Advanced Course Planning & Bidding Overview

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Northwestern | Kellogg
TODAY’S PURPOSE

• Course Selection Considerations
• Advanced Course Planning
• Bidding Overview
AGENDA

Course Selection
- Graduation Requirements
- Course Considerations
- Majors, Pathways & Additional Resources

BidReg System
- Live Demo – Plan Path & Set Schedule

Bidding Overview
- Bidding Process
- Strategies & Pitfalls

Next Steps
- Identify Courses to Bid On
- 7/19 Bidding Presentation
COURSE SELECTION
While Kellogg’s innovative academic approach is highly customizable, there are **four basic requirements** necessary to graduate from the 1Y Program:

- **Core courses completed by end of Summer 2023**
- **PACT-440-5 during Fall 2023**
- **4 quarters of full-time study** (3-5 credits/quarter)
- **15.5 Kellogg credits**
While Kellogg’s innovative academic approach is highly customizable, there are three basic requirements necessary to graduate from your MBA Program:

- **Core courses completed by end of Spring 2024**
- **4 quarters of full-time study** (3-5 credits/quarter)
- **16 Kellogg credits**
COURSE SELECTION CONSIDERATIONS

CAREER
Immediately post-Kellogg and beyond

BREADTH
Variety of industries and functional areas

GAPS
Reflect on your background and where you are headed

GUIDANCE
From faculty, students, advising staff and alums
COURSE SELECTION INPUTS

1:1 Advising Sessions

Websites (Faculty, Admissions, Advising)

Course Planning (syllabi, course descriptions)

Majors/Pathways

Peers

Clubs

Academic/Bidding Presentations
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

Accounting // Economics // Finance // Marketing //
Managing Organizations // Operations // Strategy //
Management Science
PATHWAYS

No specific academic requirements

Will not appear on your transcript

Springboard for an elective search within area of interest

COURSE SELECTION ADDITIONAL RESOURCES

Academics on the Serial

- Independent and Field Study
- Taking Courses at Other Northwestern Schools
- Experiential Learning
- Information and Advice from Faculty

Global Opportunities

San Francisco Immersion Program
COURSE PLANNING TOOL
LIVE DEMO
BIDREG SYSTEM
ON-LINE PLATFORM THAT ALLOWS STUDENTS TO PLAN THEIR ACADEMIC JOURNEY

TAG COURSES
Browse Course Catalog and “tag” courses you’re interested in

CREATE PATH
Identify the quarters your tagged courses are offered and sketch out which quarter you plan to take them

PLAN SCHEDULE
For upcoming quarters, select the sections (days/times/professors) available for the courses on your path

BID
Place a bid for your desired section during bidding for the upcoming quarter
BIDREG SYSTEM
ON-LINE PLATFORM THAT ALLOWS STUDENTS TO PLAN THEIR ACADEMIC JOURNEY

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SECTION NUMBER KEY

**EVANSTON CAMPUS**

Section 30: Full-time only
Section 40: Full-time / Evening & Weekend
Section 50: Full-time / Evening / Weekend

**CHICAGO CAMPUS**

Section 60: Evening Only
Section 70: Weekend Only
Section 80: Evening / Weekend
Section 90: Evening / Weekend / Full-time

**FULLY VIRTUAL**

Section 99: Evening / Weekend / Full-time
WHY BIDDING?
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

2nd year/1Ys/JD/MDs given 3,000 points to last the academic year – Fall, Winter and Spring quarters
DUTCH AUCTION EXAMPLE

BIDS RANKED HIGHEST TO LOWEST

Number of available seats

Seats available

Bid Amount (points)
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

Closing Cost = 100 points

UNSUCCESSFUL BIDS
not charged

BIDS RANKED HIGHEST TO LOWEST
# Kellogg Bidding Process

## Phase 1
- **Bid only for seats allocated to your program**
- **100% bid point REFUND**
- Full-time students bid for open full-time seats
- E&W students bid for open Evening and/or Weekend seats

## Phase 2
- **100% bid point REFUND**
- Bid for open seats in any program

## Phase 3
- **75% bid point REFUND**
- Bid for a waitlist position or a roster seat in any program
- If enrolled or promoted from waitlist, charged bid amount

## Phase 2 Pay What You Bid
- **50% bid point REFUND**
- Real-time enrollment in any open seat or add to waitlist for any course

## Phase 3 Pay What You Bid
- **50% bid point REFUND**
- Drop classes for a 50% bid point refund

## Alternate Section Options
- Waitlists

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All dropped seats receive refund amount from **current phase**
# Bidding Phases

<table>
<thead>
<tr>
<th>Phase</th>
<th>Bid Dates</th>
<th>Details</th>
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</thead>
<tbody>
<tr>
<td><strong>PHASE 1</strong></td>
<td><strong>Bid</strong></td>
<td>July 28 at 9am thru July 31 at 5pm</td>
</tr>
<tr>
<td><strong>DROP</strong></td>
<td>August 2 at 12pm thru August 3 at 5pm</td>
<td>• Drop any enrollments for a <strong>100% refund of bid points</strong> for use in Phase 2</td>
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<tr>
<td><strong>PHASE 2</strong></td>
<td><strong>Bid</strong></td>
<td>August 4 at 12pm thru August 7 at 5pm</td>
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<tr>
<td><strong>DROP</strong></td>
<td>August 9 at 12pm thru August 10 at 5pm</td>
<td>• Drop any enrollments (from Phase 1 or Phase 2) for a <strong>100% refund of bid points</strong> for use in Phase 3</td>
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<td><strong>PHASE 3</strong></td>
<td><strong>Bid</strong></td>
<td>August 11 at 12pm thru August 14 at 5pm</td>
</tr>
<tr>
<td><strong>DROP</strong></td>
<td>August 16 at 12pm thru August 17 at 5pm</td>
<td>• Drop any enrollments (from Phases 1, 2, or 3) for a <strong>75% refund of bid points</strong> for use in the Pay What You Bid Phase</td>
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<tr>
<td><strong>PWYB</strong></td>
<td>August 18 at 12pm thru August 21 at 5pm</td>
<td>• Bid on any seats in any program (Full-time, Evening, or Weekend) • Unsuccessful bidders placed on a waitlist • No alternate section options available • If successfully enrolled, charged bid amount</td>
</tr>
<tr>
<td><strong>DROP</strong></td>
<td>August 22 at 12pm to September 1 at 8:30am</td>
<td>• Drop any enrollments for a <strong>50% refund of bid points</strong></td>
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<tr>
<td>Add/Drop</td>
<td>September 1 at 9am thru September 25 at 8am</td>
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<tr>
<td>Add/Drop Period</td>
<td>• Real-time enrollment into open seats and addition to waitlists.</td>
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<tr>
<td></td>
<td>• Drop any enrollments for a 50% refund of bid points. (Drops from a waitlist or no promotion into class results in 100% refund of bid points.)</td>
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<td>• Waitlist promotions in real time.</td>
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<td></td>
<td>• Set conditional drops to ensure waitlist promotion if you are at or near your credit maximum.</td>
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<tr>
<th>Add/Drop (2nd 5 Week Courses Only)</th>
<th>September 25 at 8:01am thru October 30 at 8am</th>
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<tr>
<td></td>
<td>• Real-time enrollment into open seats and addition to waitlists.</td>
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<tr>
<td></td>
<td>• Continue to drop 2nd 5-Week enrollments for a 50% refund of bid points. (Drops from a waitlist or no promotion into class results in 100% refund of bid points.)</td>
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<tr>
<td></td>
<td>• Waitlist promotions in real time.</td>
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## 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, 3, PWYB: Only seats that do not fill in previous phases are available for bidding  
- Each phase will have a separate cost |
| A bid is for a specific course section | - Only able to bid for one section of a course at a time  
- Alternate section options available (next presentation) |
| Bidding Limit | - Bid up to a maximum of 5 credits |
## BIDDING STRATEGIES

<table>
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<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>
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<td>• You may set the closing cost</td>
<td>• Only consider Phase I, bidstats for your program</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>
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COURSES OUTSIDE BIDDING SYSTEM

Application-based courses

Independent and Field Studies

Non-Kellogg Northwestern courses
COMMON BIDDING STRATEGY PITFALLS

Bidding **all points without an exit strategy**

Bidding too low 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 full academic year
   - Plan path for Fall, Winter, & Spring
   - Set schedule for Fall

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

4. Create your bidding strategy

5. Attend 7/19 presentation on how to bid
SAVE THE DATE:
July 19 @ 12:00pm – How to Bid Presentation (Zoom)

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 Sessions

- Schedule a session with your advisor through Campus Groups.
- If you can’t find a time that works with your schedule, please email Academic Advising to request a time.

Email

- Email Academic Advising with general academic questions.

Drop-In

- Drop into KGH 1391, if an advisor is available they'll be happy to meet with you!

Slack

- Get quick, simple questions answered.
- #studentexperience_classof_2024 or DM @AcademicExperienceTeam
QUICK NOTES ON MAKING AN APPOINTMENT

Book an appointment in CampusGroups
– Be sure the time zone in the Book screen in Campus Groups is set to the time zone of your current location. For most of you, when you are booking from campus, you will be in Central time zone.

Cancelling an appointment
– Go to your Campus Groups home page by clicking on the icon at the top left of the page.
– Under “More” on the left tool bar, click on “My Meetings”.
– Select upcoming meetings in the middle drop down box, click on the 3 vertical dots at the right, and select “Cancel Advising Session”.

For more help making appointments: Serial.
QUESTIONS?