

# Business for Scientists and Engineers

**Develop the Business Acumen to  
Advance Your Life's Work**

LIVE VIRTUAL

June 13-22, 2021

\$6,150\*

In this collaborative program, you will gain skills in marketing, leadership, finance and other management areas to build on your expertise in science or engineering.

Designed for academics and practitioners in the fields of science and engineering, this highly interactive program provides an introduction to business concepts and industry-specific tools and frameworks. Over the course of the program, you will develop foundational skills and knowledge in accounting, strategy, finance, marketing and management — and learn how to apply these tools to your particular industry or role.

Led by an esteemed group of academics and practitioners, the program covers such topics as taking innovation from bench to market, transitioning to a leadership role, launching a startup, managing intellectual property, implementing negotiation strategies and more. Armed with these tools and frameworks, you'll be prepared to face new challenges — and embrace new opportunities — that demand a management mindset.

**“A great business primer for scientists and engineers. The material and concepts covered were very digestible for someone with a non-business background. Lectures were engaging and the program was well balanced between lectures, discussions, break-out sessions and breaks. I walked away with valuable tools to apply in my professional life.”**

DIRECTOR, R&D, THERMO FISHER SCIENTIFIC

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## Key Benefits

- Understand and leverage accounting data and financial tools
- Develop high-performing teams and organizations
- Plan and implement effective negotiation strategies
- Lead innovation through its life cycle
- Strategize and communicate marketing initiatives
- Develop frameworks for evaluating and initiating business strategies

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## Who Should Attend

- Scientists, engineers and postdoctoral fellows who would like to familiarize themselves with basic business tools
- Research faculty involved in startups

Learn more and apply: [kell.gg/kxbussci](https://kell.gg/kxbussci)

\*Dates and program fees are subject to change.

## Program Content

### Accounting for Decision-Making

- Financial flowcharts and reports
- Accounting data for internal management
- The link between accounting information, management planning and decision-making

### Negotiations

- Plan and implement effective negotiation strategies
- Analyze negotiation situations

### Finance

- Discounted cash flow valuation
- Stock and bond valuation
- Portfolio theory
- Asset pricing models and efficient markets

### Business Economics and Strategy

- Economic analysis and optimal decisions
- Consumer choice and demand for products
- Frameworks for evaluating and formulating business strategies

### Leadership

- Generate loyalty and commitment in your organization
- Productive engagement

### Marketing Management

- Marketing environment
- Determine the organization's products, prices, channels and communication
- Plan marketing efforts

### Management of Intellectual Property

- Trade secrets, copyrights and trademarks
- Management of patent portfolios
- Life cycle of innovation
- Best practices

### Strategies for Managing Organizations: Influence

- Art of persuasion
- Interpersonal and procedural tactics of influence
- Produce a high-performing team

## The Faculty

This program's faculty members are widely regarded as experts in the fields of marketing, accounting, finance and management.

#### Sangeeta Vohra

Academic Director; Visiting Clinical Associate Professor of Executive Education

#### Timothy Calkins

Clinical Professor of Marketing

#### Donald Dale

Clinical Associate Professor of Managerial Economics & Decision Sciences

#### Mark Finn

Clinical Professor of Accounting Information & Management

#### Sarit Markovich

Clinical Professor of Strategy; Associate Chair of the Strategy Department

#### Loran Nordgren

Associate Professor of Management & Organizations

#### Mitchell A. Petersen

Glen Vasel Professor of Finance; Director, Heizer Center for Private Equity and Venture Capital

*Please note:  
Faculty is subject to change.*

### Kellogg Executive Education

#### Live Virtual Programs feature:

- Live Online Learning — Delivered in our live virtual classroom, with a limited number of participants to ensure maximum engagement
- Top Kellogg Faculty — Kellogg's renowned thought leaders will share their knowledge and facilitate thoughtful discussion in real time throughout the program
- Peer-to-Peer Connections — Many opportunities to interact with your global peers through both formal and informal activities
- A Rich, Interactive Experience — A high-quality, transformative learning experience with timely, actionable content and seamless interactivity
- Credit towards a Kellogg Executive Scholar Certificate — All our live virtual programs count towards completion of your certificate



Learn more and apply:  
[kell.gg/kxbussci](http://kell.gg/kxbussci)

Consult with an Advisor:  
[execed@kellogg.northwestern.edu](mailto:execed@kellogg.northwestern.edu) 847.467.6018

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**ACADEMIC DIRECTOR:** Sangeeta Vohra

## TOPIC OVERVIEW — LIVE VIRTUAL FORMAT

This live virtual program will be offered in half day sessions and will include regular breaks and significant interaction with faculty and other participants.  
All times are Central Time.

	DAY 1: Sunday	DAY 2: Monday	DAY 3: Tuesday	DAY 4: Wednesday	DAY 5: Thursday	DAY 6: Friday
8:30am – 10:00am CT		Accounting for Decision Making Finn	Accounting for Decision Making Finn	Business Strategy Dale	Finance Petersen	Finance Petersen
10:15am – 11:45am CT				Competitive Strategy		
12:15pm – 1:45pm CT		Negotiation Kteily				Marketing Management Calkins
2:00pm – 3:30pm CT	Introduction & Overview Vohra					
		DAY 7: Monday	DAY 8: Tuesday			
8:30am – 10:00am CT		Innovation Management Markovich	Decision Making Nordgren			
10:15am – 11:45am CT						
12:15pm – 1:45pm CT			Leadership			
2:00pm – 3:30pm CT			Wrap Up Vohra			

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