Course Selection & Bidding Overview

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Northwestern | Kellogg
TODAY’S PURPOSE

Share information, tools, and strategies required to make informed decisions regarding course selection and bidding
AGENDA

Course Selection

• Graduation Requirements
• Course Considerations
• Majors, Pathways & Additional Resources

Course Planning Tool

• Overview
• Select Course Policies
• Live Demo

Bidding Overview

• Bidding System
• Strategies & Pitfalls
• Dates

Next Steps

• Identify Courses to Bid On
• 10/30 Bidding Presentation
COURSE SELECTION
GRADUATION REQUIREMENTS

**2Y**

6 quarters of full-time study

20.5 Kellogg credits

Core courses completed by end of 1<sup>st</sup> academic year*

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**MMM**

7 quarters of full-time study

28.5 credits (20.5 of which must be Kellogg credits)

Core courses completed by end of 1<sup>st</sup> academic year**

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* Except KPPI-440-5 in Fall '20 pre-term

** Except KPPI-440-5 in Fall '20 pre-term & Finance II
**KELLOGG ACADEMIC JOURNEY AT-A-GLANCE**

Curriculum provides solid foundation through core courses and customization through electives

<table>
<thead>
<tr>
<th>FIRST YEAR</th>
<th>PRE-TERM</th>
<th>FALL</th>
<th>WINTER</th>
<th>SPRING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leadership in Organizations (MORS-430)</td>
<td>Business Analytics II (DECS-431)</td>
<td>Finance FINC-430 or Marketing (MKTG-430)</td>
<td>Operations (OPNS-430) if not previously completed</td>
<td></td>
</tr>
<tr>
<td>Business Analytics I (DECS-430-5)</td>
<td>Accounting (ACCT-430)</td>
<td>Microeconomics (MECN-430)</td>
<td>Operations (OPNS-430) optional timing</td>
<td></td>
</tr>
<tr>
<td>Business Strategy (STRT-431)</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Finance (FINC-430/440) or Marketing (MKTG-430)</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>SECOND YEAR</th>
<th>PRE-TERM</th>
<th>FALL</th>
<th>WINTER</th>
<th>SPRING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leadership &amp; Crisis Management (KPPI-440-5)</td>
<td></td>
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</tr>
</tbody>
</table>

Note: Example assumes no waivers
# 2Y Remaining Core Courses*

<table>
<thead>
<tr>
<th>Course</th>
<th>Semester</th>
<th>Requirement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Microeconomics MECN-430</td>
<td>1st Year Winter</td>
<td>Enrolled with Cohort&lt;br&gt;Unable to switch sections</td>
</tr>
<tr>
<td>Marketing MKTG-430</td>
<td>1st Year Winter</td>
<td>Must successfully enroll through bidding&lt;br&gt;Seats available for remaining students</td>
</tr>
<tr>
<td>Finance I FINC-430</td>
<td>1st Year Winter / Spring</td>
<td>Must successfully enroll through bidding&lt;br&gt;Seats available for remaining students</td>
</tr>
<tr>
<td>Operations OPNS-430</td>
<td></td>
<td>Must successfully enroll through bidding&lt;br&gt;Consider internship timing!</td>
</tr>
</tbody>
</table>

Partial Waivers<br>Must successfully enroll through bidding<br>Select from approved list by department

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*If not previously completed or waived
OPERATIONS 430: WINTER OR SPRING?

**Take Winter Quarter If…**

- Internship has non-flexible/negotiable **early start date** (Investment Banking and some tech companies)*
- **Opting for early internship start date** to accommodate KWEST leadership or other end-of-summer obligations*
- Credit space created by MECN-430, FINC-430 and/or MKTG-420 **waivers**

**Take Spring Quarter If…**

- Internship timing **does not impact Spring quarter exams**
- **Desire to prioritize an elective** in Winter Quarter over OPNS-430 requirement
- Want to take advantage of **more sections** of OPNS-430 offered in Spring

* Avoid having to fly back to Chicago to take the OPNS-430 exam at the end of Spring Quarter.
SUMMER 2020 CALENDAR

- **JUNE 5:** Classes end
- **JUNE 5-7:** Weekend exams
- **JUNE 8:** Typical internship start
- **AUGUST 22:** KWEST departure
- **AUG 31:** CIM
- **SEPTEMBER:**
  - **SEP 14-18:** KPPI 440-5 MANDATORY
  - **AUG 21:** Last day to work before KWEST
COURSE SELECTION CONSIDERATIONS

C A R E E R
Immediately post-Kellogg and beyond

B R E A D T H
Variety of industries and functional areas

G A P S
Reflect on your background and where you are headed

G U I D A N C E
From faculty, students, advising staff and alums
COURSE LOAD CONSIDERATIONS

Non-academic obligations (e.g. recruiting, extra-curricular)

Balance
- Quantitative and qualitative
- Group versus individual work

Degree requirements
Strategic inclusion of 0.5 credit courses

3 credit minimum
5 credit maximum
Specific academic requirements (generally, core + 4)
Will appear on your transcript
Springboard for an elective search within area of interest
NOT a graduation requirement

PATHWAYS

No specific academic requirements

Will not appear on your transcript

Springboard for an elective search within area of interest

COURSE SELECTION ADDITIONAL RESOURCES

Global Opportunities

San Francisco Immersion Program

Independent and Field Study

Taking Courses at Other Northwestern Schools
COURSE PLANNING TOOL
COURSE PLANNING TOOL
ON-LINE COURSE CATALOG PLATFORM THAT ALLOWS YOU TO PLAN YOUR ACADEMIC JOURNEY

**TAG COURSES**
Browse course offerings, and “tag” courses you’re interested in

**PLAN PATH**
Identify the quarters in which your tagged courses are offered – then sketch out the quarters in which you plan to take them

**SET SCHEDULE**
For the upcoming quarter, see the sections (days / times / professors) available for the courses on your path. Choose sections to sketch a hypothetical weekly schedule
IMPORTANT COURSE POLICIES

- First class mandatory
- Prerequisites/negative prerequisites
- P/NC grading
<table>
<thead>
<tr>
<th>Section Number</th>
<th>Campus</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Section 10</td>
<td></td>
<td>Independent study</td>
</tr>
<tr>
<td>Section 20</td>
<td></td>
<td>PhD</td>
</tr>
<tr>
<td><strong>Section 30</strong></td>
<td>Evanston</td>
<td>Full-time only</td>
</tr>
<tr>
<td>Section 40</td>
<td></td>
<td>Full-time / Evening &amp; Weekend</td>
</tr>
<tr>
<td>Section 50</td>
<td></td>
<td>Full-time / Evening / Weekend</td>
</tr>
<tr>
<td>Section 60</td>
<td></td>
<td>Evening Only</td>
</tr>
<tr>
<td>Section 70</td>
<td></td>
<td>Weekend Only</td>
</tr>
<tr>
<td>Section 80</td>
<td></td>
<td>Evening / Weekend</td>
</tr>
<tr>
<td><strong>Section 90</strong></td>
<td>Chicago</td>
<td>Evening / Weekend / Full-time</td>
</tr>
</tbody>
</table>
LIVE COURSE PLANNING DEMO
BIDDING OVERVIEW:
1ST YEAR STUDENTS
KELLOGG BIDDING SYSTEM

DUTCH AUCTION

• Bidders ranked from highest to lowest
• Lowest successful bid determines the closing cost
• Successful bidders all charged the same amount

1st years given 2,000 points to last both Winter and Spring quarters
DUTCH AUCTION EXAMPLE

BIDS RANKED HIGHEST TO LOWEST

Lowest Successful Bid

Bid Amount (points)

Number of available seats
DUTCH AUCTION EXAMPLE

SUCCESSFUL BIDS
all charged 100 points

UNSUCCESSFUL BIDS
not charged

Closing Cost = 100 points

Bid Amount (points)

BIDS RANKED HIGHEST TO LOWEST

Number of available seats
# KELLOGG BIDDING PROCESS

<table>
<thead>
<tr>
<th><strong>PHASE 1</strong></th>
<th><strong>PHASE 2</strong></th>
<th><strong>PHASE 3</strong></th>
<th><strong>BID TO WAITLIST</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BID</strong></td>
<td><strong>BID</strong></td>
<td><strong>BID</strong></td>
<td><strong>BID</strong></td>
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<tr>
<td><strong>DROP</strong></td>
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<td><strong>DROP</strong></td>
<td><strong>DROP</strong></td>
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</table>

**Bid only for seats allocated to your program**

- **Full-Time**
- **Evening**
- **Weekend**

<table>
<thead>
<tr>
<th><strong>Bid only for seats allocated to your program</strong></th>
<th><strong>Bid only for open Full-Time seats</strong></th>
<th><strong>Bid on open seats in any program</strong></th>
<th><strong>Bid for a waitlist position on any course</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Full-Time students bid</strong></td>
<td><strong>100% bid point REFUND</strong></td>
<td><strong>100% bid point REFUND</strong></td>
<td><strong>75% bid point REFUND</strong></td>
</tr>
<tr>
<td><strong>Evening and/or Weekend students</strong></td>
<td><strong>E&amp;W students bid for open Evening and/or Weekend seats</strong></td>
<td><strong>Bid on open seats in any program</strong></td>
<td><strong>Bid for a waitlist position on any course</strong></td>
</tr>
<tr>
<td><strong>50% bid point REFUND</strong></td>
<td></td>
<td><strong>Bid on open seats in any program</strong></td>
<td><strong>Bid for a waitlist position on any course</strong></td>
</tr>
</tbody>
</table>

All dropped seats receive refund amount from **current phase**
**BIDDING PHASES 1 THROUGH 3**

**FULL-TIME STUDENTS**

| PHASE 1 | BID | November 1 at 9am to November 4 at 5pm | **• Bid on seats allocated to your program.** Full-time students: sections 30s, 40s, 50s, 90s  
**• Alternate section options include same time, same professor, or any section** |
<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td></td>
<td>DROP</td>
<td>November 6 at 12pm to November 7 at 5pm</td>
<td><strong>• Drop any enrollments for a 100% refund of bid points for use in Phase 2</strong></td>
</tr>
</tbody>
</table>

| PHASE 2 | BID | November 8 at 12pm to November 11 at 5pm | **• Bid on open seats in your program.** Full-time students: sections 30s, 40s, 50s, 90s  
**• Alternate section options include same time, same professor, or any section** |
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<tbody>
<tr>
<td></td>
<td>DROP</td>
<td>November 13 at 12pm to November 14 at 5pm</td>
<td><strong>• Drop any enrollments (from Phase 1 or Phase 2) for a 100% refund of bid points for use in Phase 3</strong></td>
</tr>
</tbody>
</table>

| PHASE 3 | BID | November 15 at 12pm to November 18 at 5pm | **• Bid on open seats in any program** (Full-time, Evening, or Weekend)  
**• No alternate section options** |
<table>
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<tbody>
<tr>
<td></td>
<td>DROP</td>
<td>November 20 at 12pm to November 21 at 5pm</td>
<td><strong>• Drop any enrollments</strong> (from Phases 1, 2, or 3) for a 75% refund of bid points for use in the Bid to Waitlist Phase</td>
</tr>
</tbody>
</table>
# BID TO WAITLIST PHASE

**FIRST 5 WEEK, SECOND 5 WEEK, AND 10 WEEK CLASSES**

| BID | November 22 at 12pm to November 25 at 5pm  
* For First 5 week, Second 5 week, and 10 week classes | • Bid for a waitlist position in any program  
• No alternate section options  
• Set conditional drops to ensure waitlist promotion, if promotion will exceed 5 credit maximum |
| --- | --- | --- |
| DROP | December 9 at 9am to January 13 at 8am  
* For First 5 week, Second 5 week, and 10 week classes | • If promoted off waitlist, charged bid amount  
• Promotions automatically happen when a seat becomes available  
• Drop any enrollments (from Phases 1, 2, 3, or Bid to Waitlist) for a **50% refund of bid points** for use in future bidding cycles  
• Ensure conditional drops are set for waitlist promotion, if promotion will exceed 5 credit maximum  
• If never promoted from waitlist, or if drop waitlist position, receive 100% bid point refund. |
# BID TO WAITLIST PHASE

**SECOND 5 WEEK CLASSES ONLY**

| BID | January 31 at 12pm to February 3 at 5pm  
* For Second 5 week classes only |
<table>
<thead>
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</thead>
<tbody>
<tr>
<td></td>
<td>• Bid for a waitlist position in any program</td>
</tr>
<tr>
<td></td>
<td>• <strong>Students who bid in this phase are placed on the waitlist BEHIND students who are waitlisted in the previous Bid to Waitlist phase</strong></td>
</tr>
<tr>
<td></td>
<td>• No alternate section options</td>
</tr>
<tr>
<td></td>
<td>• Set conditional drops to ensure waitlist promotion, if promotion will exceed 5 credit maximum</td>
</tr>
</tbody>
</table>

| DROP | February 5 at 9am to February 17 at 8am  
* For Second 5 week classes only |
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• <strong>If promoted off waitlist, charged bid amount</strong></td>
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<td></td>
<td>• Drop any enrollments (from Phases 1, 2, 3, or Bid to Waitlist) for a <strong>50% refund of bid points</strong> for use in future bidding cycles</td>
</tr>
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<td></td>
<td>• Ensure conditional drops are set for waitlist promotion, if promotion will exceed 5 credit maximum</td>
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<tr>
<td></td>
<td>• If never promoted from waitlist, or if drop waitlist position, receive 100% bid point refund.</td>
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</table>
## BIDDING BASICS

### Bidding is NOT first-come- first served

- Place a bid anytime during the bidding window
- Deadlines are firm – we are not able to bid/drop classes for you if you miss the window

### Phases

- Phase 1: All full-time seats available to bid on
- Phases 2 and 3: Only seats that do not fill in previous phases are available for bidding
- Bid to Waitlist Phase
- Each phase will have a separate cost

### Bidding Limit

- Bid up to a maximum of 5 credits
## BIDDING STRATEGIES

<table>
<thead>
<tr>
<th>Bid what you are willing to spend (and no more)</th>
<th>Use historical bidstats only as directional guidance</th>
<th>Consider parallel path bidding</th>
</tr>
</thead>
<tbody>
<tr>
<td>• You may set the closing cost</td>
<td>• Only consider Phase I, Full-Time bidstats</td>
<td>• You may not yet know whether you are accepted to an application-based course</td>
</tr>
<tr>
<td>• You will be refunded the difference if the closing cost is lower (Phases 1-3)</td>
<td>• Remember closing cost is LOWEST successful bid</td>
<td>• Do not wait until Phases 2 or 3 to bid on a course you may want to take</td>
</tr>
</tbody>
</table>
COURSES OUTSIDE BIDDING SYSTEM

Application-based courses

Independent and Field Studies

Non-Kellogg Northwestern courses

MECN-430 (enrolled with your cohort)
COMMON BIDDING PITFALLS

- Bidding **all points without an exit strategy**
- Bidding too low in to “save” points for unknown later courses
- Using the historical bid stats + __% model
- Assuming a **1 point bid** will be successful if a course closed for 0 points in the past
- **Not including back up choices** in Phase 1 Bids
WHAT SHOULD YOU DO NEXT?

1. Reflect on your academic, personal & professional goals

2. In Course Planning Tool:
   - Tag courses for 2 year journey
   - Plan path for Winter & Spring
   - Set schedule for Winter

3. Based on your ‘must-haves’ for Spring, determine how many points you want to have remaining after Winter quarter

4. Create your bidding strategy

5. Attend 10/30 presentation on how to bid
SAVE THE DATE:
Oct. 30 bidding presentation

TOPICS COVERED

• Bidding & Registration System Demonstration
• How to place a bid and make drop transactions
• Bidding rules
ACADEMIC ADVISING CONTACT INFORMATION

1:1 Academic Advising Session

• Schedule a session online here.
• If you can’t find a time that works with your schedule, please email Academic Advising to request a time.

Email Us

• Email Academic Advising with general academic questions

Drop-In

• Stop by the Student Experience Center (KGH 1391)
DEGREE PROGRESS REPORT - CAESAR

[Image of a laptop screen showing the CAESAR interface with a focus on the Degree Progress section.]
# Kellogg Academic Journey at-a-Glance

### MMM Program – Class of 2021

<table>
<thead>
<tr>
<th>SUMMER</th>
<th>FALL</th>
<th>WINTER</th>
<th>SPRING</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FIRST YEAR</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business Analytics (DECS-440)</td>
<td>PRE-TERM: Leadership in Organizations (MORS-430)</td>
<td>Finance II (FINC-441) or Marketing (MKTG-430)</td>
<td>Digital Design &amp; Development II (DSGN)</td>
</tr>
<tr>
<td>Accounting (ACCT-430)</td>
<td>Business Strategy (STRAT-431)</td>
<td>Microeconomics (MECN-430)</td>
<td>Innovation Effectiveness (DSGN)</td>
</tr>
<tr>
<td>Innovation in Context (DSGN)</td>
<td>Finance II (FINC-441) or Marketing (MKTG-430)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Research-Design-Build (DSGN)</td>
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</tr>
</tbody>
</table>

| SUMMER INTERNSHIP | | | |
| SUMMER | FALL | WINTER | SPRING |
| | | | |
| PRE-TERM: Leadership & Crisis Management (KPPI-440-5) | Business Innovation Lab (DSGN: 2 Credits) | | |

*Note: Must complete by Winter 2021: 1) Upper-level OPNS elective; and 2) Elective from MMM Curated List*