

BEYOND THE CLASSROOM

WHEN THE COURSEWORK IS COMPLETE, THE MMM PROGRAM TAKES STUDENTS OUT OF THE CLASSROOM AND INTO THE COMMUNITY — A VAST NETWORK OF INDUSTRY LEADERS AND PROGRAM ALUMNI WHO SERVE AND CHALLENGE EACH OTHER.

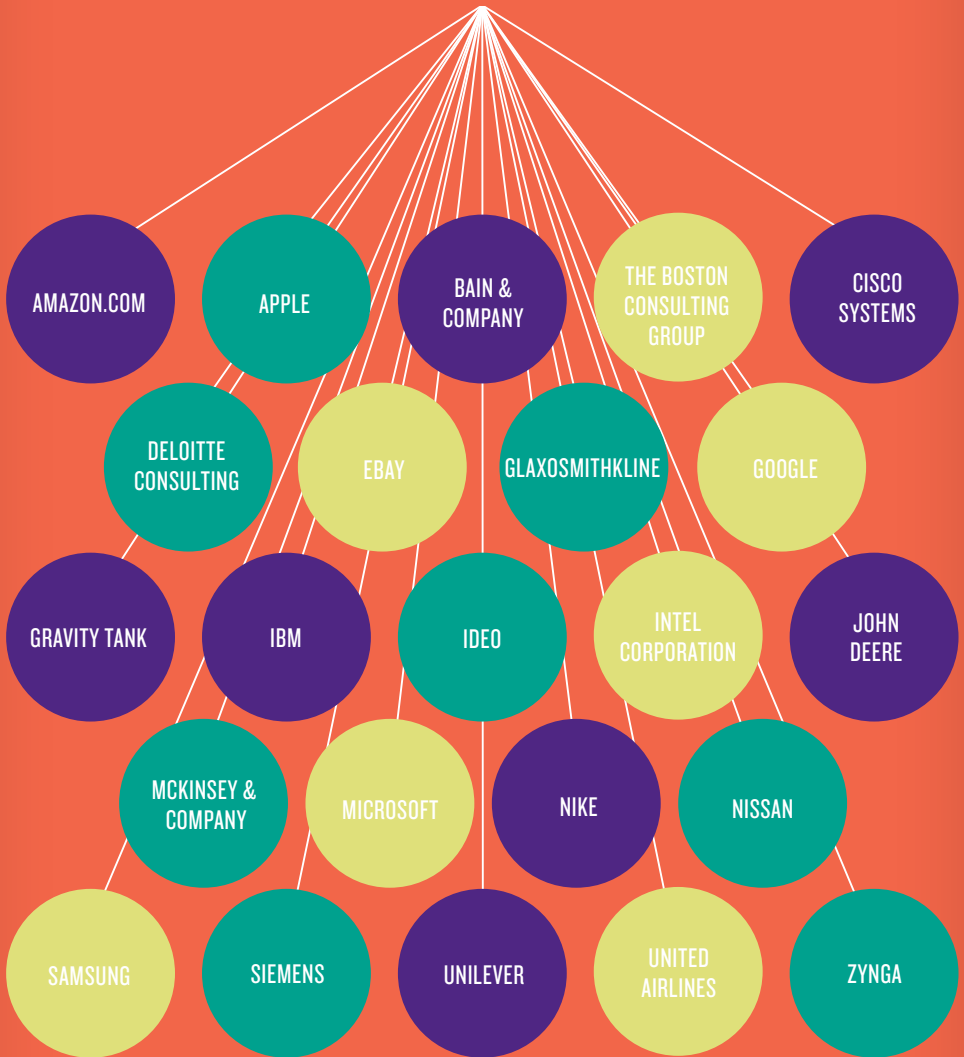
LIFELONG CAREER AND PROFESSIONAL DEVELOPMENT. With superior skills in design and operations management, MMM graduates are in demand around the world. Our alumni work in Europe, North and South America and across Asia. In the United States, they manage teams at East Coast financial firms, West Coast technology companies and organizations everywhere in between.

Our students have full access to all services, support and coaching offered by Kellogg's Career Management Center, during their time here and throughout their lifetimes. Membership in the global alumni network expands opportunities for professional growth and career advancement.

CONNECTION TO INDUSTRY LEADERS. The MMM Advisory Board plays a vital role in the MMM community. Senior executives from innovation-driven firms around the world, such as Google, Harley-Davidson, Abbott Laboratories and Humana, sit on the board, providing insight and guidance on curricular and strategic issues. Their engagement contributes directly to the MMM Program's success, and many board companies also hire MMM graduates, fund research and participate in integration projects and other learning experiences.

A WORLDWIDE NETWORK. The MMM Program has been educating leaders of innovation for more than 20 years. We boast the largest alumni network of its kind in the country, and it only grows in size and influence with each graduating class. MMM alumni around the world support the program enthusiastically, and many return frequently to campus to participate in events and to mentor students. Alumni also provide networking assistance to students seeking internships, and many hire MMM graduates for full-time positions.

EMPLOYERS SEEK MMM GRADUATES FOR THEIR ABILITY TO LEAD INNOVATION



Sample of MMM-hiring companies.

“THE MMM PROGRAM GIVES STUDENTS THE KNOWLEDGE AND APPRECIATION OF THE RIGHTFUL PLACE OF DESIGN IN LEADING BUSINESSES FORWARD ... MMM STUDENTS HAVE AN EDGE ON THE COMPETITION WHEN IT COMES TO DRIVING REAL VALUE IN BUSINESS.”

MATT LEVATICH '94

PRESIDENT AND COO, HARLEY-DAVIDSON MOTOR CO.

“KELLOGG HAS GIVEN ME RENEWED CONFIDENCE. I’M MORE KNOWLEDGEABLE ABOUT BUSINESS AND BETTER PREPARED TO TAKE A LEADERSHIP ROLE.”

With a background in engineering, I worried about becoming too technically specialized. To lead in an organization, I needed a broader perspective on the way business works. That led me to Kellogg, McCormick and the MMM Program.

As the world becomes increasingly complex and companies face global competition, many seek to differentiate through innovation. A real sell of the MMM Program is its emphasis on a design-thinking mindset. ***We are learning how to discover new opportunities, and then deliver strategies we can execute.***

This program has given me renewed confidence. I’m more knowledgeable about business and better prepared to take a leadership role.

ERIN MULHOLLAND

PROGRAM:

MMM

FOCUS:

MARKETING, MANAGEMENT,
DESIGN + INNOVATION

HOMETOWN:

NASHOTAH, WISCONSIN





**ADINA
LORD**

PROGRAM:
JD-MBA

HOMETOWN:
ANNAPOLIS, MARYLAND

“THE PROGRAM ATTRACTS PEOPLE WHO ARE LEADERS. THEY’RE READY TO GO AND WILLING TO GET THINGS DONE.”

JD-MBA

SET YOURSELF APART IN BUSINESS AND LAW

Northwestern University's JD-MBA Program, the first program of its kind in the nation, gives you a skill set that truly differentiates you from the competition.

This dual degree equips you for success, whether you aspire to leadership in business and know the value of legal expertise, or whether you're primarily interested in a career in law but seek a solid foundation in management.

ACCELERATED STUDY. In the short span of three years – rather than the five required to complete both degrees separately – JD-MBA students earn a Juris Doctor from Northwestern Law and a Master of Business Administration from Kellogg, both top-tier programs that are highly regarded worldwide.

ACADEMIC EXCELLENCE. As a JD-MBA student at Northwestern, you'll study with world-class faculty renowned for thought leadership, cross-disciplinary collaboration and excellence in the classroom. Academics, practitioners and researchers, they help define and shape their respective disciplines.

Our carefully designed and challenging curriculum helps you develop the solid academic grounding, analytical skills and practical insights you'll need to excel in business and law. By its dual nature, the JD-MBA Program epitomizes our pioneering spirit and our distinctive collaborative culture.

STRATEGICALLY BALANCED

ACADEMICALLY, PROFESSIONALLY AND SOCIALLY, EVERY ASPECT OF THE JD-MBA PROGRAM — FROM A SINGLE APPLICATION AND QUALIFYING EXAM TO ACADEMIC COURSEWORK AND STUDENT LIFE — HAS BEEN THOUGHTFULLY INTEGRATED.

JD-MBA students are part of an elite cohort that is merged into both Northwestern's Kellogg School of Management and Northwestern's School of Law. A strong core curriculum supported by elective coursework in entrepreneurship, finance, real estate and tax law and other disciplines creates a well-balanced academic foundation. Students start the program in the fall and spend the first year at the School of Law on Northwestern's Chicago campus. The entire second year of study happens at the Kellogg campus in Evanston.

The second summer is devoted to an internship in law or business. During the third year, the School of Law in Chicago serves as home base, although students may opt to take additional electives at Kellogg.

ENGAGING COURSEWORK. JD-MBA students participate in the same classes and coursework as counterparts earning solely an MBA or law degree. The classroom experience is enlivened by an emphasis on interaction and collaboration and enriched by the diversity — in culture, education, life experiences and expectations — of both students and faculty.

LEARNING FROM EXPERIENCE. All JD-MBA students have the opportunity to apply knowledge gained in the classroom in real-world, on-the-ground learning experiences. Some JD-MBA students, for example, provide legal and strategic consulting to small businesses through Northwestern's Entrepreneurship Law Center. Other experiential learning opportunities abound, such as the Global Initiatives in Management (GIM) program and NUvention, a university-wide partnership program that emphasizes innovation and entrepreneurship.

EXPANDED GLOBAL NETWORK. As a student at both Kellogg and Northwestern Law, you become part of an expanded and prestigious global network of alumni known for their willingness to support each other professionally and personally. The structure of the JD-MBA Program offers a double advantage: You will graduate with your first-year classmates from both programs and continue those rewarding lifelong connections as alumni.

OPPORTUNITIES TO LEAD. Both schools offer a wealth of opportunities to practice and demonstrate your leadership skills and become a part of the inimitable Kellogg culture. For example, you can help shape your dual-degree program by participating in the JD-MBA Association, which connects students, faculty and administration at both schools, or by serving in a leadership role in the *Northwestern University Law Review*. JD-MBA students also participate in all student activities at both schools – ranging from special interest clubs and events to student-organized conferences and community service.

ADVANCING YOUR CAREER

Employers value the creativity, critical thinking and commitment that earning degrees from Northwestern Law and Kellogg requires. Our graduates are highly sought by law firms, corporations, government entities and nonprofit organizations. Our JD-MBA graduates serve in positions of leadership and responsibility in settings as diverse as private practice, elected office, the executive suite, venture capital, private equity and consulting.

Students enter the JD-MBA Program with several years of full-time work experience and often with well-defined career plans. The program enables them to maximize the value of the dual degree, whether in business, law or a profession that requires an equal measure of both disciplines.

As a JD-MBA student, you'll have full access to all the services, support and coaching offered by the career management offices at both Kellogg and the School of Law. You'll enjoy this not only as a student but throughout your lifetime. In addition, membership in the global alumni network — and the personal and professional relationships you will form during your program — will greatly expand your opportunities for professional growth and career advancement.

44%

OF GRADUATING STUDENTS IN THE JD-MBA CLASSES OF 2008 THROUGH 2013 SECURED POSITIONS AS LAW FIRM ASSOCIATES, JUDICIAL CLERKS AND GOVERNMENT AND CORPORATE IN-HOUSE ATTORNEYS.

55%

SECURED POSITIONS IN BUSINESS — TYPICALLY INVESTMENT BANKS, CONSULTING FIRMS, VENTURE CAPITAL AND PRIVATE EQUITY.

1% PURSUING ADVANCED DEGREES



“A LAW DEGREE WILL GIVE ME THE CREDIBILITY TO EVENTUALLY RETURN TO GOVERNMENT WORK, AND A BUSINESS DEGREE WILL GIVE ME THE TOOLS TO HELP RESHAPE THE WAY GOVERNMENT FUNCTIONS.”

As a child of immigrants, I am so appreciative of the opportunities this country has given me. And I have always wanted to do something that helps others. So after working for nonprofits in China and New York City for several years, I was inspired to use government as a means for helping people.

After working on the 2008 presidential campaign, I joined the U.S. Department of Homeland Security the following year. During my time there, I became well aware of the management challenges in government. ***I knew I had to develop additional skills before I could return to that environment and help manage government better.***

So in 2010, I formed a seven-year plan for myself: I wanted to go to business school to learn the quantitative side of management, then go into consulting to practice it, and eventually go back into government. Northwestern's JD-MBA Program has helped me make that plan a reality. I lined up a summer internship at McKinsey & Company, and have since gotten a full-time job with the company. A law degree will give me the credibility to eventually return to government work, and a business degree will give me the tools to help reshape the way it functions.

CARROL CHANG

PROGRAM:

JD-MBA

FOCUS:

OPERATIONS

HOMETOWN:

NEW CITY, NEW YORK



EXPERIENCE KELLOGG

BEGIN YOUR VIRTUAL VISIT RIGHT NOW.

ASK A STUDENT Connect with student leaders eager to answer your questions:
kellogg.northwestern.edu/FT-AskAStudent

ADMISSION EVENTS Meet our admission officers, alumni and students at events
in your city or online: [kellogg.northwestern.edu/
FT-AdmissionsEvents](http://kellogg.northwestern.edu/FT-AdmissionsEvents)

EMAIL Please email questions about admissions and the application
process to the Office of Admissions:
MBAadmissions@kellogg.northwestern.edu

READ OUR BLOG Learn what life is like as a Kellogg student:
kelloggmbastudents.wordpress.com

SCHEDULE A VISIT Try to schedule your visit when classes are in session:
kellogg.northwestern.edu/FT-OnCampus

APPLY Learn about eligibility, deadlines and the application process:
kellogg.northwestern.edu/FT-Apply

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Photography by Jeff Sciortino.

THINK BRAVELY.
START HERE.



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