

From: [Kellogg Innovation Entrepreneurship Initiative](#)
To: [Kellogg Class 2021 and 2022 Students](#); [Kellogg Evening & Weekend Students](#)
Subject: [ACADEMICS] Spring Quarter 2021 Entrepreneurship Courses
Date: Tuesday, February 9, 2021 4:40:59 PM

Spring Quarter 2021 Entrepreneurship Courses

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Bidding for Spring Quarter 2021 classes starts this Friday, Feb. 12. Are you following the Entrepreneurship Pathway? Explore Kellogg's Innovation and Entrepreneurship courses and additional pathway offerings described below.

San Francisco Quarter Preparation

A special note to students planning to submit early applications to the Winter 2022 [KIEI San Francisco Immersion Quarter](#): You must complete [FINC 431: Finance II](#) or [FINC 440: Accelerated Corporate Finance](#) during spring quarter.

Launch Pad Courses

[KIEI-462-0 | New Venture Discovery](#) helps students interested in pursuing entrepreneurial careers learn to navigate the earliest stages of starting a new venture. The course format blends lectures, fieldwork, cross-team collaboration and ideation sessions and expert mentoring.

[KIEI-464-0 | New Venture Development](#) is the logical continuation of New Venture Discovery. Students who have completed initial testing and market research and identified a likely product-market fit for a customer base of a significant size can apply. ***The application deadline is Thursday, Feb. 18, with decisions given out on a rolling basis. Please note that decisions will be made after bidding has begun. Please leave enough credit space in your schedule to accommodate New Venture Development. [Apply now.](#)***

[KIEI-466-0 | New Venture Launch](#) enables students whose tested business concepts offer compelling product-market fit to focus on fine-tuning their business models and finding investors. ***Applications will be accepted on a rolling basis through Monday, March 1. Please note: Application decisions will be made after bidding has begun. Please leave enough credit space in your schedule to accommodate New Venture Launch. [Apply now.](#)***

[KIEI-470-0 | Launching and Leading Startups](#) is a case-driven survey course in which students explore some of the biggest and most challenging topics facing entrepreneurial CEOs.

Building Block Courses

[KIEI-451-0 | Introduction to Software Development](#) provides technical literacy for non-programmers who will be founders, employees or consultants to "tech-enabled" organizations.

[KIEI-458-0 | Product Management for Technology Companies: An Entrepreneurial Perspective](#) provides the frameworks, theory, tools and hands-on experience to prepare students to hit the ground running in technology companies. Students gain hands-on experience via an industry-sponsored project and targeted cases.

[KIEI-903-0 | Corporate Innovation and New Ventures](#) addresses the emerging practice of "corporate

entrepreneurship," or "intrapreneurship," the game-changing innovation generated by large, established corporations. Student teams in this course create innovative ideas around a sponsoring partner's growth challenge areas.

[KIEI-935-5 | Intellectual Property for Entrepreneurs](#) (*second five weeks*) addresses what entrepreneurs need to know to secure and leverage the intangible, knowledge-based assets of their businesses.

[KIEI-950-5 | Human and Machine Intelligence](#) (*first or second five weeks*) uses hands-on cases and applications to show how to use machine learning decision tools to discover new competitive strategies, turn raw numbers into convincing stories and make less biased judgments. *MMM Class of 2021 students should not enroll in this class, as the content overlaps with DSGN- 497-24.*

[KIEI-952-5 | Entrepreneurship: Building Innovation, Teams, and Cultures](#) (*second five weeks*) 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.

[KIEI-973-5 | Startup Branding](#) (*first five weeks*) teaches students how to turn ideas into brands, with a specific focus on the importance of early branding decisions in new ventures and brand design execution with limited resources.

[BLAW-435-0 | Business Law](#) provides a survey of the legal concepts that managers and entrepreneurs will be exposed to in public, private and nonprofit enterprises.

[FINC-445-0 | Entrepreneurial Finance and Venture Capital](#), 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.

[FINC-477-0 | Global Entrepreneurial Finance](#) targets students who plan to start businesses at some point in their careers, students who plan to work for or finance entrepreneurial firms, and/or students who plan to work for established firms.

[STRT-441-0 | Intellectual Capital Management](#) (*Evening and Weekend*) covers the broad agenda of using intellectual capital for competitive advantage. Through group case studies, in-class discussion and lectures, the course follows a "lifecycle" approach to the management of an intellectual asset.

Selling

[KIEI-454-0 | Entrepreneurial Selling](#) (Section 41, Full-Time, Evening and Weekend) teaches students how to acquire and delight customers, use selling skills in different contexts, manage the entrepreneurial selling process and use the key tools required for success in building a company.

[KACI-477-0 | Selling Yourself and Your Ideas](#) aims to equip students with a set of critical communications insights, skills, disciplines and tools to enhance communication in any setting.

Industry-Focused and Experiential

[REAL-930-5 | Real Estate Technology](#) (*first five weeks*) focuses on interaction between technological changes and real estate, both how the use of real estate is affected by technological change, and the ways technology is used in the creation and operation of real estate.

NUvention Courses

Kellogg students can enroll in interdisciplinary cross-campus NUvention courses offered by the McCormick School of Engineering's [Farley Center for Entrepreneurship & Innovation](#). Questions about these classes may be sent to farley@northwestern.edu.

NUvention: AI Analytics (*Wednesdays, 6:00 to 9:00 p.m.; remote instruction via Zoom is planned, but there may be opportunities for in-person gathering for students who are interested*) focuses on the intersection of software (AI), hardware (IoT), data (analytics) and business (entrepreneurship). The course is a unique opportunity for passionate students and future entrepreneurs to journey through the formation of a commercial technology startup. The required application is scheduled to launch on Feb. 10.

Consulting for Wearable Tech (*Tuesdays, 6:00 to 9:00 p.m.; remote instruction via Zoom*), formerly part of the NUvention series, is a partnership with the **Querrey Simpson Institute for Bioelectronics** led by **Professor John Rogers**. Students form small consulting teams and work with client companies in the biosensor space to commercialize technologies being developed in the lab. Interested students should email farley@northwestern.edu.

Please note that **NUvention: Arts** will not run this spring, but will return to the schedule in academic year 2021-22.

For more information about Spring Quarter 2021 offerings, please contact the **Kellogg Innovation & Entrepreneurship Initiative team**.

Kellogg School of Management | **Northwestern University**
2211 Campus Drive, Evanston, IL 60208-2800 | 847.491.3300
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