NOTES:

EXECUTIVE EDUCATION

KELLOGG EXECUTIVE SCHOLARS PROGRAM

Curriculum Guide



KELLOGG SCHOOL OF MANAGEMENT Northwestern University

James L. Allen Center 2169 Campus Drive | Evanston, IL 60208-2800 PHONE: (847) 467-7000 FAX: (847) 467-3072

EMAIL: scholars@kellogg.northwestern.edu execscholars.kellogg.northwestern.edu

© 20II Northwestern University. All Rights Reserved.

Northwestern University reserves the right to change without notice any statement in this bulletin concerning, but not limited to, rules, policies, tuition, fees, curricula, and courses.



KELLOGG EXECUTIVE SCHOLARS PROGRAM // Curriculum Guide

Participants are awarded **Certificates of Professional Achievement** after successful completion of four to five open-enrollment programs at the Kellogg School. The programs must include one required program and three electives for a minimum of 13 full days of in-classroom instruction.* For more information: **execscholars.kellogg.northwestern.edu**

Earn a certificate of professional achievement in:

MARKETING AND SALES MANAGEMENT

One required program:
☐ Accelerating Sales Force Performance
☐ Business Marketing Strategy
☐ Kellogg on Consumer Marketing Strategy
☐ Marketing Healthcare Products
Plus three electives:
□ Competitive Strategy
☐ Creating and Leading a Culture of Innovation
☐ The Customer Focused Organization: Critical Steps in Achieving and Sustaining Focus
☐ Customer Insight Tools: Turning Insight into Effective Marketing Strategies
☐ Distribution Channel Management: Bridging the Sales and Marketing Divide
\square Driving Organic Top-Line Growth
☐ Kellogg on Branding: Creating, Building, and Rejuvenating Your Brand
☐ Managing New Products and Services for Strategic Competitive Advantage
☐ Pricing Strategies and Tactics
☐ Strategic Data-Driven Marketing
☐ Strategic Marketing and Communications in Today's Media World
FINANCIAL MANAGEMENT
One required program:
☐ Corporate Finance: Strategies for Creating Shareholder Value
☐ Finance for Executives
☐ Merger Week: Creating Value through Strategic Acquisitions and Alliances
Plus three electives:
□ Competitive Strategy
□ Corporate Governance: Effectiveness and
Accountability in the Boardroom
\Box Creating and Managing Strategic Alliances
☐ Driving Strategic Value from IT

☐ Pricing Strategies and Tactics

☐ Successful Corporate Renewal

GENERAL MANAGEMENT

OPTION ONE:

One of these Marketing and Sales programs:

- \square Accelerating Sales Force Performance
- ☐ Business Marketing Strategy
- \square Kellogg on Consumer Marketing Strategy
- ☐ Marketing Healthcare Products

One of these Finance programs:

- ☐ Corporate Finance: Strategies for Creating Shareholder Value
- ☐ Finance for Executives
- ☐ Merger Week: Creating Value through Strategic Acquisitions and Alliances

Any one of the **Leadership and Management** programs listed to the right under the Certificate of Professional Achievement in Leadership and Management.

One of these Operations, Supply Chain, and Technology programs:

- ☐ Driving Strategic Value from IT
- ☐ The Science of Lean Six Sigma Operations
- ☐ Strategic Data-Driven Marketing
- ☐ Supply Chain Management: Strategy and Planning for Effective Operations

OPTION TWO:

Combine the Women's Senior Leadership Program with any 2- to 5-day program listed.

OPTION THREE:

It is also possible to design a Certificate in General Management to meet the professional and executive education needs of an individual or the particular needs of an organization, based upon approval of the Kellogg Executive Scholars Program Advisor.

OPERATIONS, SUPPLY CHAIN, AND TECHNOLOGY MANAGEMENT

One required program:

Operations Management Week
(Includes both The Science of Lean Si
Sigma Operations and Supply Chain
Management: Strategy and Planning
for Effective Operations)

Plus three electives:

- □ Creating and Managing Strategic Alliances
 □ Distribution Channel Management:
 Bridging the Sales and Marketing Divide
 □ Driving Strategic Value from IT
- ☐ Managing New Products and Services for Strategic Competitive Advantage
- \square Pricing Strategies and Tactics
- \square Strategic Data-Driven Marketing

LEADERSHIP AND MANAGEMENT

One required program:

- □ Competitive Strategy□ Reinventing Leadership: A Breakthrough Approach
- ☐ The Strategic People Management Series
 (Includes both Leading High Impact Teams and Energizing People for Performance)*

Plus three electives:

- ☐ Corporate Governance: Effectiveness and Accountability in the Boardroom
- ☐ Creating and Leading a Culture of Innovation
- \square Creating and Managing Strategic Alliances
- ☐ The Customer Focused Organization: Critical Steps in Achieving and Sustaining Focus
- ☐ Driving Organic Top-Line Growth
- ☐ Global Leadership
- ☐ Governing Family Enterprises
- ☐ Leading Family Enterprises ☐ Negotiation Strategies for Managers
- \square Soul of Leadership
- \square Success in International Business
- ☐ Women's Director Development Program

NONPROFIT MANAGEMENT

This certificate requires the completion of five executive programs. Four must be completed at the Center for Nonprofit Management and one must be completed at the Allen Center.

Choose **four** of the following executive programs offered at the Center for Nonprofit Management:

- ☐ Developing High Performing People
- ☐ Essentials of Fundraising and Marketing
- ☐ Innovation & Social Entrepreneurship: New Ideas for a New Reality
- ☐ Leading for the Future
- ☐ Leading a Strong School Community
- \square Mission Driven Marketing
- ☐ Nonprofit Finance
- ☐ Selling Your Impact☐ Strategic Leadership
- ☐ Successful Fundraising Strategies
- ☐ Winning Strategies

Choose **one** of the following programs offered at the Allen Center:

- ☐ Competitive Strategy
- ☐ The Customer Focused Organization: Critical Steps in Achieving and Sustaining Focus
- ☐ Customer Insight Tools: Turning Insight into Effective Marketing Strategies
- $\hfill\Box$ Energizing People for Performance
- ☐ Finance for Executives
- ☐ Kellogg on Branding: Creating, Building, and Rejuvenating Your Brand
- ☐ Kellogg on Consumer Marketing Strategy
- \square Leading High-Impact Teams
- \square Negotiation Strategies for Managers
- ☐ Reinventing Leadership: A Breakthrough Approach
- ☐ Strategic Marketing Communications in Today's Media World

Note: For all certificates except General Management, programs not used as the required course may be taken as electives. Each set of four completed programs may only count for one certificate.

^{*}The Certificate of Professional Achievement in Nonprofit Management has separate criteria.

^{*} If Energizing People for Performance was completed prior to 2012, it may count as a required leadership program.