

# Management for Scientists & Engineers

<https://www.kellogg.northwestern.edu/programs/management-scientists-engineers.aspx>

## James G. Conley

Clinical Professor

Kellogg Center for Research in Technology & Innovation

Kellogg School MEDS, McCormick ME, Northwestern University

Visiting Professor

Otto Beisheim School of Management, WHU, Vallendar, GERMANY



## Program Representatives:

- **Elizabeth Stein, PhD**, Director, Graduate and Postdoctoral Training and Development, TGS
- **James Conley, PhD**, Academic Director, Faculty Kellogg School of Management, McCormick School
- **Julie Gertz**, Kellogg Staff, Program Development Manager



**Kit Martin:**  
Ph.D. — Learning  
Sciences



**JoAnna Addy:**  
Ph.D. - Psychology



**Adam Pluchinsky:**  
Ph.D. - Biomedical  
Engineering



## Overview:



- The MSE Program
- MSE Goals
- 2021 Curriculum
- Annual Timeline
- Past participants



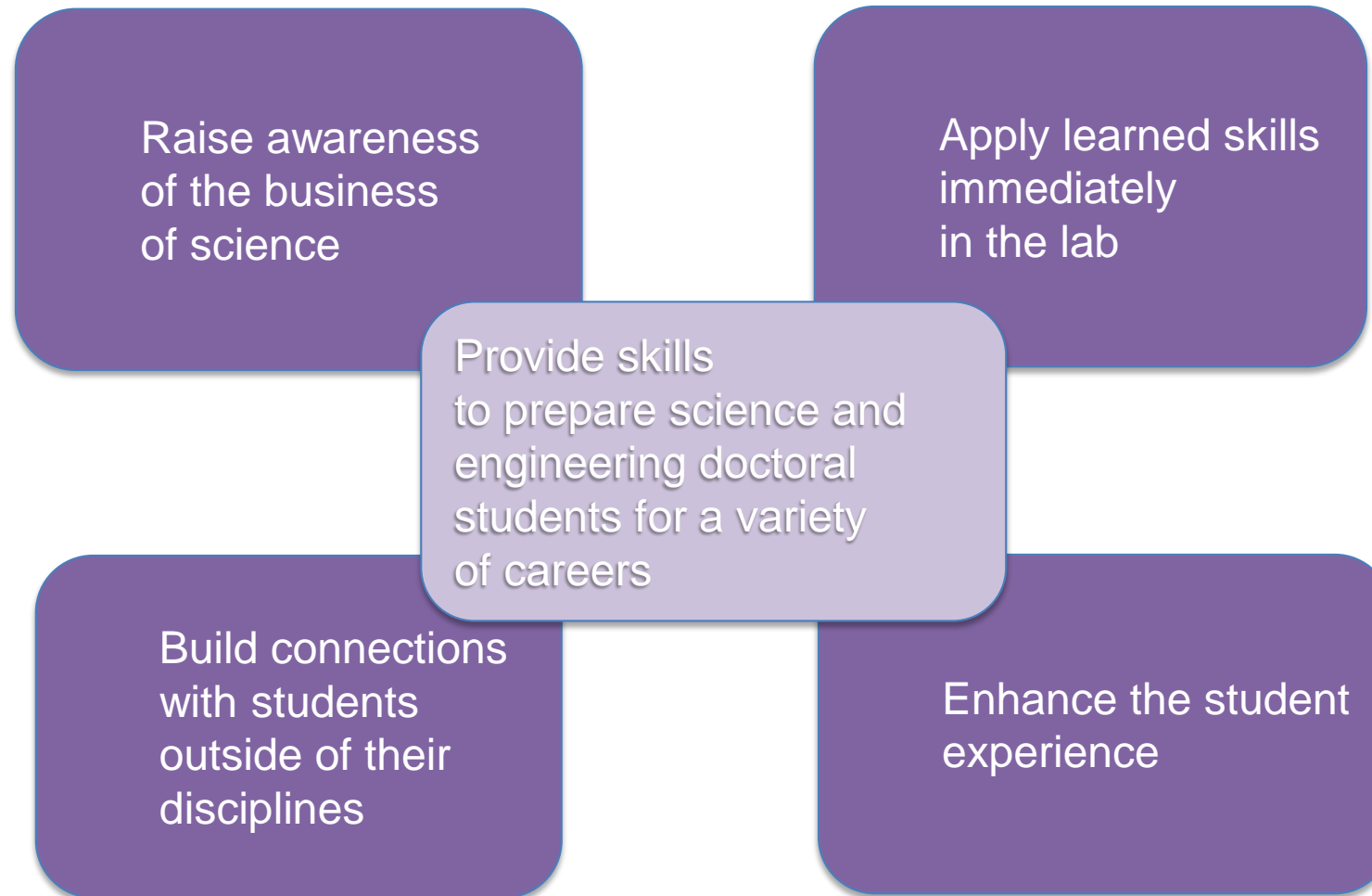


**Doctoral students in science, engineering and quantitative social science are seldom provided TRAINING to prepare them to:**

- Manage and lead teams and budgets
- Communicate with business-oriented colleagues
- Transition from scientific to commercialized research

**TGS responds with a unique training opportunity:**

**An EIGHT-WEEK SUMMER CERTIFICATE PROGRAM** for scientists and engineers – sponsored by TGS and taught by Kellogg School of Management faculty – equips promising students with the necessary business and leadership skills.





## The MSE Program:

- Accounting for Decision Making
- Finance
- Risk and Uncertainty
- Business Economics & Strategy
- Marketing
- Marketing & Analytics

- Leadership & Teams
- Negotiations
- Management of Intellectual Property
- Crisis Management
- Operations Management
- Entrepreneurship & Innovation

**Classes every  
Monday/Tuesday  
June 14-August 3**

**Please note: The week of 4<sup>th</sup> of July will be Tuesday/Wednesday**



# Class Matrix:

	6/14/2021 Monday	6/15/2021 Tuesday	6/21/2021 Monday	6/22/2021 Tuesday	6/28/2021 Monday	6/29/2021 Tuesday	7/6/21 Tuesday	7/7/2021 Wednesday	7/12/2021 Monday	7/13/2021 Tuesday	7/19/2021 Monday	7/20/2021 Tuesday	7/26/2021 Monday	7/27/2021 Tuesday	8/2/2021 Monday	8/3/2021 Tuesday
8:30-10am	Marketing (Hennessy)	Accounting for Decision Making (Finn)	Economics & Strategy (Brown)	Accounting for Decision Making (Finn)	Economics & Strategy (Brown)	Business Decisions Under Uncertainty (Al-Najjar)	Crisis Management (Austen- Smith)	Business Decisions Under Uncertainty (Al-Najjar)	Negotiations (Finkel)		Finance (Matsa)	Finance (Matsa)	IP Management (Conley)	Marketing Analytics (Anderson)	Operations Management (Bassamboo)	Entrepreneur ship & Innovation (Schonthal)
10:15- 11:45am	Marketing (Hennessy)	Accounting for Decision Making (Finn)	Economics & Strategy (Brown)	Accounting for Decision Making (Finn)	Economics & Strategy (Brown)	Business Decisions Under Uncertainty (Al-Najjar)	Crisis Management (Austen- Smith)	Business Decisions Under Uncertainty (Al-Najjar)	Negotiations (Finkel)		Finance (Matsa)	Finance (Matsa)	IP Management (Conley)	Marketing Analytics (Anderson)	Operations Management (Bassamboo)	Entrepreneur ship & Innovation (Schonthal)
1-2:30pm		Marketing (Hennessy)		Accounting for Decision Making (Finn)	Economics & Strategy (Brown)		Crisis Management (Austen- Smith)		Negotiations (Finkel)	Leadership & Teams (Thompson)	Finance (Matsa)		IP Management (Conley)		Operations Management (Bassamboo)	
2:45- 4:30pm										Leadership & Teams (Thompson)						

# Class Matrix:



**James Conley**  
Clinical Professor of  
Technology



**Jennifer Brown**  
Associate Professor of  
Strategy



**Mark Finn**  
Clinical Professor of  
Accounting Information &  
Management



**Nabil Al-Najjar**  
John L. and Helen Kellogg  
Professor of Managerial  
Economics & Decision  
Sciences



**Julie Hennessy**  
Clinical Professor of  
Marketing



**Eli Finkel**  
Professor of Management  
& Organizations



**Eric Anderson**  
Hartmarx Professor of  
Marketing



**Leigh Thompson**  
J. Jay Gerber Professor of  
Dispute Resolution &  
& Organizations



**David Schonthal**  
Clinical Associate  
Professor of Innovation &  
Entrepreneurship



**David Matsa**  
Associate Professor of Finance



**David Austen-Smith**  
Professor of Managerial  
Economics & Decision  
Sciences



**Achal Bassamboo**  
Professor of Operations

## Course portal via Canvas for:

- Pre-readings
- Assignments and deliverables
- Faculty Presentation Slides

- **Online Application**
- **Two - Word essays**

1) Please describe how participating in this program will help you in advancing your career goals. In answering this question, please discuss any community involvement or service activities that you have participated in, any other types of professional development activities you have done and why you want to take the MSE course.

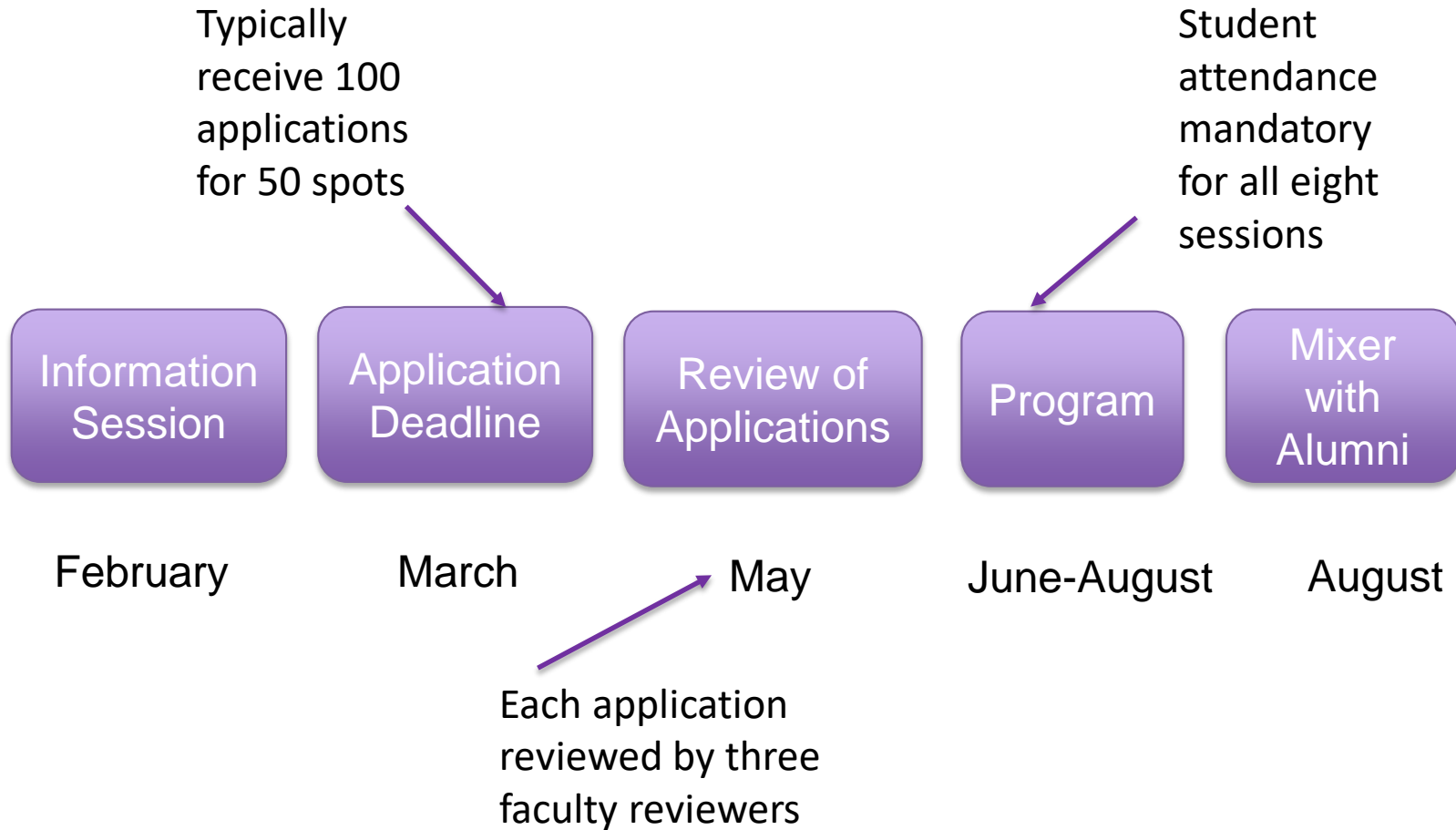
2) Please describe a novel business problem that you have thought about or noticed. The business problem does not have to be in your field of study, and the more creative and unique the business problem is, the better.

- **Recommendation letter from PI**  
By April 9<sup>th</sup> letter of recommendation request to  
Principal Investigator (PI)/Advisor
- **Curriculum Vitae**  
Upload as PDF file



- **Application Deadline: March 30th**
- **Decision By May 21st**

# Annual Timeline:





Course Topics

Faculty

Class Schedule  
& Student Rosters

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APPLICATION PROCESS

FAQS

Successful researchers in engineering and the life and physical sciences face daily challenges managing and leading teams, communicating with business-oriented colleagues, and surmounting the hurdles associated with the commercialization of research. But doctoral students in these fields are seldom exposed to these situations before entering academia or industry. To address this gap, The Graduate School is partnering with Kellogg School of Management to offer a certificate program taught by Kellogg faculty that will equip promising post-candidacy doctoral students with the necessary business and leadership skills.

Classes will be held Mondays during eight weeks of the Summer quarter. Students will be introduced to business concepts and specific frameworks for effective management relevant to both for-profit and nonprofit sectors. They will also gain a basic understanding of strategy, finance, risk and uncertainty, marketing, accounting and leadership.

## Application Dates

Application Open

March 1, 2021

Application Due

March 30, 2021 at 5:00 p.m. CST

PI/Advisor Letter Due

April 9, 2021 at 11:59 p.m. CST

Decisions Released by

May 21, 2021

[APPLY NOW >](#)

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Management for Scientists and Engineers ProgramActionsHelpAdmin ResourcesLogged in as Lindsey Martin

# Apply for the Management for Scientists and Engineers Program

**Instructions**

The 2018 application period will open on **Thursday, March 1** and close on **Friday, March 30th at 5PM (CST)**. Northwestern PhD students interested in applying should **submit ALL application materials through this online application system**. Please see the [Management for Scientists and Engineers Certificate Program webpage](#) for complete instructions and eligibility guidelines.

## Lindsey Martin - Management for Scientists and Engineers Application

### Statement of Purpose

How will participation in this program help you advance toward your career goals?\*

0 word(s) (300 max)

### Business Problem

Describe a business problem that interests you.\*

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# Management for Scientists & Engineers

## Questions

Liz Stein, [elizabeth.stein@northwestern.edu](mailto:elizabeth.stein@northwestern.edu)  
Julie Gertz, [j-gertz@kellogg.northwestern.edu](mailto:j-gertz@kellogg.northwestern.edu)