

# CPU INFORMATION SESSION

JANUARY 16, 2014

## Professor Kathleen Hagerty

- First Chicago Professor in Finance
- Co-founder, CPU
- Academic Director of CPU Certificate in Financial Economics



**Kellogg**  
School of Management

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**Certificate Program for Undergraduates**

# Snapshot

- Two certificates – four courses in each
  - Financial Economics (FE)
  - Managerial Analytics (MA)
- Build on NU's liberal arts approach
- Specialized courses: high level quant and analytical skills laid on top
- Address employers' needs

# CPU Structure

- MBA level courses
- Kellogg professors
- Work in teams
- Prerequisites + application required
- Complete over one or two years (recommend one)



# What You Learn

- Practical business skills and approach
  - Data analysis
  - Modeling skills and applications
  - Decision-making tools
- Broad use: finance, consulting, non-profits, policy, government, education, general management rotations, etc.
- Prerequisite courses included in “knowledge package”

# Two Certificates Offered

## Financial Economics

- **Deep dive into finance.....**
  - Corporate finance
  - Capital markets
  - Securities
  - Derivatives
- **Courses:**
  - Principles of Finance (“Turbo”)
  - Investments
  - Derivatives
  - Special Topics (currently: “Fixed Income”)

## Managerial Analytics

- **Wide set of topics covering.....**
  - Business analytics
  - Planning
  - Strategy
  - Operations management
- **Courses:**
  - Competitive Strategy & Industrial Structure
  - Operations and Supply Chain Strategy
  - Special Topics (currently “Empirical Methods in Consumer Analytics”)
  - Principles of Finance (“Turbo”)

# Five Prerequisite Areas – Multiple Options

<b>1. Calculus and Linear Algebra</b> <ul style="list-style-type: none"> <li>one course sequence</li> </ul>	Seven course options (WCAS and McC)
<b>2. Probability</b> <ul style="list-style-type: none"> <li>one course required</li> </ul>	Ten options (WCAS and McC)
<b>3. Econometrics/Statistics</b> <ul style="list-style-type: none"> <li>FE requires 2 econometrics courses</li> <li>MA requires 1</li> </ul>	<ul style="list-style-type: none"> <li>Two options for FE Certificate (in WCAS)</li> <li>Five options for MA Certificate (in WCAS and McC)</li> </ul>
<b>4. Microeconomics</b> <ul style="list-style-type: none"> <li>one course required</li> </ul>	Two options (in WCAS)
<b>5. Optimization (MA only)</b> <ul style="list-style-type: none"> <li>one course required</li> </ul>	Three options (in WCAS and McC)

# Student Stats, Enter 2013

## FE: 52 students

- **Schools**
  - WCAS = 47
  - McCormick = 4
  - Communications = 1
- **Most common majors**
  - Econ, math, MMSS
- **Year**
  - Sophomore = 2
  - Juniors = 37
  - Seniors = 13

## MA: 53 students

- **Schools**
  - WCAS = 22
  - McCormick = 28
  - Communications = 1
  - Medill = 1
  - SESP = 1
- **Most common majors**
  - Econ, IEMS, MMSS
- **Year**
  - Juniors = 39
  - Seniors = 14

- ✓ Applied Math
- ✓ Biological Sci
- ✓ Biomed Eng
- ✓ Chemical Eng
- ✓ Comp Eng

- ✓ Comp Sci
- ✓ HPME
- ✓ ISP
- ✓ Internat'l Studies
- ✓ Journalism

- ✓ Learning & Org  
Change
- ✓ Materials Sci &  
Eng
- ✓ Mfg & Design Eng

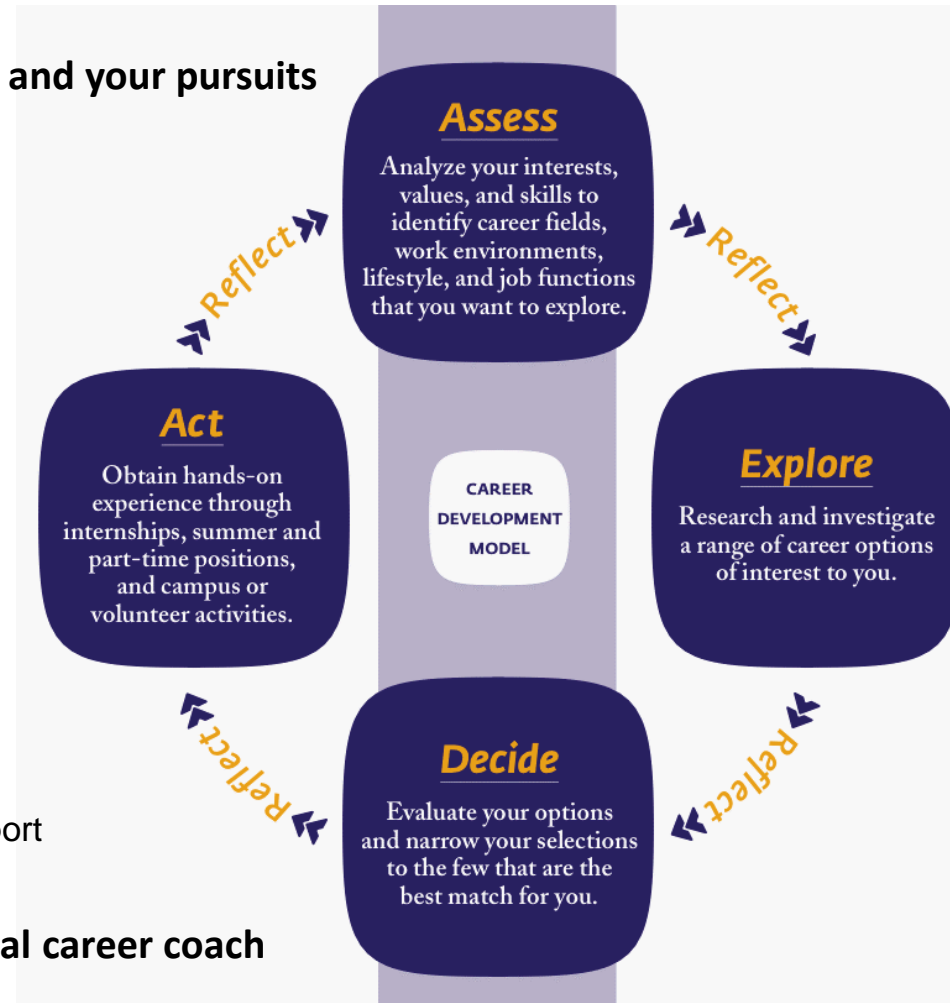
- ✓ Mech Eng
- ✓ Radio/TV/Film
- ✓ Statistics
- ✓ Theatre

# Career Advising – Rachel Taylor

## MY MISSION: Support you, your development, and your pursuits

- Career Exploration & Decision-Making
- Resume Development & Review
- Cover Letter Development & Review
- Industry/Employer Research
- Job Search Strategy Advisement & Planning
- Interview Preparation
- Offer Decision-Making
- Negotiating Offer
- Job/Internship Related Questions
- Graduate/Professional School Application Support

## MY MODUS OPERANDI: Serve as your personal career coach





# Career Programming

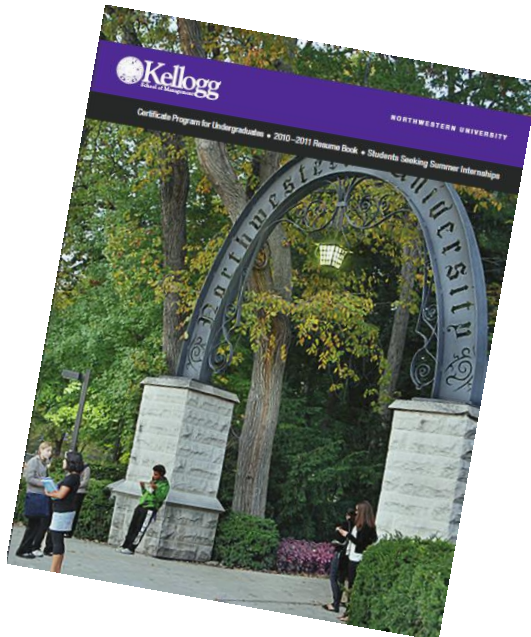
1. Career Preparation  
Panels  
Workshops
2. Professional Development  
External Speakers
3. Alumni  
Panels  
Networking Mixers
4. Employers  
Educational Sessions  
Lunch and Learns  
Execs in Residence

Investment... Management or Banking?
Resume Book Preparation
Jobs in the Technology Sector
The Job Search Advantage—Networking
Interview Prep & Practice Workshop
Finance Mock Interviews—Finance*
Enova Meet & Eat
Homecoming Alumni/Student Mixer
PWC Interview Day*
Executives in Residence*
LEK Consulting Case Workshop
International Student Job Search in US
What I Wish I Knew Webinar
Quick Career Question Giveaway

# Special Career Resources

## RESUME BOOKS

- 250+ employer partners plus 350+ alumni worldwide



## INTERNSHIP EXPERIENCE DATABASE

Inside scoop on everything internship at particular employers

- Company - Industry
- Internship Application process
- Interview process
- Day to day nuts and bolts
- Satisfaction
- Advice

## WEEKLY COLUMN in NEWSLETTER

Career advice and recommendations for your consideration:

- Stay on track with your search
- Professional development advice

# After CPU

**370 ALUMNI**  
**+**  
**YOU**  
**=**  
**STRONG NETWORK**

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## Grad school areas:

- Economics
- Finance
- Law
- Medicine
- Engineering

## Alumni work around the world in

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

# Internships & Post Graduation Destinations

## Work for employers in.....

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

## Examples of work performed....

- Track down and analyze financial data with Excel
- Design business processes and flow charts for consistent messaging across globe
- Conduct quantitative market research with online surveys
- Analyze market segments to create sales territory alignments
- Prepare weekly updates and analyses for clients
- “Duties as assigned”

**All over the globe**

# CPU: Easy Sell to Employers

- Top university; well-rounded students; special Kellogg training
- In-depth knowledge in your major (e.g., math, econ, engineering)
- Sophisticated analytical skills, including prereq course material
- Experience in practical business applications
- Kellogg collaborative approach – group work

# Application Process and Timeline

- Online application (apply to one certificate)
  - Available now
  - Due Feb 16, 2014
- Essay: Discuss current business issue in the news (300-400 words)
- One-page resume
- One faculty recommendation
- Decisions made late April, 2014

# Admission Criteria/Standards

## Decisions based on:

- Status of prereq completion (can explain if won't be completed by start of fall)
- Winter grades: Overall and pre-req course GPAs
  - Focus on most recent grades
  - Accepted students have range of grades
  - Require combined 3.0 average among all prerequisites
- Essay
- Faculty recommendation (1)

Acceptance rate: between 70-85%

# CPU Student Panel

- FE
  - Severin Tsuji
  - Hanchen Wang
- MA
  - Ibrahim Bengali
  - Chase Eck (panel moderator)



# Contact Information

- Certificate Program for Undergraduates
  - Website: [kellogg.northwestern.edu/certificate/](http://kellogg.northwestern.edu/certificate/)
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