

CPU INFORMATION SESSION

JANUARY 16, 2014

Professor Kathleen Hagerty

- First Chicago Professor in Finance
- Co-founder, CPU
- Academic Director of CPU Certificate in Financial Economics



Kellogg
School of Management

Certificate Program for Undergraduates

Snapshot

- Two certificates – four courses in each
 - Financial Economics (FE)
 - Managerial Analytics (MA)
- Build on NU's liberal arts approach
- Specialized courses: high level quant and analytical skills laid on top
- Address employers' needs

CPU Structure

- MBA level courses
- Kellogg professors
- Work in teams
- Prerequisites + application required
- Complete over one or two years (recommend one)



What You Learn

- Practical business skills and approach
 - Data analysis
 - Modeling skills and applications
 - Decision-making tools
- Broad use: finance, consulting, non-profits, policy, government, education, general management rotations, etc.
- Prerequisite courses included in “knowledge package”

Two Certificates Offered

Financial Economics

- **Deep dive into finance.....**
 - Corporate finance
 - Capital markets
 - Securities
 - Derivatives
- **Courses:**
 - Principles of Finance (“Turbo”)
 - Investments
 - Derivatives
 - Special Topics (currently: “Fixed Income”)

Managerial Analytics

- **Wide set of topics covering.....**
 - Business analytics
 - Planning
 - Strategy
 - Operations management
- **Courses:**
 - Competitive Strategy & Industrial Structure
 - Operations and Supply Chain Strategy
 - Special Topics (currently “Empirical Methods in Consumer Analytics”)
 - Principles of Finance (“Turbo”)

Five Prerequisite Areas – Multiple Options

1. Calculus and Linear Algebra <ul style="list-style-type: none"> one course sequence 	Seven course options (WCAS and McC)
2. Probability <ul style="list-style-type: none"> one course required 	Ten options (WCAS and McC)
3. Econometrics/Statistics <ul style="list-style-type: none"> FE requires 2 econometrics courses MA requires 1 	<ul style="list-style-type: none"> Two options for FE Certificate (in WCAS) Five options for MA Certificate (in WCAS and McC)
4. Microeconomics <ul style="list-style-type: none"> one course required 	Two options (in WCAS)
5. Optimization (MA only) <ul style="list-style-type: none"> one course required 	Three options (in WCAS and McC)

Student Stats, Enter 2013

FE: 52 students

- **Schools**
 - WCAS = 47
 - McCormick = 4
 - Communications = 1
- **Most common majors**
 - Econ, math, MMSS
- **Year**
 - Sophomore = 2
 - Juniors = 37
 - Seniors = 13

MA: 53 students

- **Schools**
 - WCAS = 22
 - McCormick = 28
 - Communications = 1
 - Medill = 1
 - SESP = 1
- **Most common majors**
 - Econ, IEMS, MMSS
- **Year**
 - Juniors = 39
 - Seniors = 14

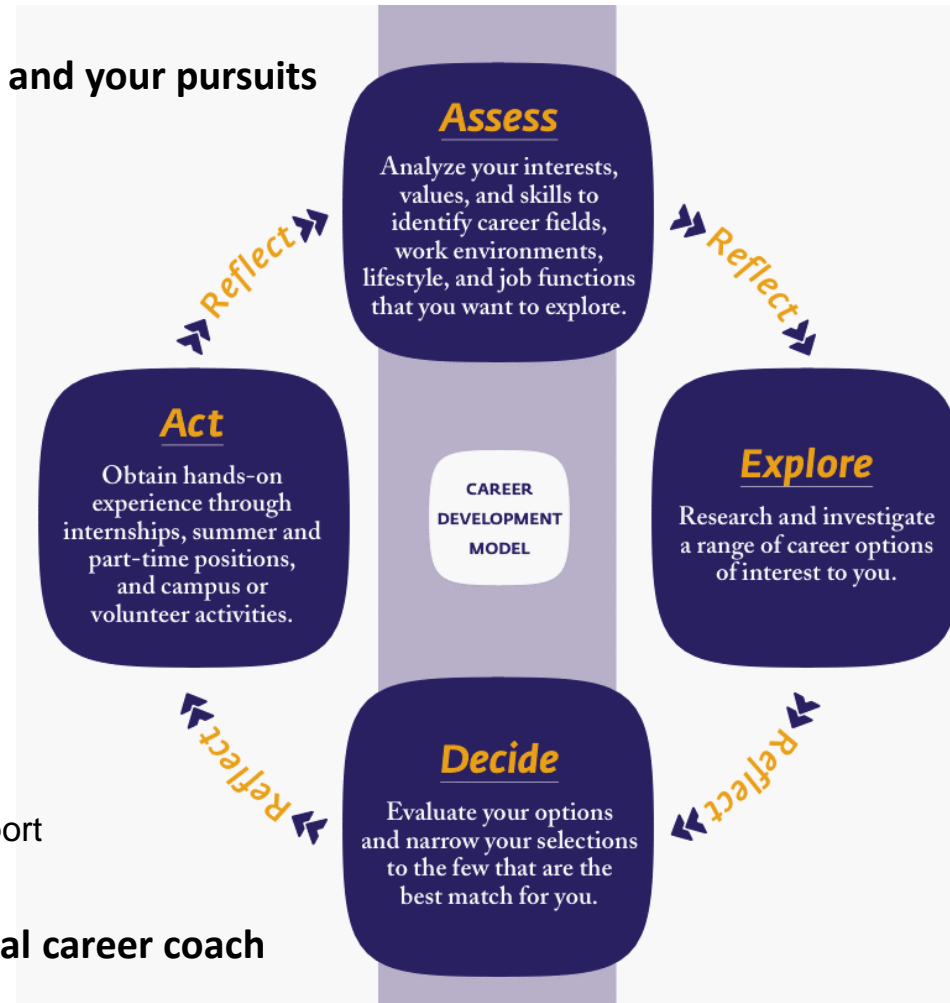
- | | | | |
|------------------|----------------------|--------------------|-----------------|
| ✓ Applied Math | ✓ Comp Sci | ✓ Learning & Org | ✓ Mech Eng |
| ✓ Biological Sci | ✓ HPME | Change | ✓ Radio/TV/Film |
| ✓ Biomed Eng | ✓ ISP | ✓ Materials Sci & | ✓ Statistics |
| ✓ Chemical Eng | ✓ Internat'l Studies | Eng | ✓ Theatre |
| ✓ Comp Eng | ✓ Journalism | ✓ Mfg & Design Eng | |

Career Advising – Rachel Taylor

MY MISSION: Support you, your development, and your pursuits

- Career Exploration & Decision-Making
- Resume Development & Review
- Cover Letter Development & Review
- Industry/Employer Research
- Job Search Strategy Advisement & Planning
- Interview Preparation
- Offer Decision-Making
- Negotiating Offer
- Job/Internship Related Questions
- Graduate/Professional School Application Support

MY MODUS OPERANDI: Serve as your personal career coach



Career Programming

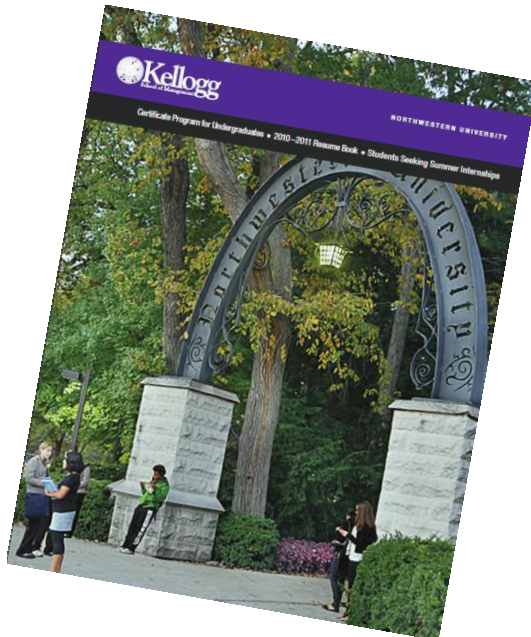
1. Career Preparation
Panels
Workshops
2. Professional Development
External Speakers
3. Alumni
Panels
Networking Mixers
4. Employers
Educational Sessions
Lunch and Learns
Execs in Residence

Investment... Management or Banking?
Resume Book Preparation
Jobs in the Technology Sector
The Job Search Advantage—Networking
Interview Prep & Practice Workshop
Finance Mock Interviews—Finance*
Enova Meet & Eat
Homecoming Alumni/Student Mixer
PWC Interview Day*
Executives in Residence*
LEK Consulting Case Workshop
International Student Job Search in US
What I Wish I Knew Webinar
Quick Career Question Giveaway

Special Career Resources

RESUME BOOKS

- 250+ employer partners plus 350+ alumni worldwide



INTERNSHIP EXPERIENCE DATABASE

Inside scoop on everything internship at particular employers

- Company - Industry
- Internship Application process
- Interview process
- Day to day nuts and bolts
- Satisfaction
- Advice

WEEKLY COLUMN in NEWSLETTER

Career advice and recommendations for your consideration:

- Stay on track with your search
- Professional development advice

After CPU

370 ALUMNI
+
YOU
=
STRONG NETWORK

Grad school areas:

- Economics
- Finance
- Law
- Medicine
- Engineering

Alumni work around the world in

- Asset management consulting
- Corporate finance
- Hedge funds
- Engineering
- Investment banking
- Government
- Marketing
- Non-profit
- Research
- Technology
- Education
- Science
- Energy

Internships & Post Graduation Destinations

Work for employers in.....

- Financial services
- Management consulting
- Investment banking
- Asset management
- Corporate development
- Engineering
- Technology
- Manufacturing
- Operations
- Operations research
- Actuarial science
- Risk management

Examples of work performed....

- Track down and analyze financial data with Excel
- Design business processes and flow charts for consistent messaging across globe
- Conduct quantitative market research with online surveys
- Analyze market segments to create sales territory alignments
- Prepare weekly updates and analyses for clients
- “Duties as assigned”

All over the globe

CPU: Easy Sell to Employers

- Top university; well-rounded students; special Kellogg training
- In-depth knowledge in your major (e.g., math, econ, engineering)
- Sophisticated analytical skills, including prereq course material
- Experience in practical business applications
- Kellogg collaborative approach – group work

Application Process and Timeline

- Online application (apply to one certificate)
 - Available now
 - Due Feb 16, 2014
- Essay: Discuss current business issue in the news (300-400 words)
- One-page resume
- One faculty recommendation
- Decisions made late April, 2014

Admission Criteria/Standards

Decisions based on:

- Status of prereq completion (can explain if won't be completed by start of fall)
- Winter grades: Overall and pre-req course GPAs
 - Focus on most recent grades
 - Accepted students have range of grades
 - Require combined 3.0 average among all prerequisites
- Essay
- Faculty recommendation (1)

Acceptance rate: between 70-85%

CPU Student Panel

- FE
 - Severin Tsuji
 - Hanchen Wang
- MA
 - Ibrahim Bengali
 - Chase Eck (panel moderator)

Contact Information

- Certificate Program for Undergraduates
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