Bidding for Winter Quarter 2020 classes starts Friday, Nov. 1. Are you following an Entrepreneurship pathway? As you prepare to plan your upcoming schedule, explore the Innovation and Entrepreneurship winter courses described below. Check out the Kellogg Course Catalog and Schedule for more information about these and other offerings.

Launch-Pad

**KIEI-462-0 | New Venture Discovery** helps students interested in pursuing entrepreneurial careers learn to navigate the earliest stages of starting a new venture, beginning with the identification of a market problem worth solving. The course format blends lectures, fieldwork, cross-team collaboration and ideation sessions, outside speakers 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. A significant portion of the workload occurs outside of the classroom. Students must be prepared to engage with potential customers and industry experts. Upon the completion of New Venture Development, student teams and faculty determine whether a team should move to New Venture Launch, offered during Spring Quarter. Other courses that are beneficial to take in advance of this course include MKTG-961-5 Entrepreneurial Tools for Digital Marketing and KIEI-952-5 Entrepreneurship: Building Innovation, Teams and Cultures. Applications will be accepted on a rolling basis through Saturday, Nov. 23. Apply now.

Building-Block

**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, 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.

**KIEI-924-0 | Introduction to Software Development** provides technical literacy for non-programmers who will be founders, employees or consultants to “tech-enabled” organizations. In this survey-style, hands-on course, students learn the essentials of coding by creating websites and basic software applications that manipulate data and work across today’s platforms and devices. Students build their own websites, use the JavaScript programming language and related open-source technologies, gain exposure to open-source business initiatives, learn to manipulate and
consume data with SQL and open-source data visualization libraries, and use both software and hardware APIs to integrate with commercial and open datasets, and to understand the current Internet of Things (IoT) landscape.

**KIEI-952-5 | Entrepreneurship: Building Innovation, Teams, and Cultures** (first 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. Topics include the psychology of teams, legal aspects of team building, and how to divide responsibility, compensation and equity among the founders.

**“NEW” KIEI-973-5 | Startup Branding** (second five weeks) is structured around a multi-week assignment in which student teams design a new brand for a new venture. There is a big difference between managing an existing brand and launching a new brand. Students learn 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. The course format is a blend of lecture, exercise, cross-team collaboration and ideation sessions and guest speakers.

**FINC-477-0 | Global Entrepreneurial Finance**
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. All these aspects are developed in an international context framework where institutions play a big role in shaping financial decisions. The course is helpful not just for students who plan to work in international firms, but also for students who plan to work in their home countries and can also learn a great deal by comparing and contrasting opportunities, financing contexts and legal structures across different countries.

**MKTG-961-5 | Entrepreneurial Tools for Digital Marketing** (first five weeks) focuses on use of the web/mobile channel within the framework of the customer relationship funnel. Students in this hands-on, tactical class work in groups in practical settings to learn the basic concepts of UI/UX, A/B testing, conversion funnels, SEO, SEM, Google Analytics, Google Webmaster Tools and much more. Guest speakers and lectures – rather than textbooks – provide the information.

**REAL-465-0 | Real Estate Entrepreneurship**
focuses on creating a framework for successful real estate entrepreneurship through applying theory, analytical tools and cross-disciplinary training. Topics include creating an investment thesis, sourcing opportunities, investment valuation and underwriting, performing due diligence, legal issues, transaction structuring, risk analysis, fundraising, closing transactions and asset management.

**Selling**

**KIEI-454-0 | Entrepreneurial Selling** *(Evening and Weekend students only)*
teaches students how to acquire and delight customers, use selling skills in different contexts, manage the entrepreneurial selling process, measure success 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 help them become great communicators, in any setting. Throughout the course, students build personal Communications Toolkits through iterative practice and feedback.

**Industry-Focused and Experiential**

*Please note:* A **KIEI Commercialization Courses Info Session** from 12:15 to 1:15 p.m. on Thursday, Oct. 31, in the Kellogg Global Hub Innovation Lab (L129) will present more details and answer questions about **Medical Technology Financing and Commercialization** and **Commercializing Innovations**, described below. **Register here »**
KIEI-611-0 | Medical Technology Financing and Commercialization offers students an experiential learning opportunity to work directly in the commercialization and fundraising process for innovative, pre-commercial medical technologies, to include devices, diagnostics, services and IT solutions. The insights from this hands-on course prove most beneficial to students with an interest in entrepreneurship, product design, early stage financing and medical product marketing. Each student team functions as members of the executive team working with select Northwestern tech transfer companies curated by Northwestern’s INVO (Innovation and New Ventures Office). Each class includes a faculty lecture and guest lecture in an effort to bring real-world experiences and perspectives to each topic. Since its inception, this course has produced companies that competed in and won prestigious business plan competitions. It has also graduated several technologies/companies that are now FDA cleared and commercially available. Note: This course may not be dropped after the first week of the quarter.

KIEI-958-0 | Commercializing Innovations gives students a chance to develop commercial opportunities for new, unique Northwestern University technologies, innovations and inventions focused on physical and chemical sciences and engineering. This experience-based course will prove most beneficial to students with an interest in starting up a business, entrepreneurship, business design, business strategy consulting and commercialization. The objective is to develop a business project to the point of potential commercial launch. Each four- to five-member cross-disciplinary team will function as a business development team for potential businesses selected by Northwestern’s INVO (Innovation and New Ventures Office). Teams will deliver their proposals to a panel of industry experts at the end of the term. Note: This course may not be dropped after the first week of the quarter.

INTL-473-0 | Global Initiatives in Management (GIM): Entrepreneurial Ecosystems: Brazil, Mexico is an international experiential learning course in which students research the development of entrepreneurial ecosystems in two cities: Sao Paulo, Brazil, and Mexico City, Mexico. Through in-class lectures and in-country meetings, students will learn about the historical, cultural and economic context of these countries in order to understand and evaluate their current strategies to develop entrepreneurial ecosystems. Student teams will research different stakeholders in the ecosystem - universities, accelerator/incubators, VC and PE firms, banks/fintech, corporate innovation labs and more. The key challenge for the entire class will be to synthesize and analyze the in-country findings from all the teams.

NUvention Courses

Offered through the Farley Center for Entrepreneurship and Innovation, NUvention courses give students the chance to collaborate with fellow Northwestern students on entrepreneurial ventures with a focus on key market sectors. The program is designed to expose students to the entire innovation and entrepreneurial life cycle to help them understand how innovations become viable businesses.

ENTREP 473 | NUvention: Web + Media is a two-quarter capstone course in which students work across disciplines and Northwestern schools to design, plan and run web-based businesses. Project areas include iPad/Tablet app, mobile applications, new media, social gaming, Twitter or Facebook apps, eCommerce/deals, analytics, Cloud, Big Data or ideas from students in the program. The class will take place from 1:30 to 4:30 p.m. Wednesdays in The Garage’s Workspace Classroom. Kellogg students who would like to receive an application decision before bidding begins should apply by Oct. 31 and send a follow-up email to ryan.brownlow@northwestern.edu. The priority deadline for non-Kellogg students is Nov. 6. Applications will still be reviewed after that deadline on a rolling basis. Apply now.

ENTREP 474 | NUvention: Energy responds to the demand for innovation and entrepreneurship in the sustainable energy and clean tech space. Students come together in interdisciplinary teams to
develop products or services in the sustainable energy or clean tech industry. The course aims to provide students with a realistic simulation of the challenges and opportunities faced by entrepreneurial founding teams trying to create businesses around technologies or services that both meet a market need and have a positive environmental impact. NUvention: Energy will take place from 6:00 to 9:00 p.m. Tuesdays in the Ford Design Studio. No application is required.

For more information about Winter Quarter 2020 offerings, please contact the Kellogg Innovation & Entrepreneurship Initiative team.