Glossary of Kellogg Terms

Introduction
What guide to life in a new world would be complete without a glossary? The following terms will become part of your vocabulary upon entering Kellogg-land.

ACME – Annual Creative Marketing Extravaganza featuring Afros and Spam. Think: controlled food fight.

Allen Center – This is the fancy building that houses the executive MBA program. Periodically, they let us regular folk enter the hallowed halls for a corporate presentation, interview or conference. This building, with its amazing view of the lake, is often the featured Kellogg PR photo – coincidental or just misleading? This is the #1 Marketing school in the nation, after all!

Andersen-Leverone Hall – See Jacobs Center.

Atrium (formally, The Levy Atrium) – The epicenter of Kellogg, home to TG’s, Kafe Kellogg, "I forgot to sign up for a study room" group meetings, and endless gossip.

Bidding – If you come from the trading floor you’ll be familiar with this phenomenon created by students bidding points for classes and interviews. Beware of individuals who foolishly believe they’ve mastered the system – they usually end up enrolled in under-grad drama courses. For class bidding, we recommend the "bid for two, hope for the rest" philosophy. A quick study of game theory is also helpful.

Black Monday – The Mondays following the Thanksgiving and New Years holidays. This is when most of the long distance relationships are ended. But wait, not so fast – see Dating and Single Kellogg Student.

Callbacks – (see Interviewing) One more branch of a potential employer’s decision tree. More 35-40 minute interview opportunities to see if your deodorant really works! Increased probability of success, yet potentially a more painful final round rejection (see Ding).

Case Packs – Cost more than the textbook and just as difficult to read. Did you ever think a boat anchor could cost more than $50 and be made of paper?

Cheesy Wine – One of several events each year where students dress up like idiots and get drunk. This time, it’s in fashionable ’70s attire.

CIM Week – The fun, business school version of boot camp and likely to be one of your most memorable experiences at Kellogg. Barriers, as well as your dignity, are broken down by getting everyone to take part in events and activities, while sleep deprived. International students should expect a lot of noise and interesting questions.

Cliché Questions – They start during CIM Week with, "Where did you go to under-grad?", "Where did you work before Kellogg?" and "What section are you in?" and evolve to, "What are you doing for the summer?" as you begin interviewing for internships. Finally, you’ll get the slew of 2nd year questions like, "What are you doing after Kellogg?" and "Did you get a signing bonus?"

Closed List – The opposite of an open list. This is the list of students the company actually wants to interview and marks the point at which you reevaluate your decision to change careers. With much networking,
luck, and piles of cover letters, you may be able to get one of these coveted spots. The main benefit is that you don’t have to use up valuable bidding points on companies you close list with.

CMC – Career Management Center or the place that will help you seal your fate. As painful as interviewing can be, the CMC is recognized by recruiters to be one of the best in the country.

Dating – Officially, it doesn’t happen (see Single Kellogg Student), so you better get back together with your “local” standby now. Of the few who do date a fellow Kelloggian (it does occasionally happen), many try to hide it. Don’t worry if you get caught some morning doing the “walk of shame” because everyone will know about it anyway.

Deuce, The – Slang for "The Mark II Lounge", the closest bar open past Evanston’s conservative 1 a.m. closing time. A favorite Kellogg watering hole with pool tables, the Boss on the jukebox and plenty of Kelloggians closing down the place at 4 a.m. A great place to work on your Midwest accent.

Ding – The resonating ring of a recruiter’s rejection. This is a rite of passage for all business school students. (Think: “Thank you sir, may I have another.”) All of you will receive at least a few of these dear “insert name field” rejections signed by computers from the best companies in the world. Unfortunately, they are not limited to just letters. Here are a few of the familiar types: Silent Ding – You interview, but never hear from the company again. Facial Ding – Rejected during the interview. Premature Ding – Rejected prior to the interview. Random Ding – Rejected from a company you never talked to. Answering Machine Ding – Enough said. Roommate Ding – Your roommate knows you suck before you do. Grapevine Ding – Someone else heard you didn’t get the job before you did.

EAC – Short for the Evanston Athletic Club. This is the high brow alternative to SPAC. Yeah, the extra monthly payment will motivate you to work out more…for the first few months.

EMP – Short for Executive Masters Program. This is the program for experienced managers returning to get the coveted Kellogg MBA degree. Cocooned in their plush Allen Center surroundings, EMP/KSM contact is very rare.

ETDT – No, this is not some forgotten character out of Star Wars. ETDTs are the Evening To Day Transfers. These people are just like full time students, except they finished their first year of school as a RLWP (Real Life Working Person). Travel in packs. Habitat: Chicago.

Face Book – The Kellogg student picture and name reference guide. Great pre-screening for dating. Watch out for the non-matching pictures…how old was she in that picture?

Four Quarters – A small (but proud) group of students who, because of their undergraduate degrees in business, are completing their MBA degree in twelve months. These gunners start the program in late June and have the Keg all to themselves for the summer.

GIM – Short for the Global Initiatives in Management class which culminates in a trip to a foreign country over Spring Break. It’s not required, but most people fork over the cash and trade their “escape” Spring Breaks for a great learning experience. Remember, you can always go to Hawaii or Vail as a 2nd year.
Group Study Rooms – The study rooms on the ground floor overlooking the Atrium and the second floor of the Jacobs Center. Looking very much like police station interrogation rooms (the window slit), these precious hideaways tend to be booked days in advance.

Holding Tank – The friendly room in Kellogg’s placement office where students gather to wait for their job interviews. The relaxed atmosphere may lull you into daydreams, but don’t miss your opportunity to launch yourself with a confident “Hello!” and firm handshake for that prospective employer.

Honor Code – On the advice of legal counsel, we refrain from making fun of the Honor Code in this space. It’s very serious. Seriously.

Hypothesis – a word we all thought died in 8th grade science class (or statistics) but has found a home in consulting.

Interviews – What you’re here for! Those days when you dust off the suit and tell everyone how much you want to work for them and explain that your only weakness is that you work too hard (please!). During all the interview excitement try to remember if it’s A.T. Booz and Company, J.P. Sachs, or Lever & Gamble. It’s a real hummer when you mix them up. Tip: Wear the same suit for all your first interviews and reserve the second suit for callbacks. This prevents the unfortunate fashion faux pas of wearing the same suit to both interviews.

Intramural Sports – You know you never had the time for sports while you were working, so here’s your chance to get your body fat concentration under 30%. There are some sports in which Kellogg kicks other B-schools’ butts (Ice Hockey, Soccer, Rugby) and others which are played “just for fun” (Racquetball, Squash, Tennis).

Jacobs Center (formally the Donald P. Jacobs Center) – Home away from home. If not careful, you’ll spend almost every waking minute here. This is now the official name for the main Kellogg building. Previous names, and thus common references, have included Andersen Hall, Lev Hall, Andersen-Leverone Hall. Confused? We still are.

Kafe Kellogg – Your only hope for something edible food within the walls of Leverone. Avoid the between class rush as the traffic jams make getting to class on time an Olympic feat. Make friends the easy way – always have your money ready!

The Keg – Some marketing whiz aptly named this local bar, a popular Kellogg hangout when live music is supplied by Kellogg rock-n-rollers!

Kellogg For mals – You thought you’d never wear that bridesmaid’s dress again! If paying tuition while not earning any income wasn’t enough to make you drink yourself silly, then the three formals a year will provide the perfect outlet.

Kellogg Information Systems (KIS) – If you didn’t already feel computer illiterate, wait until you get tech support from one of the undergrads who work here. Make sure you check the list of programs and software they don’t support!

Kellogg Service Initiative (KSI, not to be confused with KIS) – Also known as the “socially responsible KOA” and a great way to start your Kellogg career.

Kellogg Outdoor Adventures (KOA) – A fun way to bond with your classmates before CIM Week and gain valuable advice from your second year guides. Potential trips range from hiking through Banff National Park to scuba diving in the Caribbean.

Laptop – The passive weight-training device carried in most backpacks. Sometimes used in class under the guise of “taking notes”.

Locker – That little space doled out to all students, used mainly in the winter quarter to
hold your jacket (if it fits). You’ll come back from break having forgotten the combination.

**MMM (Master of Management and Manufacturing)** – The 10% of Kellogg students who are here to master both the managerial and technical aspects of business. Prized for their number crunching skills by Kellogg Study Groups.

**Mailbox** – Paper reproduces here like rabbits. Each Kellogg student has a small mailbox in the Jacobs Center that, over the course of the year, holds approximately 1,200 board feet of paper material. (Can you say “e-mail not 100% yet?”) Kellogg is the third largest recycler of paper products in the country (see Recycling). It’s not all bad though, remember to check it regularly during recruiting season for corporate freebies.

**McManus (a.k.a McMansion)** – Kellogg’s answer for a dormitory located across from the Omni Orrington Hotel. Although the hot pink or lime green walls may not be your choice of decor, the benefits of this place are the proximity to school, ethernet connections, remodeled kitchens and bathrooms, and lots of other Kellogg students nearby. Get used to spending plenty of hours in the meeting rooms and using the computing facilities whether you live there or not.

**Merger** – The official Kellogg newspaper. Comes out every month with first-year gossip. So watch what you do and whom you do it in front of (see Dating), because the whole school may be reading about it.

**Networking** – (Sucking up or kissing ass) Popular Kellogg activity during recruiting season.

**Norris Center** – Northwestern’s Student Union Building. This is the gateway to occasional contact with the other inhabitants of NU. Yes they do exist. ATM machines, the food-court (much more variety than Kafe Kellogg) and campus bookstore are located here.

**OLC** - A 600+ auditorium, the Owen L. Coon Forum will become a second home during CIM week and a hallowed hall for guest speakers. You’ll see masses of undergrads leaving it after their econ classes.

**Omni Orrington Hotel** – The local hotel where most corporate presentations are held and business chicken is served. It is directly across the street from McManus and next to Burger King. Free “dinner,” free products, and a little voice in your head egging you on with the fear that you will be the only Kellogg student without a summer internship will entice you to waste many an hour within these walls. (See Company Presentations.) The hotel is also the site of some pretty interesting interviews with companies who can’t, or won’t, interview on campus.

**Open List** – The opposite of a closed list. How to get an interview with a company that doesn’t yet know of your finer qualities (i.e. you want them more than they want you). At Kellogg for every closed interview slot there is an equal number of open slots. (Egalitarian, aren’t we?). Note that some companies only do open list interviews and that most make offers to an equal number of open and closed list students.

**Palm Pilot** – Electronic organizational device (and soon to be communication device) used by the vast majority of Kellogg students, who swear by its ability to keep them on top of things. However, it won’t prevent you from scheduling 3 meetings for the same time. Remember to archive frequently as you don’t want to lose that all important phone number (see Dating)!

**People** – What every consulting or I-banking firm will tell you differentiates them from their competition/peer firms.
Poets - Any KGSM students with a less-technical background (i.e. had a social life in college and beyond). Also the traditional nickname for Section 61, which inevitably always contains, and will always remain a safe harbor for, creative types.

Quiet Study Rooms (QSRs) – Located above the atrium and (with more natural light) in the new extension of the Jacobs Center. Emphasis on "Room" only.

Quant Jocks – Kellogg students with technical backgrounds, such as engineers or computer scientists, etc. They not only know how to use an HP-17B they can probably build one for you! Make sure you pick one up for your Finance group (see MMM).

Recycling – A simple task which the brilliant future business leaders at Kellogg cannot seem to fully master. Please note that the brown receptacles are for trash, while the blue ones are for paper, glass, and plastic.

Single Kellogg Student – Rare and almost extinct breed of graduate student. Hunters can be spotted at formals and TGs. Always in season, no gaming license necessary.

Source of the First-year Fifteen (a.k.a. Burger King) – Located strategically across the street from McManus and open 24 hours a day, you will eat here all too often during those late nights working on group projects or when coming home from the Deuce. Check out the "health chart" on the wall to find out how many fat grams you're consuming with that next value meal.

Special K – The student-led and run theatrical spoof of Kellogg life. Make sure you catch this at the end of CIM Week and Spring Quarter. A hilarious insider's look at Kellogg, it's also amazing to see the talent of some of your classmates.

SPAC – The Sports and Aquatic Center, the third of three buildings (see Jacobs Center and Norris Center) that you will come to know the location of on campus. A place where you can play all the sports you never had the time or money to do while you were working (especially you New Yorkers), at least during your first quarter.

Student Lounge – Located on the ground level, this is the room with all the comfy (but dirty) couches and the free jukebox. A great place to kill time between classes or to take your afternoon naps. Be sure to bring those alarm watches because it's easy to oversleep.

Teacher Course Evaluation (TCE) – Confidential feedback form = PAYBACK.

TG – Get this! Each Friday, kegs of beer, soft drinks and snacks are served in the Atrium where students and (some) faculty congregate to talk, dance and generally relieve the week's built up tension. Don't lose the plastic cup you receive before your first TG, it is your friend and it is against the rules to suck beer out of the tap. But remember, Kellogg is not a party school!

Teamwork – What distinguishes Kellogg from all other institutions is the attitude for teamwork and cooperation. You'll have groups for virtually every class and extracurricular activity. Sometimes they will drive you nuts.

Tribune Auditorium – This is the large room in the Allen Center where many of the big wig speakers hold court. The short walk is worth it, even if just for the free coffee and mints.

Turbo – Denotes a class that crams two quarters of work into one for those who think they are pros. Always recommended by second years so you can suffer as we did.

Undergrads – Bring your grunge wear if you want to assimilate with the new MTV generation. They can be spotted in the Jacobs Center trying to use our QSRs and group study rooms. Generally, they hang out
here to absorb the cool atmosphere and get picked up by the great looking Kellogg population. Be forewarned, they are younger than they look!

Value Proposition – Something every firm needs, few have, and what every 1st year will knock their brains out trying to identify during their consulting interviews.

Wall Street Journal (WSJ) – This is the paper you optimistically subscribe to during CIM Week but which you eventually cancel as you can’t bear the guilty feeling inspired each day as you toss another unread issue into the recycling bin.

WSJ Mornings – Those all too frequent times when your Wall Street Journal has arrived at your doorstep before you have (see the Deuce).

Weather – If you’ve received any foreboding warnings about Chicago’s weather, believe them! In the long run it’ll be easier if you just accept the truth now; your windbreaker and topsiders won’t do. Invest in the proper attire and you’ll be fine. During winter the normal rules of fashion do not apply! Earmuffs, hoods and stocking caps ensure at least one bad hair day per week. Attention: school is not canceled when it snows.

Wednesdays – Yeah, no class… but don’t plan on sleeping in or playing golf. This is the day you get to do the work you’re supposed to have done for Monday and Tuesday and need to prepare for Thursday and Friday. If you have less than 5 group and club meetings then it was a light day.