

*EVENING &
WEEKEND
MBA*

BRAVE LEADERS

INSPIRE GROWTH

GET STARTED ON YOUR PATH

IN PEOPLE,

TO A KELLOGG MBA TODAY

ORGANIZATIONS

& MARKETS

Leaders worldwide pinpoint growth as the hardest challenge they must confront. More than half say it's their top concern. Nearly three-quarters rank growth — whether it's pertaining to people, organizations or markets — as more important than operational efficiency.

The world needs leaders who can meet the challenge of growth head-on — who can see possibilities that others can't and take action with agility and courage.

KELLOGG CAN IGNITE YOUR GROWTH.

Our top-tier Evening & Weekend MBA Program is designed for intelligent, ambitious professionals who want to propel their leadership development without putting their careers on hold.

Master the skills and build the network to realize your highest career aspirations. Only Kellogg gives you the broadest array of global opportunities, an unparalleled approach to leadership development and a curriculum designed to develop brave leaders. Best of all, we deliver these through a flexible program that fits into a working professional's life.



WELCOME TO KELLOGG

SPEND TIME WITH US AND YOU'LL SOON UNDERSTAND
WHAT IT MEANS TO BE **A KELLOGG LEADER.**

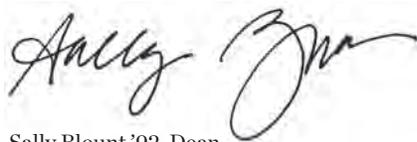
At the highest levels, being a Kellogg leader means being a leader who will question conventional thinking and challenge the status quo. It means making every team and every organization you touch better because you are there.

In very concrete terms, it means learning the architecture of collaboration and how to catalyze resources to lead positive change in organizations, communities and the world. It means understanding the demand side of markets to identify consumer wants and human needs and developing better products, services and solutions to meet them.

Being a Kellogg leader requires mastering the mindset and mechanisms of innovation, generating bold new ideas and making them happen. It also means developing a broader understanding of the public and private interface and knowing how to sustain organizations in a capitalistic economy firmly grounded in ethics and law.

This is what Kellogg believes. This is what we teach. This is what we practice, as we pioneer the evolution of management education to address the ever-growing complex challenges of the global marketplace.

As an alumna and dean, I invite those who share our passion and purpose to join our community.



Sally Blount '92, Dean

THE KELLOGG DIFFERENCE

3 DIFFERENTIATING QUALITIES power the Kellogg experience and distinguish our approach to creating MBA graduates who are prepared to lead and primed for growth:



Unique Thought Leadership

WHAT WE DELIVER: A distinctive approach to business thought leadership — foundational departments integrated with strategic cross-disciplinary initiatives.

WHAT YOU GET: A balanced and dynamic skill set that prepares you to tackle the toughest questions at work, solve complex problems and identify opportunities to lead across all aspects of your organization.



Expansive Global Footprint

WHAT WE DELIVER: The largest integrated global network with the broadest array of global opportunities.

WHAT YOU GET: The ideal learning environment to acquire the edge you need to create impact in a global marketplace, accelerating your career growth through international business skills and an expanded worldview.



Distinctive Culture

WHAT WE DELIVER: A courageous, driven and supportive community.

WHAT YOU GET: An opportunity to practice collaboration and risk-taking among colleagues who are as supportive as they are ambitious. This environment prepares you to lead even more effectively in your desired career.



FEEDING THE ENTREPRENEURIAL FIRE

Few people could make the leap from a top executive role to leading a startup, but Ann Hand '99 has exactly what it takes. Hand was named one of Fortune's "Most Powerful Women Entrepreneurs of 2013" as CEO of a startup that helped reimagine the construction industry. She now leads Super League Gaming, which is reinventing the video game experience. Super League brings recreational video game leagues to movie theaters for an on-site, team sports experience that encourages bonding and healthy competition.

Her in-class experiences at Kellogg spurred her to quickly become comfortable with ambiguity and to have the confidence to take and defend a credible point of view on industries outside of her own.

"Kellogg's deep emphasis on the brand and consumer nurtured my entrepreneurial spirit. The ability to find rich insights from looking at data and trends differently is at the heart of any good startup; being able to see something that no one else sees."

Ann Hand '99
CEO, Super League Gaming

Evening & Weekend MBA Program

BALANCED AND DYNAMIC SKILL SET

Leaders today depend on knowledge and insight within and across disciplines and functions to **EFFECTIVELY SOLVE PROBLEMS.**

At Kellogg, we ground our learning approach on the strengths of seven academic departments. Then, we complement it with four strategic initiatives that draw on the leading-edge thinking from these disciplines to address emerging business issues and identify the areas that present the greatest opportunities for growth.

This cross-disciplinary thought leadership model has led to unprecedented curricular innovation, including more than 100 electives on cutting-edge topics and in-demand industries.

As a result of our thought leadership, you'll be better prepared to tackle the challenges that arise as you continue to grow in your career.

INNOVATION & ENTREPRENEURSHIP INITIATIVE

All businesses must continually find new ways to create value. You will learn how business leaders — whether at startups, middle-market companies or large corporations — discover new ideas and turn them into valuable goods and services.

MARKETS & CUSTOMERS INITIATIVE

Anticipating and meeting customers' needs is essential in today's economy. You will learn how business leaders create and reinvent markets through greater customer insight and focus.

CROSS-DISCIPLINARY THOUGHT LEADERSHIP



PUBLIC-PRIVATE INTERFACE INITIATIVE

Business leaders must increasingly balance their traditional role as manager with the emerging role of public advocate. You will learn how leaders capitalize on new opportunities and navigate among increasingly complex and powerful public stakeholders.

ARCHITECTURES OF COLLABORATION INITIATIVE

Technological change and globalization enable people and resources to be organized in new ways across time and space. You will learn how business leaders effectively manage within and across organizations.



KNOWLEDGE ON DEMAND

Whatever your career aspirations, **TAILOR YOUR ACADEMIC JOURNEY TO ACHIEVE YOUR GOALS.**

Kellogg offers courses in the emerging topics and toughest challenges facing businesses today. As an Evening & Weekend MBA student, you'll complete a rigorous core curriculum while customizing your path with an optional major or pathway to help you refine your expertise.



MAJORS

Grounded in our academic departments, majors provide structure to your study.

- Accounting
- Economics
- Finance
- Managing Organizations
- Marketing
- Operations
- Strategy



PATHWAYS

Our pathways offer a series of courses designed to hone a specific skill set or industry expertise.

- Data Analytics
- Entrepreneurship
- Growth and Scaling
- Health Enterprise Management
- Real Estate
- Social Impact
- Venture Capital and Private Equity



APPLY LESSONS TO REAL-WORLD SCENARIOS

Our experiential learning courses, labs and practicums will challenge you to exercise your business acumen and creatively solve real business problems. You'll build skills you can immediately leverage in your day-to-day work life.

- Labs
- Practicums
- Projects and courses that integrate workplace challenges with classroom learning
- Short- or long-term global immersion



LEADERSHIP THAT SPANS DISCIPLINES

What could be more important to an investment banker than studying finance? For Jim Reynolds '82, it was Kellogg's collaborative culture. Reynolds is co-founder, chairman and CEO of Chicago-based Loop Capital, a full-service investment bank, brokerage and advisory firm that provides creative capital solutions for corporate, governmental and institutional entities across the globe.

Reynolds found that the teamwork demanded by the Kellogg cross-disciplinary curriculum has been vital to his success in investment banking.

"Kellogg prepares you for top leadership with confidence and an outstanding skill set. The combination of finance and courses in other disciplines turned out to be an incredibly potent one-two punch for my career."

Jim Reynolds '82
Founder, Chairman and CEO, Loop Capital

Evening & Weekend MBA Program

ENGAGE WITH LEADING MANAGEMENT EXPERTS

Dynamic, accessible and passionate about teaching and learning, Kellogg faculty respect the rich experience you and your peers bring to the classroom.

DATA ANALYTICS

Research Associate, the National Bureau of Economic Research; Program Director, Data Analytics at Kellogg

FLORIAN
ZEITELMEYER



JANICE
EBERLY



FINANCE

Former Assistant Secretary for Economic Policy, U.S. Treasury Department; Executive Committee Member, American Economic Association

HARRY
KRAEMER



STRATEGY

Former Chairman and CEO, Baxter International Inc.; Executive Partner, private equity firm Madison Dearborn Partners

LINDA
DARRAGH



ENTREPRENEURSHIP

Board member, digital startup incubator 1871; Executive Director, Kellogg Innovation and Entrepreneurship Initiative (KIEI)

MARKETING

Academic Trustee, Marketing Science Institute; Area Editor, Journal of Marketing; Author, *Strategic Marketing Management*

ALEXANDER
CHERNEV



THE WORLD IS YOUR CLASSROOM

Kellogg provides the broadest array of global offerings to
**HELP YOU DEVELOP THE TOOLS AND MINDSET NECESSARY
TO THRIVE IN TODAY'S GLOBAL ECONOMY.**



YOUR GLOBAL EXPERIENCE AWAITS

Choose from courses that examine global issues in-depth and experiential learning opportunities that take students around the world.

Each global experience is offered in several international locations and presents a unique set of challenges to help bring your leadership vision to life:

-  **KELLOGG CAMPUS**
-  GLOBAL EXCHANGES
-  GLOBAL INITIATIVES IN MANAGEMENT
-  GLOBAL LAB
-  INTERNATIONAL GROWTH LAB
-  KELLOGG CORPS



RICH LEARNING EXPERIENCES

Kellogg offers short- and long-term experiences that work with your schedule so you can **BUILD THE SKILL SET NEEDED TO LEAD CONFIDENTLY.**

INTERNATIONAL GROWTH LAB

Team up with students from ESADE Business & Law School in Barcelona and Hong Kong University of Science and Technology to develop market-based growth strategies for international organizations. In a recent Growth Lab project, students devised an e-commerce strategy for Fluidra, a Spanish multinational group that specializes in sustainable water use.

GLOBAL INITIATIVES IN MANAGEMENT

Combine classroom learning with an in-country experience in this hands-on course. Students work in small groups to research and present a proposal or business plan relating to a specific country or region, gaining an in-depth understanding of topics such as social impact investing in Rwanda and Kenya, and renewable energy in the UK, Germany and Czech Republic.

INTERNATIONAL EXCHANGES

Study abroad at one of Kellogg's eight partner institutions. Students have completed Global Exchanges in several cities around the world, including:

- **Coller School of Business:** Doing Business in Israel
- **Copenhagen Business School:** Sustainability and Social Responsibility in Scandinavia
- **Guanghua School of Management:** Doing Business in China
- **École Supérieure des Sciences Économiques et Commerciales (ESSEC):** The Global Manager in Europe
- **Escola de Administração de Empresas de São Paulo da Fundação Getulio Vargas (FGV-EAESP):** Doing Business in Brazil
- **Melbourne Business School:** Brand Management

A man with dark hair, wearing a blue suit jacket over a light blue and white striped button-down shirt, stands outdoors. He is looking slightly to the right of the camera with a neutral expression. The background is a soft-focus view of green trees and foliage, suggesting a park or campus setting. The lighting is bright and natural, likely from the sun. The man's hands are in his pockets, and he is wearing a watch on his left wrist.

SCALING FOR UNPRECEDENTED GLOBAL GROWTH

Scaling the world's largest technology company from a few stores outside of the United States to hundreds of stores internationally is no small feat, as Nick Severino '94 knows firsthand.

Severino credits Kellogg's internationally-focused curriculum, which allows students to participate in global exchange programs and blend classroom learning with in-country experiences, for enabling him to acquire the global mindset necessary to succeed and uncover new opportunities.

"The most important global growth markets and the most innovative cities on the planet are increasingly in places that are not intuitive. Having these skills helps you tap into these emerging global growth markets, and the scale of the opportunity is enormous."

Nick Severino '94
VP CFO Apple Retail, Apple Inc.

Evening & Weekend MBA Program

COURAGEOUS COMMUNITY





Kellogg offers an environment that **PROMOTES TEAMWORK AND ENCOURAGES RISK-TAKING.**

In our team-based learning model, you'll learn with and from a diverse community of driven, supportive and courageous professionals who come from a wide range of industries, functions and backgrounds.

You'll see how our collaborative approach elevates your leadership development, expands your connections in the Kellogg network and enhances your professional skill set.

EXPERIENCE KELLOGG'S **DISTINCTIVE CULTURE**

The Kellogg experience extends far beyond the classroom. As an Evening & Weekend MBA student, you will have the opportunity to take advantage of all Kellogg has to offer, including active student organizations, abundant on-campus services and a dedicated team based in Chicago to help ensure your success.

There are also numerous events focused on career development, networking and community building to further enrich your time here.

To learn more about the Kellogg community, visit kell.gg/ewview

A POWERFUL AND RESPONSIVE NETWORK

A Kellogg MBA is **SO MUCH MORE THAN AN ADVANCED DEGREE.**

As a member of the Kellogg alumni network, you can connect to more than 60,000 graduates. This exceptionally responsive group includes high-impact, low-ego leaders who hold top positions at some of the world's most respected organizations.

Alumni enjoy exclusive access to events and opportunities to broaden personal and professional networks and to sharpen their skills.

 **TED PHILLIPS '89**
PRESIDENT AND CEO,
CHICAGO BEARS

 **YUNG-KU HA '81**
CHAIRMAN,
KOREA FEDERATION OF BANKS

 **IVAN MENEZES '85**
CEO, DIAGEO

 **BILL MCDERMOTT '97**
CEO, SAP

 **SHAILESH RAO '99**
VICE PRESIDENT, INTERNATIONAL
OPERATIONS, TWITTER

○ **DAVID CHEN '84**
CEO AND FOUNDER, EQUILIBRIUM
CAPITAL GROUP

○ **TOD FRANCIS '83**
MANAGING DIRECTOR,
SHASTA VENTURES

○ **PROMOD HAQUE '83**
SENIOR MANAGING PARTNER,
NORWEST VENTURE PARTNERS

○ **CASSIAN CHEUNG '78**
GROUP CHIEF
EXECUTIVE OFFICER,
NEXT DIGITAL LIMITED

○ **CINDI BIGELOW '86**
CEO, BIGELOW TEA

○ **MATT LEVATICH '94**
PRESIDENT AND CEO,
HARLEY-DAVIDSON

○ **JULIE HARRIS '95**
PARTNER, MANAGING
DIRECTOR, GOLDMAN SACHS

○ **THOMAS WILSON '80**
CHAIRMAN AND CEO,
ALLSTATE CORP.

60,000+

ALUMNI ACROSS 120+ COUNTRIES

○ **JOE DEPINTO '99**
PRESIDENT AND CEO,
7-ELEVEN

○ **ROSLYN M. BROCK '99**
CHAIRMAN OF THE BOARD,
NAACP

○ **BON FRENCH '76**
CEO, ADAMS STREET
PARTNERS LLC

○ **GORDON SEGAL '60**
CO-FOUNDER,
CRATE AND BARREL

○ **GARY BRIGGS '89**
CMO, FACEBOOK

○ **STEVE HAFNER '97**
CO-FOUNDER AND CEO,
KAYAK

○ **JENNY LEE '01**
MANAGING PARTNER,
GGV CAPITAL

○ **DIANA NELSON '89**
CHAIR, BOARD OF DIRECTORS,
CARLSON HOTELS, INC.

○ **RICK WADDELL '79**
CHAIRMAN AND CEO,
NORTHERN TRUST CORP.

○ **CESARE MAINARDI '86**
CEO, STRATEGY&

YOUR LEADERSHIP JOURNEY

THE KELLOGG LEADERSHIP JOURNEY (KLJ) is designed to accelerate your development as a brave leader in a setting that allows you to embrace new challenges and look holistically at your career and professional goals.

Led by Kellogg's leadership faculty, this co-curricular program stresses the importance of reflection and accountability, helping you develop the self-awareness necessary to know who you are as a leader, where you want to go and how you're going to get there.

KLJ occurs in three distinct phases throughout your time at Kellogg: Orientation, Leadership Immersion Retreat and Capstone.

1

Orientation

KLJ begins with a two-day immersive orientation, where you'll delve into why you are here and explore the keys to leadership development, such as readiness, experience, reflection, intentionality and ownership. You will begin to explore who you are as a leader, reflecting upon what transformative events or crucible experiences have formed your leadership foundation.

Orientation also helps prepare you for your academic journey and foster meaningful relationships as you meet and share your experiences with others in the Kellogg community.

2

Leadership Immersion Retreat

At the midpoint of your academic experience, you will be invited to participate in the Leadership Immersion Retreat on the Evanston campus. Here, you will dive deeper into leadership by reflecting on your personal journey thus far.

The retreat features several talks by successful leaders as well as leadership frameworks from the faculty that focus on the “what” of leadership. Specifically, “What are you committed to doing on behalf of yourself and others?”

You’ll strengthen connections among your classmates and learn how you can thrive throughout the remainder of your Kellogg journey.

3

Capstone

KLJ concludes with a capstone immersion day. As the final phase of the Kellogg-guided program, the capstone’s intent is to serve as a launchpad for your lifelong growth as a leader. This is also the point where you’ll transition from your journey as a student to a Kellogg alum.

In this session, you will reflect on how to continue building your skills as a leader beyond your time at Kellogg. You’ll craft a roadmap for personal and professional growth, and work with faculty and fellow students to create a system of accountability for these goals and an environment for ongoing reflection.

Read more about the Kellogg Leadership Journey at kell.gg/leadershipdev

CAREER SUPPORT FOR A LIFETIME



Your career benefits begin on your first day of the program and **CONTINUE FOR A LIFETIME.**

Whatever your career aspirations, the Evening & Weekend MBA Program provides you with the lasting skills to define your goals and achieve them.

By taking a personalized approach to your professional development, the Career Management Center (CMC) is here to support your ambitions – whether that means transitioning careers, advancing within your industry or launching a business.

ROBUST RESOURCES

- One-on-one coaching
- Self-assessment tools
- Career workshops
- Online resources
- Treks to companies in various industries
- On-campus recruiting for both future and real-time career opportunities

You'll receive everything you need to launch, shift or amplify your career path and find the right opportunities. Best of all, with evening and weekend availability, our career resources are convenient for working professionals.



NEARLY **1,200** COACHING APPOINTMENTS IN 2016-17

100% OF EVENING & WEEKEND STUDENTS RECEIVE CAREER DEVELOPMENT SERVICES

PROVEN RETURN ON INVESTMENT

What's a Kellogg MBA worth? For Kellogg graduates, quite a lot. There is a reason Kellogg's alumni hold some of the highest positions in today's leading organizations: **OUR EVENING & WEEKEND MBA PROGRAM PREPARES YOU FOR A LIFETIME OF SUCCESS.**

WITHIN **THREE YEARS** OF GRADUATION, KELLOGG EVENING & WEEKEND MBA ALUMNI:



100%

RECEIVED AN INCREASE IN COMPENSATION
THE AVERAGE INCREASE WAS 53%

A photograph of Scott Dorsey '99, founder of ExactTarget, standing in a modern office environment. He is wearing a dark grey suit jacket over a light blue striped shirt and glasses. He is smiling and has his hands in his pockets. In the background, there are large windows, a hanging lamp, and other people sitting at tables, suggesting a professional meeting or networking event.

LAUNCHING REAL-WORLD SUCCESS

When Scott Dorsey '99 founded ExactTarget in 2000, few realized just how big internet marketing could be. Thanks to Kellogg's innovative coursework, Dorsey took ExactTarget public on the NYSE in March of 2012 and sold the company to Salesforce.com for \$2.5 billion in July of 2013.

Dorsey attended Kellogg during the dot-com boom and was able to take evening classes in entrepreneurship and innovation tailored to the most recent marketplace trends. After graduation, he used these lessons as the launchpad for his business.

"Kellogg provided me with tremendous inspiration and a world-class education that gave me the confidence to start ExactTarget and scale the business to heights beyond anyone's expectations, including our own."

Scott Dorsey '99
Founder, ExactTarget

Evening & Weekend MBA Program

FLEXIBLE OPTIONS TO SUIT YOUR LIFESTYLE

Kellogg's offerings help you balance earning an MBA with maintaining a busy schedule.

In the Evening & Weekend MBA Program, you'll choose a schedule that fits your lifestyle and a pace that matches your experience. With classes held on weeknights, Friday afternoons and evenings and Saturdays, you can earn a top-tier MBA without pausing your career.

PICK YOUR PACE

TRADITIONAL PACE

20.5 CREDITS REQUIRED,
1.25-5 YEARS TO GRADUATE
(average time is 2.5 years)

ACCELERATED OPTION

15.5 CREDITS REQUIRED,
1-4 YEARS TO GRADUATE
(average time is 2 years)

If your undergraduate degree included in-depth study related to Kellogg's core business courses, you may qualify for the **Accelerated Option** which allows you to dive into advanced electives sooner. *It's faster and less expensive than the traditional pace.*

CHOOSE YOUR SCHEDULE

EVENING

MONDAY - FRIDAY 6:00 TO 9:00 P.M.

Earn your MBA during the workweek as you gain insights from class and apply them at work the very next day. Take Saturday classes as your schedule permits.

WEEKEND

SATURDAYS 9:00 A.M. TO 12:00 P.M.
AND/OR 1:30 TO 4:30 P.M.

The weekend schedule is ideal for students commuting from across the nation or locals who prefer the convenience of weekend learning. Take weeknight classes as your schedule permits.

OPTIMAL FLEXIBILITY

Evening & Weekend students also have the option to take evening and daytime courses on the Evanston campus with the Full-Time MBA Program students, contingent on class availability.



WEEKEND WARRIOR

Anita Cohen '11 had reached a pinnacle in her career. Not wanting to lose any momentum in her current job, she knew the Evening & Weekend MBA Program would be her answer. Despite the commute from New York to Chicago, she felt Kellogg was the right fit.

The weekend schedule allowed Cohen to fly in on weekends and apply learnings on Monday morning. The flexible schedule combined with her respect for her intelligent, curious and diverse peers, made it a worthy investment in her career.

"I refused to limit myself geographically or to short-sell my future. I'm certain my investment will pay back many times over. If you recognize the impact that a Kellogg MBA can have on your life, you'll find the way and the means."

Anita Cohen '11
Principal, Bain & Company

Evening & Weekend MBA Program

ARE YOU READY?

The world needs brave leaders who can inspire growth. A Kellogg MBA is one of the best investments you can make in your future. Get started today to find out if Kellogg is the right fit for you.

Visit kell.gg/evening-weekend to:

- Request a resume review
- Attend an event
- Visit a class
- Start your application

Or contact eveningweekendmba@kellogg.northwestern.edu to connect with an admissions officer.

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Photography by Robert Houser, Jason Lindsey, and Jeff Sciortino.

EVENING & WEEKEND MBA PROGRAM

KELLOGG SCHOOL OF MANAGEMENT / NORTHWESTERN UNIVERSITY

340 E. Superior Street, Chicago IL 60611 / 312.503.8385 / eveningweekendmba@kellogg.northwestern.edu