Management for Scientists & Engineers

- http://www.kellogg.northwestern.edu/mgmtse
Program Representatives:

- **Mearah Quinn-Brauner, PhD**, Associate Director, Graduate and Postdoctoral Professional Development, TGS
- **James Conley, PhD**, Academic Director, Faculty Kellogg School of Management, McCormick School
- **Julie Gertz**, Kellogg Staff, Program Development Manager
Overview:

- The MSE Program
- MSE Goals
- 2017 Curriculum
- Annual Timeline
- Past participants
Management for Scientists & Engineers

Prof. Bruce & John – 4:30pm
Economics & Society

Prof. Jane & Bob – 5:15pm
Composing for Business Models
The MSE Program:

Doctoral students in science, engineering and quantitative social science are seldom provided TRAINING to prepare them to:

- Manage and lead teams and budgets
- Communicate with business-oriented colleagues
- Transition from scientific to commercialized research

TGS responds with a unique training opportunity:

An **EIGHT-WEEK SUMMER CERTIFICATE PROGRAM** for scientists and engineers – sponsored by TGS and taught by Kellogg School of Management faculty – equips promising students with the necessary business and leadership skills.
MSE Goals:

- Raise awareness of the business of science
- Apply learned skills immediately in the lab
- Build connections with students outside of their disciplines
- Enhance the student experience
- Provide skills to prepare science and engineering doctoral students for a variety of careers
Course Content:

- Accounting for Decision Making
- Finance
- Risk and Uncertainty
- Business Economics & Strategy
- Marketing
- Marketing & Analytics
- Leadership & Teams
- Negotiations
- Management of Intellectual Property
- Crisis Management
- Operations Management
- Entrepreneurship & Innovation
Class Schedule:

Classes every Monday*
June 19-August 7
8:30am-6pm

*Class will meet Wednesday 7/5 due to the holiday on Tuesday 7/4
# Class Matrix:

<table>
<thead>
<tr>
<th></th>
<th>19-Jun</th>
<th>26-Jun</th>
<th>5-Jul</th>
<th>10-Jul</th>
<th>17-Jul</th>
<th>24-Jul</th>
<th>31-Jul</th>
<th>7-Aug</th>
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<tbody>
<tr>
<td>8:30-10am</td>
<td>Marketing (Hennessy)</td>
<td>Economics &amp; Strategy (Brown)</td>
<td>Economics &amp; Strategy (Brown)</td>
<td>Negotiations (Finkel)</td>
<td>Finance (Matsa)</td>
<td>Finance (Matsa)</td>
<td>Crisis Management (Austen-Smith)</td>
<td>Marketing Analytics (Anderson)</td>
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<tr>
<td>10:15-11:45am</td>
<td>Marketing (Hennessy)</td>
<td>Economics &amp; Strategy (Brown)</td>
<td>Economics &amp; Strategy (Brown)</td>
<td>Negotiations (Finkel)</td>
<td>Finance (Matsa)</td>
<td>Finance (Matsa)</td>
<td>Crisis Management (Austen-Smith)</td>
<td>Marketing Analytics (Anderson)</td>
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<tr>
<td>1-2:30pm</td>
<td>Marketing (Hennessy)</td>
<td>Economics &amp; Strategy (Brown)</td>
<td>Accounting for Decision Making (Sridharan)</td>
<td>Negotiations (Finkel)</td>
<td>Finance (Matsa)</td>
<td>Operations Management (Bassamboo)</td>
<td>IP Management (Conley)</td>
<td>Marketing Analytics (Anderson)</td>
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<td>2:45-4:15pm</td>
<td>Leadership &amp; Teams (Rivera)</td>
<td>Accounting for Decision Making (Sridharan)</td>
<td>Accounting for Decision Making (Sridharan)</td>
<td>Risk &amp; Uncertainty (Al-Najjar)</td>
<td>Risk &amp; Uncertainty (Al-Najjar)</td>
<td>Operations Management (Bassamboo)</td>
<td>IP Management (Conley)</td>
<td>Entrepreneurship &amp; Innovation (Schonthal)</td>
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<tr>
<td>4:30-6pm</td>
<td>Leadership &amp; Teams (Rivera)</td>
<td>Accounting for Decision Making (Sridharan)</td>
<td>Accounting for Decision Making (Sridharan)</td>
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<td>IP Management (Conley)</td>
<td>Entrepreneurship &amp; Innovation (Schonthal)</td>
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</table>
Kellogg Faculty:

James Conley
Clinical Professor of Technology

Jennifer Brown
Associate Professor of Strategy

Swaminathan Sridharan
John & Norma Darling Distinguished Professor in Financial Accounting

Nabil Al-Najjar
John L. and Helen Kellogg Professor of Managerial Economics & Decision Sciences

Julie Hennessy
Clinical Professor of Marketing

Eli Finkel
Professor of Management & Organizations

Eric Anderson
Hartmarx Professor of Marketing

Lauren Rivera
Associate Professor of Management & Organizations

David Schonthal
Clinical Associate Professor of Innovation & Entrepreneurship

David Matsa
Associate Professor of Finance

David Austen-Smith
Professor of Managerial Economics & Decision Sciences

Achal Bassamboo
Professor of Operations
Course Material:

Course portal via Canvas for:

• Pre-readings
• Assignments and deliverables
• Faculty Presentation Slides
Application Requirements:

• Online Application
• Two 200- Word essays

  1) Describe a business problem that interests you? (max. 300 words)
  2) How does the program relate to your career goals? (max. 200 words)
Application Requirements:

• Recommendation letter from PI
  By March 31st, letter of recommendation request to Principal Investigator (PI)/Advisor

• Curriculum Vitae
  Upload as PDF file
Important Dates:

- Application Deadline: March 31\textsuperscript{st}
- Decision By May 22nd
Annual Timeline:

- Information Session
- Application Deadline
- Review of Applications
- Program
- Mixer with Alumni

- February: Information Session
- March: Application Deadline
- May: Review of Applications, Program
- June-August: Mixer with Alumni
- August: Student attendance mandatory for all eight sessions

Each application reviewed by three faculty reviewers

Typically receive 100 applications for 50 spots

Student attendance mandatory for all eight sessions
Management Certificate for Scientists and Engineers

This eight-week summer certificate program, offered to PhD science and engineering candidates, covers business and management practices not frequently taught in the laboratory environment.

Co-sponsored by The Graduate School (TGS) and the Kellogg School of Management, this program prepares students to become better leaders with lessons in strategy, finance, marketing, and accounting. Applications for the program are accepted and considered during the spring quarter. To learn more about the course, please visit the Management for Scientists and Engineers course description on Kellogg’s website.
What past participants have to say:

"This compact program gives a nice overview of what managers do and is taught by the world’s experts in management education. Apart from the core management concepts, the program touches on many aspects that are relevant to scientists and engineers. I recommend this course to every PhD student."

PRATEEK JHA, PhD Candidate
Chemical and Biological Engineering
McGinnis School of Engineering and Applied Science
Management for Scientists & Engineers

QUESTIONS
Future questions, contact Julie Gertz
j-gertz@kellogg.northwestern.edu or 847-467-1453