

# ENHANCE YOUR EDUCATION

TO EXCEL IN TODAY'S MARKETPLACE, LEADERS MUST BE ABLE TO ANALYZE, DEEPLY UNDERSTAND AND ADD VALUE TO THEIR ORGANIZATIONS. THE KELLOGG CERTIFICATE PROGRAM FOR UNDERGRADUATES (CPU) EQUIPS YOU WITH BUSINESS SKILLS TO EXCEL IN YOUR CAREER PATH, REALIZE YOUR FULL POTENTIAL AND INSPIRE GROWTH IN ORGANIZATIONS.

The CPU gives Northwestern University undergraduate students access to Kellogg School of Management's innovative curriculum of graduate-level courses in finance and analytics. Taught by highly-esteemed Kellogg faculty, the program's two tracks build on the well-rounded academic experience you receive at Northwestern, while presenting you with analytic business tools and concepts that will elevate your career opportunities after graduation.

## CHOOSE FROM TWO TRACKS

Open to Northwestern University juniors and seniors of any major who have taken certain quantitative prerequisite courses, the CPU grants a certificate in either **Financial Economics (FE)** or **Managerial Analytics (MA)**. Each track consists of four courses.

### CERTIFICATE IN FINANCIAL ECONOMICS

In the FE track, you will master valuation tools and financial applications while expanding your knowledge of marketplace trends. Courses include Principles of Finance, Investments, Derivatives and Topics in Financial Economics.

### CERTIFICATE IN MANAGERIAL ANALYTICS

In the MA track, you will develop analytic skills used in business planning, operations and consulting. Courses include Principles of Finance, Competitive Strategy and Industrial Structure, Operations and Supply Chain Strategy and Topics in Managerial Analytics.

## LEAD CONFIDENTLY

The CPU will help you develop your critical thinking skills, so that you can demonstrate both quantitative and qualitative reasoning. This will enable you to understand the nuances of

decision-making to solve difficult business problems. As a CPU student, you'll work on real-world scenarios that prepare you for your chosen career path — whether you pursue for-profit, not for profit, policy, government or other work. You will receive training from the world's preeminent business minds. This education will transform you to a highly skilled graduate, ready for placement in a competitive job market or at a top-tier graduate school.

## GROW PERSONALLY AND PROFESSIONALLY

Coming from a range of majors and minors, your CPU peers become part of the learning experience, providing diverse perspectives and insights on how to approach and solve problems. You'll work with peers on team assignments that mirror real world situations, developing important collaborative skills that will be vital to working in any organization, in any setting.

## ELEVATE YOUR CAREER OPPORTUNITIES

As part of the CPU program, you will be assigned a dedicated career advisor who provides custom-tailored support and resources. These career development services, combined with the collaborative learning approach in the classroom, will provide you with ample opportunities to aim your trajectory after graduation.

In addition, CPU alumni remain connected to the CPU, returning to recruit, mentor and participate in special career development programming.

Over 50 companies worldwide actively recruit CPU graduates, including AQR, The Boston Consulting Group, Goldman Sachs, Intuit, JP Morgan, PwC, and Teach for America. Many of the CPU's "employer partners" host CPU-exclusive educational programs, coffee chats, and site treks.

# FAST FACTS

## KELLOGG CERTIFICATE PROGRAM FOR UNDERGRADUATES

The CPU is a quantitatively-oriented certificate program for Northwestern University juniors and seniors who want to apply business concepts and tools to organizations. CPU students remain in their home schools, and supplement the courses taken in their majors with the specialized certificate courses. While CPU students come from many majors, to be eligible to apply, you must complete prerequisite courses in the subjects listed below. Most students are able to complete the prerequisite courses in about two years.

	FINANCIAL ECONOMICS	MANAGERIAL ANALYTICS
<b>Eligibility</b>	<p>Open to all Northwestern students who have taken prerequisite courses in:</p> <ul style="list-style-type: none"> <li>▪ Advanced Calculus &amp; Linear Algebra</li> <li>▪ Probability</li> <li>▪ Econometrics</li> <li>▪ Microeconomics</li> </ul>	<p>Open to all Northwestern students who have taken prerequisite courses in:</p> <ul style="list-style-type: none"> <li>▪ Advanced Calculus &amp; Linear Algebra</li> <li>▪ Probability</li> <li>▪ Statistics or Econometrics</li> <li>▪ Microeconomics</li> <li>▪ Optimization</li> </ul>
<b>Focuses on</b>	Corporate finance, capital markets, securities pricing	Business analytical skills in the context of finance, operations and strategy discussions
<b>Courses</b>	<ul style="list-style-type: none"> <li>▪ Principles of Finance</li> <li>▪ Investments</li> <li>▪ Derivatives</li> <li>▪ Topics in Financial Economics</li> </ul>	<ul style="list-style-type: none"> <li>▪ Principles of Finance</li> <li>▪ Competitive Strategy and Industrial Structure</li> <li>▪ Operations and Supply Chain Strategy</li> <li>▪ Topics in Managerial Analytics</li> </ul>
<b>Skills you will gain</b>	<ul style="list-style-type: none"> <li>▪ Assess cash flow and financial models</li> <li>▪ Obtain, finance and compare capital structure choices</li> <li>▪ Analyze potential mergers and acquisitions</li> <li>▪ Make decisions on capital budgeting and capital allocation</li> <li>▪ Manage portfolio investment and assets</li> <li>▪ Implement risk management strategies</li> <li>▪ Research cash flow and valuation estimates</li> <li>▪ Facilitate and prepare for client meetings</li> </ul>	<ul style="list-style-type: none"> <li>▪ Evaluate sales and operational data, spotting trends and developing forecasts</li> <li>▪ Assess potential mergers and acquisitions</li> <li>▪ Make investment decisions on supply chain networks</li> <li>▪ Analyze and optimize supply chain networks</li> <li>▪ Examine how industry structure impacts a firm's strategic options</li> <li>▪ Examine statistics of current trends in business practices, products and industry competition</li> <li>▪ Facilitate and prepare for client meetings</li> </ul>
<b>Students admitted</b>	Approximately 50 students per year	Approximately 50 students per year

LEARN MORE ABOUT THE CERTIFICATE PROGRAM FOR UNDERGRADUATES:

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NORTHWESTERN UNIVERSITY

**Kellogg**  
 School of Management