

Business for Scientists and Engineers

Develop the Business Acumen to Advance Your Life's Work

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			

Learn more and apply:
kell.gg/kxbussci

Consult with an Advisor:
execed@kellogg.northwestern.edu
847.467.6018

Northwestern University reserves the right to change without notice any statement in this publication concerning, but not limited to, rules, policies, tuition, fees, curricula and courses. This includes the right to cancel a program at any time for any reason. In case of a cancellation, the university is not responsible for any travel or other related expenses accrued by the program registrant.