From: Mary Jane Solomon
To: Kellogg Class 2021 and 2022 Students; Kellogg Evening & Weekend Students
Subject: [ACADEMICS] Fall Quarter 2020 Entrepreneurship Pathway Courses
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Fall 2020 Entrepreneurship Courses

Northwestern | Kellogg

Bidding for Fall Quarter 2020 classes starts this Friday, Aug. 14. Are you following the Entrepreneurship Pathway? As you prepare to start this unique 2020-21 academic year, explore the Innovation and Entrepreneurship fall courses described below. Please note each course's teaching format(s): hybrid with rotation (HR), hybrid virtual (HV) or entirely in person or remote via Zoom. Check out the **Kellogg Course Catalog and Schedule** for faculty information and additional details about these and upcoming offerings.

Prerequisites For Students Applying for San Francisco Immersion Quarter

Students applying for admission into the upcoming **San Francisco Immersion Winter Quarter** must complete FINC-431 Finance II or FINC-440 Accelerated Corporate Finance. For consideration for an internship at a VC firm, you must complete FINC-445 Entrepreneurial Finance and Venture Capital by the end of the fall quarter.

FINC-431-0 | Finance II: Corporate Finance (Sections 31HR and HV, 32HR and HV, 41, and 81HR and HV; Full-Time, Evening and Weekend) covers the financial knowledge needed to run a firm of any size. Students learn how to answer fundamental questions of corporate finance and study key methods for valuing projects and firms.

FINC-440-0 | Accelerated Corporate Finance (Sections 31HR and HV, 32 and 33; Full-Time), combines the material from Finance I and Finance II in an intensive one-quarter course. Given the pace of the course, students are expected to be prepared to put in extra effort in and outside of class.

FINC-445-0 | Entrepreneurial Finance and Venture Capital (Sections 51 and 81, entirely remote, Full-Time, Evening and Weekend) covers all stages of the financing process, from startup to harvest, and targets students who may be involved in entrepreneurial ventures at some point in their careers. The course is also useful for venture capital careers.

Launch Pad Courses

KIEI-462-0 | New Venture Discovery (Sections 31HR and HV and 81HR and HV; Full-Time, Evening and Weekend) helps students interested in pursuing entrepreneurial careers learn to navigate the earliest stages of starting a new venture, beginning with the identification of a market problem worth solving. The course format blends lectures, fieldwork, cross-team collaboration and ideation sessions, outside speakers and expert mentoring.

KIEI-470-0 | Launching and Leading Startups (Section 41, entirely remote, Full-Time, Evening and Weekend) is a case-driven survey course in which students explore some of the biggest and most challenging topics facing entrepreneurial CEOs. The course targets not only entrepreneurs who want to start or buy their own businesses, but also entrepreneurially minded students who, in short order, plan to work within early-stage startups.

Building Block Courses

KIEI-458-0 | Product Management for Technology Companies: An Entrepreneurial Perspective (Section 41, entirely remote, Full-Time, Evening and Weekend) provides the frameworks, theory, tools and hands-on experience to prepare students to hit the ground running in technology companies. Using a holistic and entrepreneurial perspective, the class offers insight into the nine major aspects of product management. Students gain hands-on experience via an industry-sponsored project and targeted cases.

KIEI-952-5 | Entrepreneurship: Building Innovation, Teams, and Cultures (Section 81, entirely remote, Evening and Weekend), offered during the second five weeks of fall quarter, explores the factors that define high-functioning teams, and offers frameworks and approaches to assembling, motivating and coordinating effective teams in highly fluid and challenging contexts.

BLAW-435-0 | Business Law (Sections 31HR and HV, Full-Time) is a survey of the basic and fundamental legal concepts that managers and entrepreneurs will be exposed to in public, private and non-profit entities. It focuses on a variety of legal topics of greatest interest to managers.

FINC-445-0 | Entrepreneurial Finance and Venture Capital (Sections 51 and 81, entirely remote, Full-Time, Evening and Weekend), focusing on case studies of startups' funding decisions, shows how entrepreneurs raise funds and how venture capital partnerships and growth equity funds choose, value, structure, fund and manage their investments.

STRT-441-0 | Intellectual Capital Management (Sections 41HR and HV, Full-Time, Evening and Weekend) adopts a "lifecycle" approach to the management of an intellectual asset. Case studies examine related management challenges in entertainment, finance, pharmaceuticals, health care, consumer electronics, agribusiness, biotechnology, consulting, venture capital, telecommunications, software and other contexts.

Selling Courses

KIEI-454-0 | Entrepreneurial Selling (Sections 51HR and HV, Full-Time, Evening and Weekend) teaches students how to acquire and delight customers, use selling skills in different contexts, manage the entrepreneurial selling process, measure success and use the key tools required for success in building a company.

KACI-477-0 | Selling Yourself and Your Ideas (Section 31, entirely remote, Full-Time; and Section 32, entirely in-person, Full-Time) aims to equip students with a set of critical communications insights, skills, disciplines and tools to help them become great communicators, in any setting. Throughout the course, students build personal Communications Toolkits through iterative practice and feedback.

Experiential Courses

KPPI-452-0 | Social Innovation: Designing for Change (Sections 41HR and HV, Full-Time, Evening and Weekend), an experiential lab course, encourages students to explore, both in class and through quarter-long consulting projects, innovation as a mechanism for social problem solving. The lab component places teams of Kellogg students with a local organization that has an innovative product, service or business model.

NUvention
Kellogg students can enroll in courses in the NUvention program, a visionary academic partnership created to expand upon Northwestern University's excellence in interdisciplinary study and to foster a sense of collaboration throughout Northwestern's various schools. Based at McCormick School of Engineering's **Farley Center for Entrepreneurship and Innovation**, NUvention exposes students to the entire innovation and entrepreneurial life cycle and helps them understand how innovations can become viable businesses in the real world.

• **NUvention: Transportation** (Remote and Ford ITW classroom) provides opportunities for students to learn about and create businesses in the transportation space. This class exposes student teams to all aspects of the business development process, from the idea, to the creation, to the financing and the running of a start-up business. Note: Please be aware that all courses outside of Kellogg need to be approved by the Academic Advising team to count toward Kellogg degree requirements. Click **here** for additional information.

Recommended for New Venture Development Students

MKTG-956-0 | Digital Marketing Implementation and Strategy (Section 41, entirely remote, Full-Time, Evening and Weekend) prepares students to be effective marketing leaders in landscapes that involve digital marketing and data-informed decision making, such as Google Ads, Facebook, Instagram and more. This course is recommended for students planning to enroll in KIEI-464 New Venture Development during Winter Quarter.

For more information about fall quarter offerings, please contact the **Kellogg Innovation & Entrepreneurship Initiative team.**

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