From: Kellogg Innovation Entrepreneurship Initiative
To: Kellogg Class 2021 and 2022 Students; Kellogg Evening & Weekend Students
Subject: [ACADEMICS] Fall Quarter 2020 Growth and Scaling Courses
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Fall Quarter 2020 Growth and Scaling Courses

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Bidding for Fall Quarter 2020 classes starts this Friday, Aug. 14. If you aspire to a career in small- to middle-market enterprise, plan to join a family business or seek a position connected with private equity/search funds, check out these Fall Quarter 2020 course offerings, which deal with profitable growth and scaling challenges in such areas as strategy, operations, marketing and organizations. As you prepare to start this unique academic year, please note each course's teaching format(s): hybrid with rotation (HR), hybrid virtual (HV) or entirely in person or remote via Zoom. Browse the **Kellogg Course Catalog and Schedule** for more information about these and other offerings.

KIEI-915-0 | KIEI Growth Strategy Practicum (Sections 51HR and HV, Full-Time, Evening and Weekend) targets students who wish to develop their business execution skills by working on real-life projects with growth-stage enterprises, putting their knowledge and skills to work to benefit existing businesses. The course will prove especially beneficial to students who aspire to

- join a fast-growing enterprise in a senior management role;
- acquire an existing business with a view toward rapid enterprise value growth;
- execute growth initiatives in the context of a family-owned business.

Student teams, guided by faculty and selected mentors, will meet virtually to work on strategically important projects with companies from across the country. Teams will meet with their clients three times (during class sessions) for collaboration, presentation and feedback. Other class sessions will explore topics relevant to running a growing business, including strategy, finance, marketing and team building.

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, such as how to reduce the risks that are inherent in starting a new business, determine the best go-to-market strategies to gain customer adoption, and execute with precision. 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. The course also proves beneficial for “intrapreneurs” who will be innovating inside larger firms.

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. The course 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, whether in a large organization, a turnaround, a management buyout or a startup. The course is also useful for venture capital careers.

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