Course Selection & Bidding Overview

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Northwestern | Kellogg
TODAY’S PURPOSE

• Course Selection Considerations
• BidReg System Demo
• Bidding Overview
AGENDA

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

BidReg Live Demo
- Choose Path
- Set Plan (Schedule)

Bidding Overview
- Bidding Process
- Strategies & Pitfalls

Next Steps
- Last Waiver Exam Opportunities
- Identify Courses to Bid On
- 10/18 Bidding Presentation
While Kellogg’s innovative academic approach is highly customizable, there are **five basic Kellogg requirements** necessary to graduate from the 2Y Program:

- **6 quarters of full-time study** (3-5 credits/quarter)
- **20.5 Kellogg credits** (minimum)
- Core courses completed by end of Spring 2024
- **2nd Year Fall core course PACT-440-5**
- **Summer Internship/Work Experience**
# 2Y Kellogg Core Courses to Complete During 2023-24 Academic Year

<table>
<thead>
<tr>
<th>Course</th>
<th>Winter</th>
<th>Spring</th>
</tr>
</thead>
<tbody>
<tr>
<td>Finance I (FINC-430)*</td>
<td>●</td>
<td></td>
</tr>
<tr>
<td>Marketing Management (MKTG-430)*</td>
<td>●</td>
<td></td>
</tr>
<tr>
<td>Microeconomics (MECN-430)*</td>
<td>●</td>
<td></td>
</tr>
<tr>
<td>Operations Management (OPNS-430)*</td>
<td>●</td>
<td>●</td>
</tr>
</tbody>
</table>

*Unless completed in Fall Quarter or waived. Note: Partial waivers may be fulfilled any time before graduation.
2Y 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></td>
<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>
</tr>
<tr>
<td></td>
<td>Business Analytics I (DECS-430-5)</td>
<td>Accounting** (ACCT-430/434)</td>
<td>Microeconomics (MECN-430)</td>
<td>** Students placing into Financial Reporting &amp; Analysis (ACCT-451) will take that in Winter.</td>
</tr>
<tr>
<td></td>
<td>Business Strategy (STRT-431)</td>
<td>Operations (OPNS-430) optional timing</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Finance (FINC-430/440) or Marketing (MKTG-430)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SUMMER INTERNSHIP</th>
</tr>
</thead>
<tbody>
<tr>
<td>PRE-TERM</td>
</tr>
<tr>
<td>Leadership &amp; Crisis Manage. (PACT-440-5)</td>
</tr>
</tbody>
</table>

* Example assumes no waivers

** Students placing into Financial Reporting & Analysis (ACCT-451) will take that in Winter.
While Kellogg’s innovative academic approach is highly customizable, there are five basic requirements necessary to graduate from the MMM Program:

- **28.5 credits minimum (must include 20.5 Kellogg credits & 8.0 McCormick credits)**
- **7 quarters of full-time study (3-5 credits/quarter)**
- **Core courses completed by end of Spring 2024**
- **2nd Year Fall core course PACT-440-5**
- **Summer Internship/Work Experience**
### MMM KELLOGG CORE COURSES TO COMPLETE DURING 2023-24 ACADEMIC YEAR

<table>
<thead>
<tr>
<th>Course</th>
<th>Quarter Offered</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Winter</td>
</tr>
<tr>
<td>Finance II (FINC-431)</td>
<td>⬤</td>
</tr>
<tr>
<td>Marketing Management (MKTG-430)*</td>
<td>⬤</td>
</tr>
<tr>
<td>Microeconomics (MECN-430)*</td>
<td>⬤</td>
</tr>
<tr>
<td>Designing &amp; Managing Business Processes (OPNS-440)</td>
<td>⬤</td>
</tr>
<tr>
<td>Applied Advanced Analytics (OPNS-441)**</td>
<td></td>
</tr>
<tr>
<td>Operations Elective**</td>
<td>⬤</td>
</tr>
</tbody>
</table>

*Unless waived
**May be deferred to 2nd year
***Partial waiver opportunity for OPNS 441 held in February
### MMM – ACADEMIC JOURNEY AT-A-GLANCE

Curriculum provides solid foundation through core courses and customization through electives*

<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>SUMMER</td>
<td>FALL</td>
<td>WINTER</td>
<td>SPRING</td>
</tr>
<tr>
<td>Appropriability by Design (DSGN-460)</td>
<td>Marketing or Finance II** (MKTG-430 or FINC-431)</td>
<td>Marketing or Finance II (MKTG-430 or FINC-431) (if not previously taken)</td>
<td>Innovation Viability (DSGN-485)</td>
</tr>
<tr>
<td>Finance I or ACF (FINC-430/440)</td>
<td>Research-Design-Build (DSGN-490) (1.5 credits)</td>
<td>Whole Brain (DSGN-426)</td>
<td>Innovation Growth (DSGN-465)</td>
</tr>
<tr>
<td>DDD (DSGN-425)</td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

| SUMMER INTERNSHIP | SUMMER | FALL | WINTER | SPRING |
| SUMMER | FALL | WINTER | SPRING |
| Mindful Product Management (DSGN-475) | Design Research (DSGN-470) | Leadership & Crisis Mgmt. (PACT-440-5) | Business Innovation Lab (DSGN-480; 2 Credits) |

*Example assumes no waivers.
**Only students who have a waiver or have completed both Marketing and Finance II may be eligible to choose from a selected list of electives.
DEGREE PROGRESS REPORT - CAESAR
2Y: OPERATIONS - 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-430 **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
You will be manually enrolled in Microeconomics (MECN-430) with your section (no bidding necessary)

- Your MECN-430 section number is the same as your STRT-431/MORS-430 section
- Ensure your bidding strategy for Finance I (and other classes) takes into account your MECN-430 section - you are not able to change your MECN section

If you placed into ACCT-451 via placement exam, you will be manually enrolled (no bidding necessary)

- Ensure your bidding strategy for other courses does not create a conflict with this class

You will need to bid for other core courses – MKTG-430, FINC-430, and OPNS-430
# MICROECONOMIC ANALYSIS (MECN-430) SECTIONS

<table>
<thead>
<tr>
<th>Section</th>
<th>Days</th>
<th>Times</th>
</tr>
</thead>
<tbody>
<tr>
<td>31 (Poets)</td>
<td>Tue/Fri</td>
<td>8:30AM - 10:00AM</td>
</tr>
<tr>
<td>32 (Turkeys)</td>
<td>Tue/Fri</td>
<td>8:30AM - 10:00AM</td>
</tr>
<tr>
<td>33 (Big Dogs)</td>
<td>Tue/Fri</td>
<td>10:30AM - 12:00PM</td>
</tr>
<tr>
<td>34 (Cash Cows)</td>
<td>Tue/Fri</td>
<td>10:30AM - 12:00PM</td>
</tr>
<tr>
<td>35 (Buckets)</td>
<td>Tue/Fri</td>
<td>1:30PM - 3:00PM</td>
</tr>
<tr>
<td>36 (Bull Frogs)</td>
<td>Tue/Fri</td>
<td>1:30PM - 3:00PM</td>
</tr>
<tr>
<td>37 (Moose)</td>
<td>Tue/Fri</td>
<td>1:30PM - 3:00PM</td>
</tr>
<tr>
<td>38 (Highlanders)</td>
<td>Tue/Fri</td>
<td>10:30AM - 12:00PM</td>
</tr>
<tr>
<td>39 (Bots)</td>
<td>Tue/Fri</td>
<td>3:30PM - 5:00PM</td>
</tr>
</tbody>
</table>
VENTURE/PE LAB -- TIMING CONSIDERATIONS

If you are applying to Venture Lab or PE Lab, expectation is that you work 2 days per week. Please note:

• You must schedule your work around your core classes – MECN-430 (Tues/Fri) and MKTG-430 (Mon/Thurs). You’re not able to move MECN, but you could bid for MKTG-430 times around the firm’s suggested schedule

• Working 2 days per week with a full load of classes and while recruiting is a very heavy load
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
- Course Planning (syllabuses, course descriptions)
- Websites (Faculty, Admissions, Advising)
- 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
MAJORS

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**
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
SECTION NUMBER KEY

EVANSTON CAMPUS

Section 30: Full-time only
Section 40: 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 89: Evening / Weekend only (CORE)
Section 99: Evening / Weekend / Full-time
BIDDING OVERVIEW
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

1st year 2Y/MMM students given **2,000 points** to last the remainder of the academic year – Winter and Spring quarters
DUTCH AUCTION EXAMPLE

BIDS RANKED HIGHEST TO LOWEST

Seats available

Bid Amount (points)

Number of available seats
DUTCH AUCTION EXAMPLE

Bid Amount (points)

Lowest Successful Bid

Number of available seats

BIDS RANKED HIGHEST TO LOWEST
DUTCH AUCTION EXAMPLE

SUCCESSFUL BIDS
all charged 100 points

UNSUCCESSFUL BIDS
not charged

Closing Cost = 100 points

BIDS RANKED HIGHEST TO LOWEST

Successful bids:
- 0 points
- 100 points
- 500 points
- 1,000 points

Unsuccessful bids:
- Bid Amount (points)
## KELLOGG BIDDING PROCESS

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

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

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

### PAY WHAT YOU BID
- **Bid**
  - 50% bid point REFUND
- **Drop**
  - Real-time enrollment in any open seat or add to waitlist for any course

### ADD/DROP
- **BID DROP**
  - Previous Quarter Ends
  - End Monday, Week 2 @ 8am
  - Drop classes for a 50% bid point refund

### Alternate Section Options
- **Waitlists**
  - 50% bid point REFUND continues

---

All dropped seats receive refund amount from **current phase**
| PHASE 1 | October 27 at 9am thru October 30 at 5pm | BID | Bid on seats allocated to your program. Full-time students: sections 30s, 40s, 90s • Alternate section options available |
| PHASE 1 | November 1 at 12pm thru November 2 at 5pm | DROP | Drop any enrollments for a 100% refund of bid points for use in Phase 2 |
| PHASE 2 | November 3 at 12pm thru November 6 at 5pm | BID | Bid on open seats in your program. Full-time students: sections 30s, 40s, 90s • Alternate section options available |
| PHASE 2 | November 8 at 12pm thru November 9 at 5pm | DROP | Drop any enrollments (from Phase 1 or Phase 2) for a 100% refund of bid points for use in Phase 3 |
| PHASE 3 | November 10 at 12pm thru November 13 at 5pm | BID | Bid on open seats in any program (Full-time, Evening, or Weekend) • Alternate section options available |
| PHASE 3 | November 15 at 12pm thru November 16 at 5pm | DROP | Drop any enrollments (from Phases 1, 2, or 3) for a 75% refund of bid points for use in the Pay What You Bid Phase |
| PWYB | November 17 at 9am thru November 20 at 12pm | BID | 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 |
| PWYB | November 28 at 12pm thru December 8 at 8:30am | DROP | Drop any enrollments for a 50% refund of bid points |
## ADD/DROP PERIOD

<table>
<thead>
<tr>
<th></th>
<th>Add/Drop (2nd 5 Week Courses Only)</th>
<th>Add/Drop (2nd 5 Week Courses Only)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Start</strong></td>
<td>December 8 at 9am thru January 8, 2024 at 8am</td>
<td>January 8 at 8:01am thru February 12, 2024 at 8am</td>
</tr>
<tr>
<td><strong>End</strong></td>
<td>January 8, 2024 at 8am</td>
<td>February 12, 2024 at 8am</td>
</tr>
<tr>
<td><strong>Real-time enrollment into open seats and addition to waitlists.</strong></td>
<td>• Real-time enrollment into open seats and addition to waitlists.</td>
<td></td>
</tr>
<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>
<td></td>
</tr>
<tr>
<td></td>
<td>• Waitlist promotions in real time.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Set conditional drops to ensure waitlist promotion if you are at or near your credit maximum.</td>
<td></td>
</tr>
<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>
<td></td>
</tr>
<tr>
<td></td>
<td>• Waitlist promotions in real time.</td>
<td></td>
</tr>
</tbody>
</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, 3: Only seats that do not fill in previous phases are available for bidding; PWYB wait lists are created
- 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 (details/demo in next presentation)

#### 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>
</tr>
</thead>
<tbody>
<tr>
<td>• You may set the closing cost</td>
</tr>
<tr>
<td>• You will be refunded the difference if the closing cost is lower (Phases 1-3)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Use historical bidstats only as directional guidance</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Only consider Phase 1, bidstats for your program</td>
</tr>
<tr>
<td>• Remember closing cost is LOWEST successful bid</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Consider parallel path bidding</th>
</tr>
</thead>
<tbody>
<tr>
<td>• You may not yet know whether you are accepted to an application-based course</td>
</tr>
<tr>
<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

MECN-430 / ACCT-451
Application-based courses
Independent and Field Studies
Non-Kellogg Northwestern courses
MMM Design 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
NEXT STEPS
A partial or full (depending on score) waiver of Microeconomics (MECN-430) is offered by exam during the Fall quarter.

**Timing:** October 18-22 Exam Window (students will be added to Canvas page)
A full waiver of Operations Management (OPNS-430) is offered by exam during the Fall quarter.

Timing: October 18-22 Exam Window (students will be added to Canvas page)
WHAT SHOULD YOU DO NEXT?

1. Reflect on your academic, personal & professional goals

2. In the BidReg System:
   - Tag courses for full academic year
   - Lay out Path for Winter & Spring
   - Create Plan (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 10/18 presentation on how to bid
SAVE THE DATE:
October 18 @ 12:15pm – How to Bid 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 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 Table in Plaza

- Advisors hold drop-in hours in Gies Plaza (M, T, R, F 12:15pm-1:15pm)

Slack

- Get quick, simple questions answered.
- #studentexperience_classof_2025 or DM @AcademicExperienceTeam
# ADDITIONAL DROP IN HOURS DURING BIDDING

<table>
<thead>
<tr>
<th></th>
<th>Mon</th>
<th>Tues</th>
<th>Wed</th>
<th>Thurs</th>
<th>Fri</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week of 10/23</td>
<td>Plaza &amp; Zoom</td>
<td>Plaza &amp; Zoom</td>
<td>Bidding Highlights Presentation</td>
<td>Plaza &amp; Zoom</td>
<td>Plaza &amp; Zoom</td>
</tr>
<tr>
<td>Week of 10/30</td>
<td>Plaza &amp; Zoom</td>
<td>Plaza &amp; Zoom</td>
<td>Plaza Only</td>
<td>Plaza &amp; Zoom</td>
<td>Plaza &amp; Zoom</td>
</tr>
</tbody>
</table>

**REMINDERS AND LINKS WILL BE POSTED ON SLACK in #STUDENTEXPERIENCE_CLASS_OF_2025**
Quick Notes on Making an Appointment

Book an appointment in CampusGroups

- Be sure the time zone in the Book screen in CampusGroups 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?