

Advanced Course Planning & Bidding Overview

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Northwestern | Kellogg

TODAY'S PURPOSE

- Course Selection Considerations
- Advanced Course Planning
- Bidding Overview

AGENDA

Course Selection

- Graduation Requirements
- Course Considerations
- Majors, Pathways & Additional Resources

BidReg System

- Demo – Plan Path & Set Schedule

Bidding Overview

- Bidding Process
- Strategies & Pitfalls

Next Steps

- Last Waiver Exam Opportunities
- Identify Courses to Bid On
- 10/16 Bidding Presentation



COURSE SELECTION

2Y GRADUATION REQUIREMENTS

While Kellogg's innovative academic approach is highly customizable, there are **five basic Kellogg requirements** necessary to graduate from the 2Y Program

6 quarters of full-time study (3-5 credits/quarter)

20.5 Kellogg credits (minimum)

Core courses completed by end of Spring 2025

2nd Year Fall core course PACT-440-5

Summer Internship/Work Experience

2Y KELLOGG CORE COURSES TO COMPLETE DURING 2024-25 ACADEMIC YEAR

	Quarter Offered	
	Winter	Spring
Finance I (FINC-430)	●	
Marketing Management (MKTG-430)	●	
Microeconomics (MECN-430)	●	
Operations Management (OPNS-430)	●	●

**Unless completed in Fall Quarter or waived.*

Note: Partial waivers may be fulfilled in any quarter prior to graduation.

2Y KELLOGG ACADEMIC JOURNEY AT-A-GLANCE

Curriculum provides solid foundation through core courses and customization through electives*

	PRE-TERM	FALL	WINTER**	SPRING
FIRST YEAR	Leadership in Organizations (MORS-430)	Business Analytics II (DECS-431)	Finance (FINC-430) <u>or</u> Marketing (MKTG-430)	Operations (OPNS-430) <i>if not previously completed</i>
	Business Analytics I (DECS-430-5)	Accounting** (ACCT-430/434)	Microeconomics (MECN-430)	
		Business Strategy (STRT-431)	Operations (OPNS-430) <i>optional timing</i>	
		Finance (FINC-430/440) <u>or</u> Marketing (MKTG-430)		
SUMMER INTERNSHIP				
	PRE-TERM	FALL	WINTER	SPRING
SECOND YEAR		Leadership & Crisis Manage. (PACT-440-5)		

* Example assumes no waivers

** Students placing into Financial Reporting & Analysis (ACCT-451) will take in Winter.

MMM GRADUATION REQUIREMENTS

While Kellogg's innovative academic approach is highly customizable, there are **five basic requirements** necessary to graduate from the MMM Program

28.5 credits minimum (must include 20.5 Kellogg credits & 8.0 McCormick credits)

7 quarters of full-time study (3-5 credits/quarter)

Core courses completed by end of Spring 2025

2nd Year Fall core course PACT-440-5

Summer Internship/Work Experience

MMM KELLOGG CORE COURSES TO COMPLETE DURING 2024-25 ACADEMIC YEAR

	Quarter Offered	
	Winter	Spring
Finance II (FINC-431)	●	●
Marketing Management (MKTG-430)*	●	
Microeconomics (MECN-430)*	●	
Designing & Managing Business Processes (OPNS-440)	●	
Applied Advanced Analytics (OPNS-441)***		●
Operations Elective**	●	●

* Unless waived

** May be deferred to 2nd year

*** Partial waiver opportunity for OPNS 441 held in February

MMM – ACADEMIC JOURNEY AT-A-GLANCE

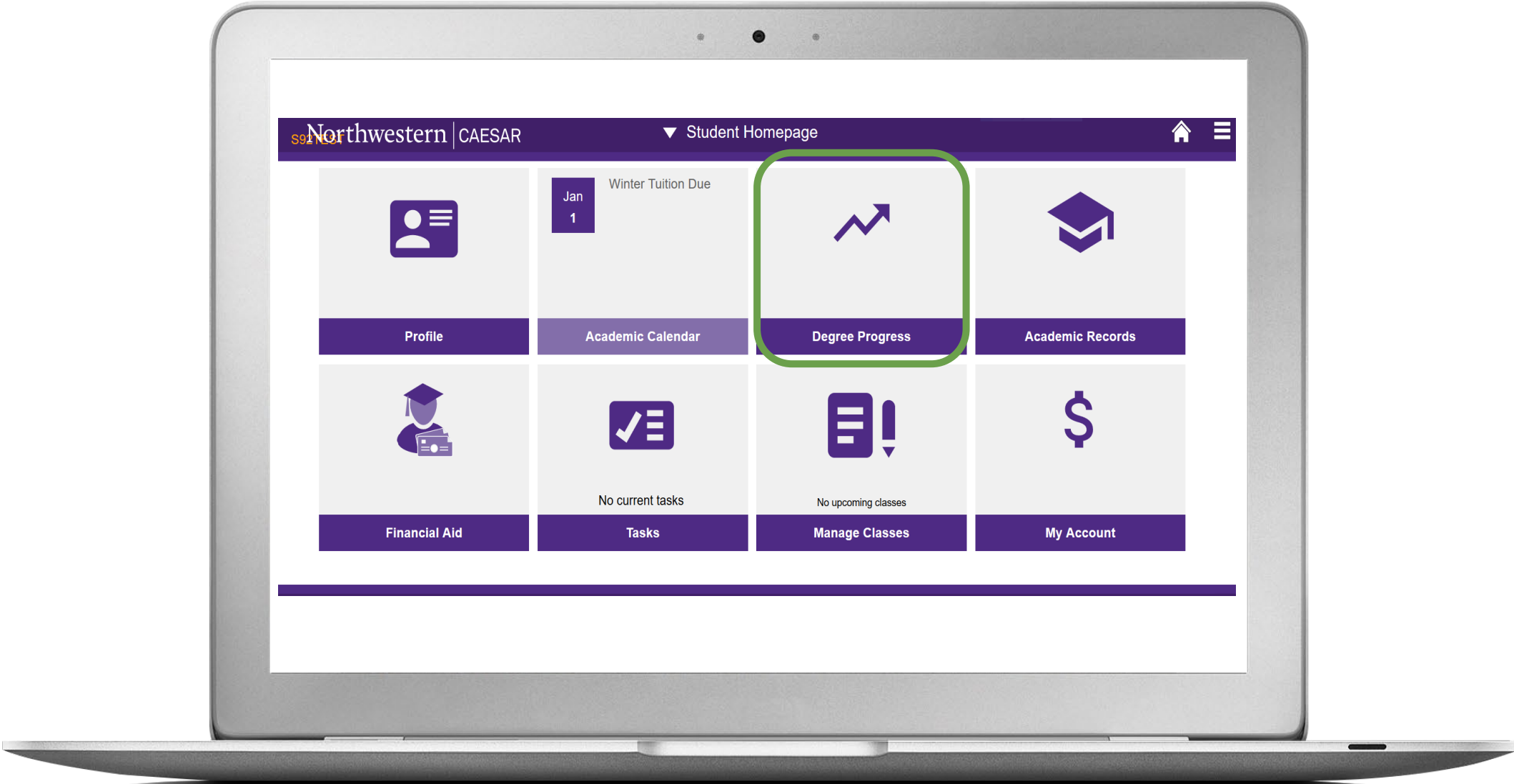
Curriculum provides solid foundation through core courses and customization through electives*

		SUMMER		FALL		WINTER		SPRING	
		FIRST YEAR		Business Analytics (DECS-440)		Leadership in Org. (MORS-430)		Microeconomics (MECN-430)	
	Accounting (ACCT-430/451)		Business Strategy (STRT-431)		Dsg. & Mng. Business Processes (OPNS-440)		Finance II (FINC-431) <i>(if not previously taken)</i> or Advanced Operations Elective		
	Appropriability by Design (DSGN-460)		Marketing or Finance II** (MKTG-430 or FINC-431)		Marketing or Finance II (MKTG-430 or FINC-431) <i>(if not previously taken)</i>		Innovation Viability (DSGN-485)	Innovation Growth (DSGN-465)	
	Finance I or ACF (FINC-430/440)		Research-Design-Build (DSGN-490) (1.5 credits)			Whole Brain (DSGN-426)			
			DDD (DSGN-425)						
SUMMER INTERNSHIP									
		SUMMER		FALL		WINTER		SPRING	
				Mindful Product Management (DSGN-475)		Business Innovation Lab (DSGN-480; 2 Credits)			
		CUE (DSGN-470)	Leadership & Crisis Mgmt. (PACT-440-5)						
SECOND YEAR									

*Example assumes no waivers.

**Only students who have a waiver or have completed both Marketing and Finance II may be eligible to choose from a selected list of electives.

DEGREE PROGRESS REPORT - CAESAR



2Y: OPERATIONS - WINTER OR SPRING?

Take Winter Quarter If...

- Internship has **non-flexible/negotiable early start date** (Investment Banking and some Tech companies)
- **Opting for early internship start date** to accommodate KWEST leadership or other end-of-summer obligations
- Credit space created by MECN-430, FINC-430 and/or MKTG-430 **waivers**

Take Spring Quarter If...

- Internship timing **does not impact Spring quarter exams**
- **Desire to prioritize an elective** in Winter Quarter over OPNS-430 requirement

CORE COURSE ENROLLMENT

You will be manually enrolled in Microeconomics (MECN-430) with your section (no bidding necessary)

- Your MECN-430 section number is the same as your STRT-431/MORS-430 section
- Ensure your bidding strategy for FINC-430/MKTG-430 (and other classes) takes into account your MECN-430 section - you are not able to change your MECN section

If you placed into ACCT-451 via placement exam, you will be manually enrolled (no bidding necessary)

- Ensure your bidding strategy for other courses does not create a conflict with this class

You must bid for other core courses – MKTG-430, FINC-430, and OPNS-430

MICROECONOMIC ANALYSIS (MECN-430) SECTIONS

Section	Days	Times
30 (Roadrunners)	Mon/Thurs	8:30AM - 10:00AM
31 (Poets)	Mon/Thurs	10:30AM - 12:00PM
32 (Turkeys)	Mon/Thurs	1:30PM - 3:00PM
33 (Big Dogs)	Mon/Thurs	1:30PM - 3:00PM
34 (Cash Cows)	Mon/Thurs	3:30PM - 5:00PM
35 (Buckets)	Tue/Fri	8:30AM - 10:00AM
36 (Bull Frogs)	Tue/Fri	10:30AM - 12:00PM
37 (Moose)	Tue/Fri	1:30PM - 3:00PM
38 (Highlanders)	Tue/Fri	3:30PM - 5:00PM
39 (Bots)	Mondays	6:30PM – 9:30PM

VC/PE LAB -- TIMING CONSIDERATIONS

If you are applying to VC Lab or PE Lab, the expectation is that you work 2 days per week. Please note:

- You must schedule your work around your core classes
 - MECN-430, MKTG-430/FINC-430 or OPNS-430 (if you choose to take it in the Winter)
 - MECN-430 is set with your section; bid for MKTG-430/FINC-430 and OPNS-430 section(s) that best meet the firm's suggested schedule
- Working 2 days per week with a full load of classes and while recruiting is a very heavy load

COURSE SELECTION CONSIDERATIONS

CAREER

Immediately post-Kellogg
and beyond

BREADTH

Variety of industries and
functional areas

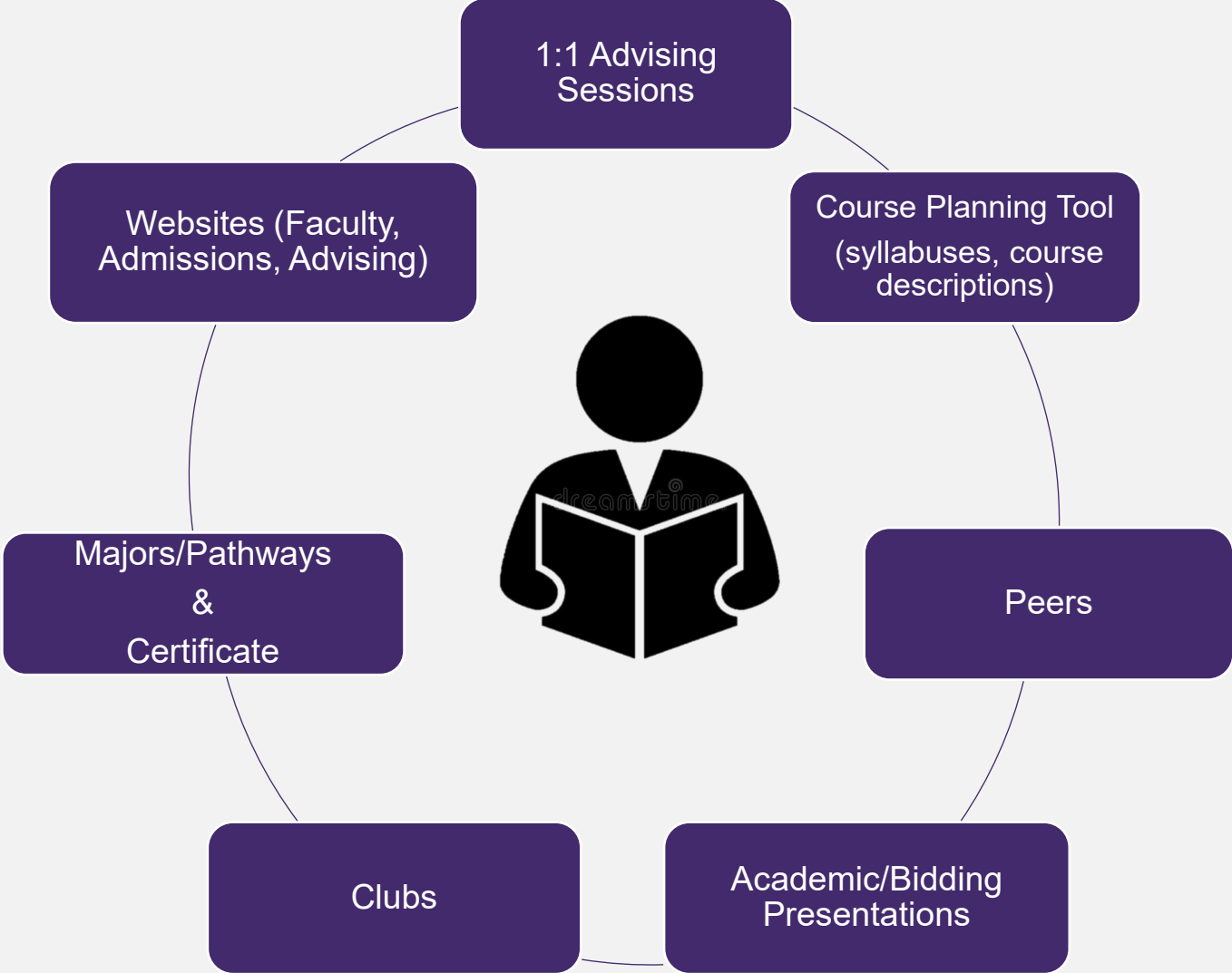
GAPS

Reflect on your background
and where you are headed

GUIDANCE

From faculty, students,
advising staff and alums

COURSE SELECTION INPUTS



COURSE LOAD CONSIDERATIONS

Non-academic obligations (e.g. recruiting, extra-curricular)

Balance

- Quantitative and qualitative
- Group versus individual work

Degree requirements

Strategic inclusion of 0.5 credit courses

3 credit minimum
5 credit maximum

MAJORS

Specific academic requirements (generally, core + 4)

Will appear on your transcript

Springboard for an elective search within area of interest

NOT a graduation requirement

Accounting // Economics // Finance // Marketing //
Managing Organizations // Operations // Strategy //
Management Analytics

DESIGN

****NEW Certificate in the Business of Healthcare****

PATHWAYS



No specific academic requirements

Will NOT appear on your transcript

Springboard for an elective search within
area of interest

Asset Management // AI & Analytics // Sustainability: Climate, Environment, & Energy // Entrepreneurship // Growth & Scaling // Healthcare at Kellogg // Real Estate // Sustainability: Social Impact & Responsible Leadership // Technology Management // Venture Capital & Private Equity // Diversity, Equity & Inclusion

COURSE SELECTION ADDITIONAL RESOURCES

Academics on the Serial

Independent and Field Study

Taking Courses at Other Northwestern Schools

Experiential Learning

Information and Advice from Faculty

Global Opportunities

San Francisco Immersion Program

Certificate in the Business of Healthcare

GLOBAL INITIATIVES IN MANAGEMENT (GIM) (INTL-473)

2025 Offerings:

- Building International Intelligent Products | New Zealand - Birju Shah
- Global Marketing Success | Japan and South Korea - Mark Krolick
- Impact and Sustainable Ventures | Peru and Colombia - Megan Kashner
- Innovations + Developments in Healthcare and Financial Services | South Africa - Andrew Sykes
- Nation Branding, Risk, and Global Investing | Argentina and Brazil - Daniel Lansberg-Rodriguez
- Transforming Markets in African Economies | Rwanda and Ghana - Andrew Dillon

GIM is: A foundational global experience – no prerequisites to enroll in GIM and we do not assume you have prior exposure to course topic; a class with a trip and worth 1 credit

How to enroll: GIM classes are part of winter quarter bidding (Phases 1-3 only)

Upcoming events: **GIM Full-Time Information Session: Thursday, October 10 @ 12:15 PM CST**



Register for the
GIM Info Session!





COURSE PLANNING TOOL DEMO VIDEO

BIDREG SYSTEM

ON-LINE PLATFORM THAT ALLOWS STUDENTS TO PLAN THEIR ACADEMIC JOURNEY



Browse **Course Catalog** and “**tag**” courses you’re interested in

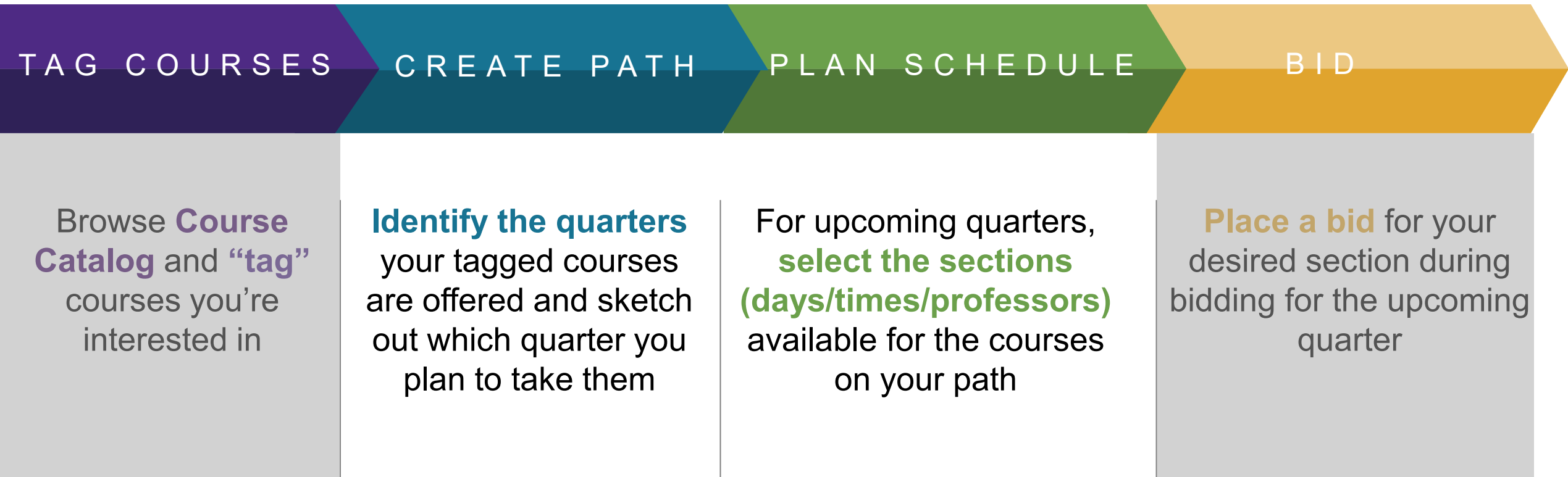
Identify the quarters your tagged courses are offered and sketch out which quarter you plan to take them

For upcoming quarters, **select the sections (days/times/professors)** available for the courses on your path

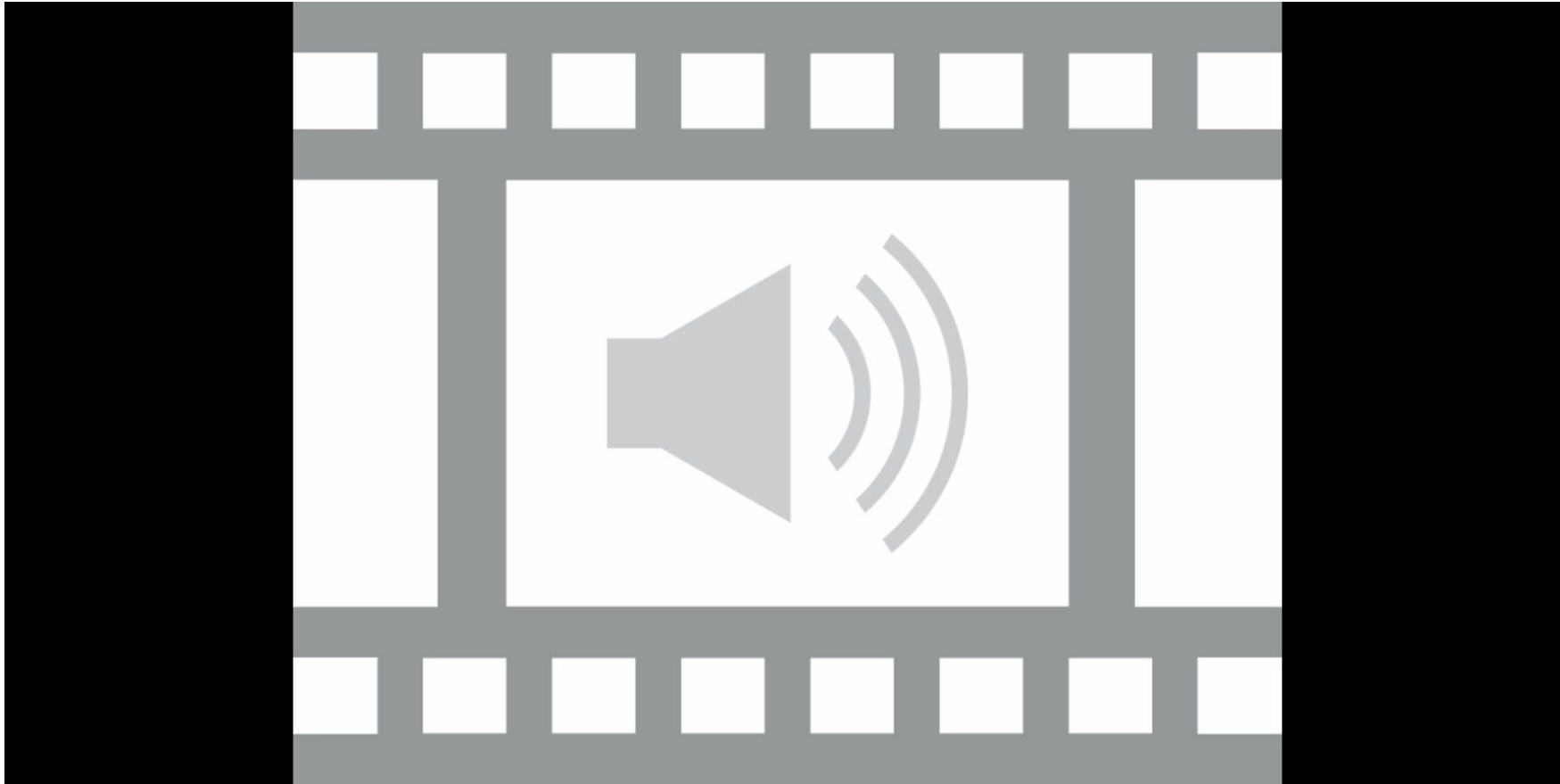
Place a bid for your desired section during bidding for the upcoming quarter

BIDREG SYSTEM

ON-LINE PLATFORM THAT ALLOWS STUDENTS TO PLAN THEIR ACADEMIC JOURNEY



ADVANCED COURSE PLANNING DEMO





BIDDING OVERVIEW

SECTION NUMBER KEY

EVANSTON
CAMPUS

Section 30: Full-time only

Section 40: Full-time / Evening & Weekend

CHICAGO
CAMPUS

Section 60: Evening Only

Section 70: Weekend Only

Section 80: Evening / Weekend

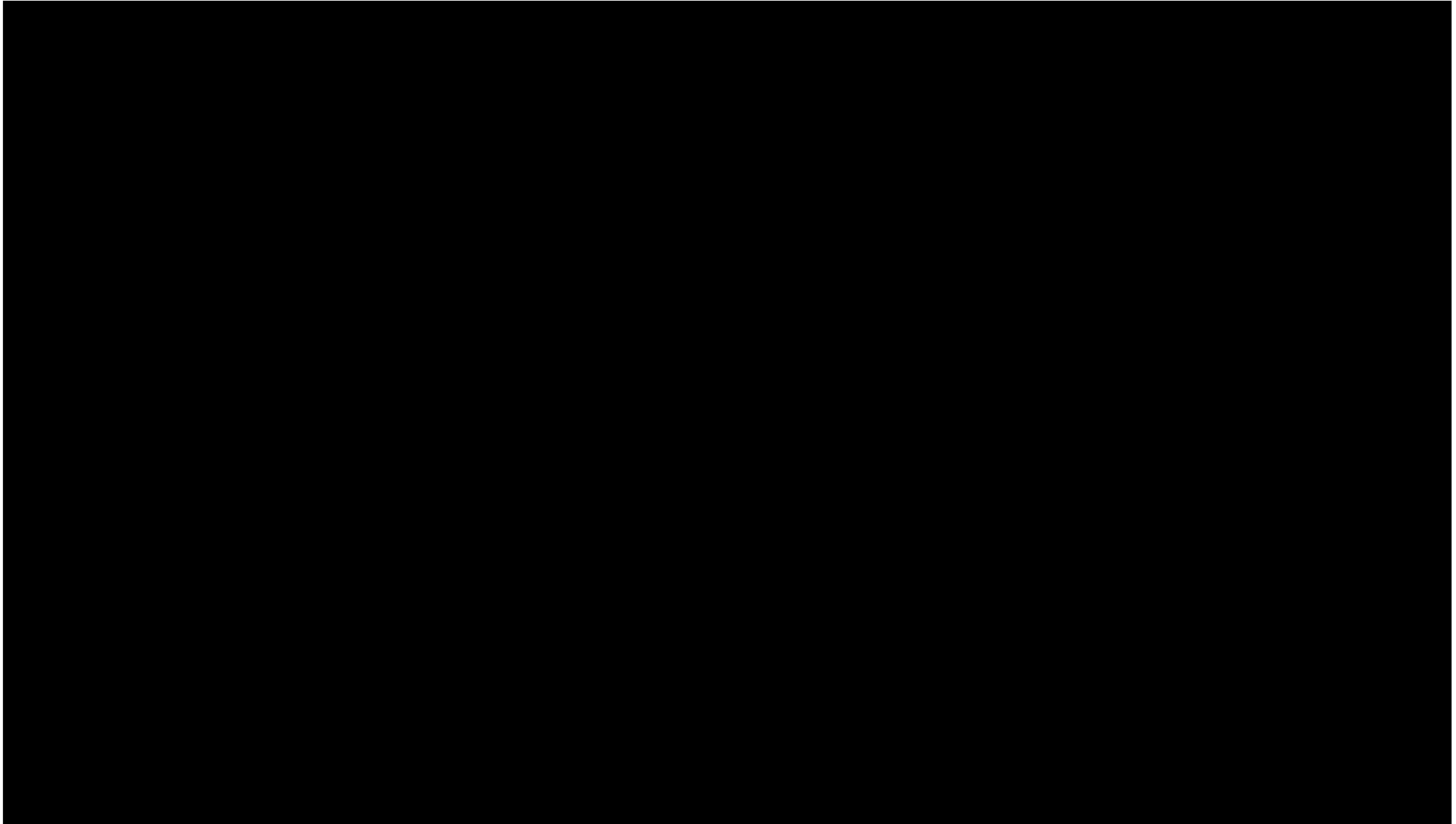
Section 90: Evening / Weekend / Full-time

FULLY
VIRTUAL

Section 89: Evening / Weekend *only* (CORE)

Section 99: Evening / Weekend / Full-time

WHY BIDDING?



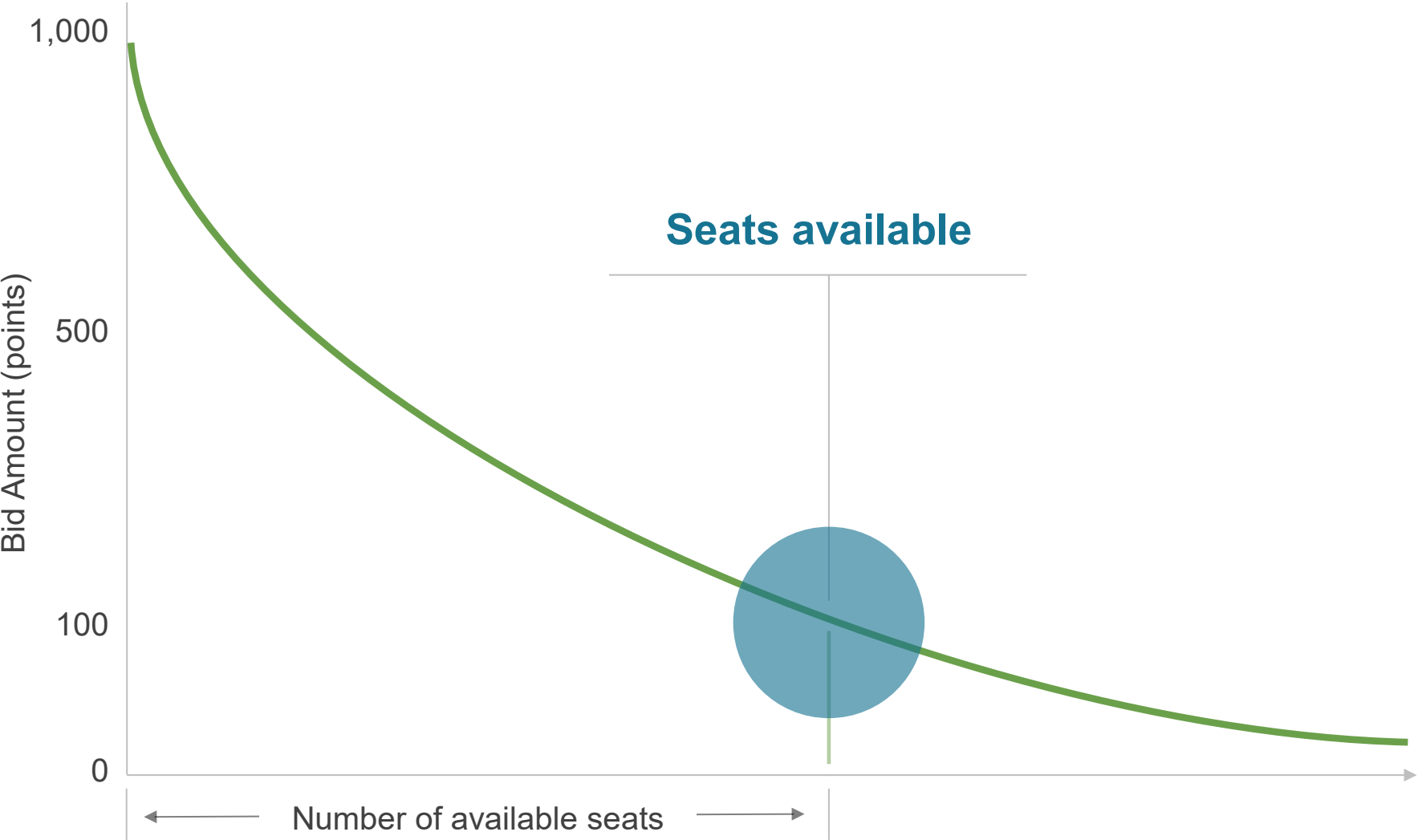
KELLOGG BIDDING SYSTEM

DUTCH AUCTION

- Bidders ranked from highest to lowest
- Lowest successful bid determines the closing cost
- Successful bidders all charged the same amount

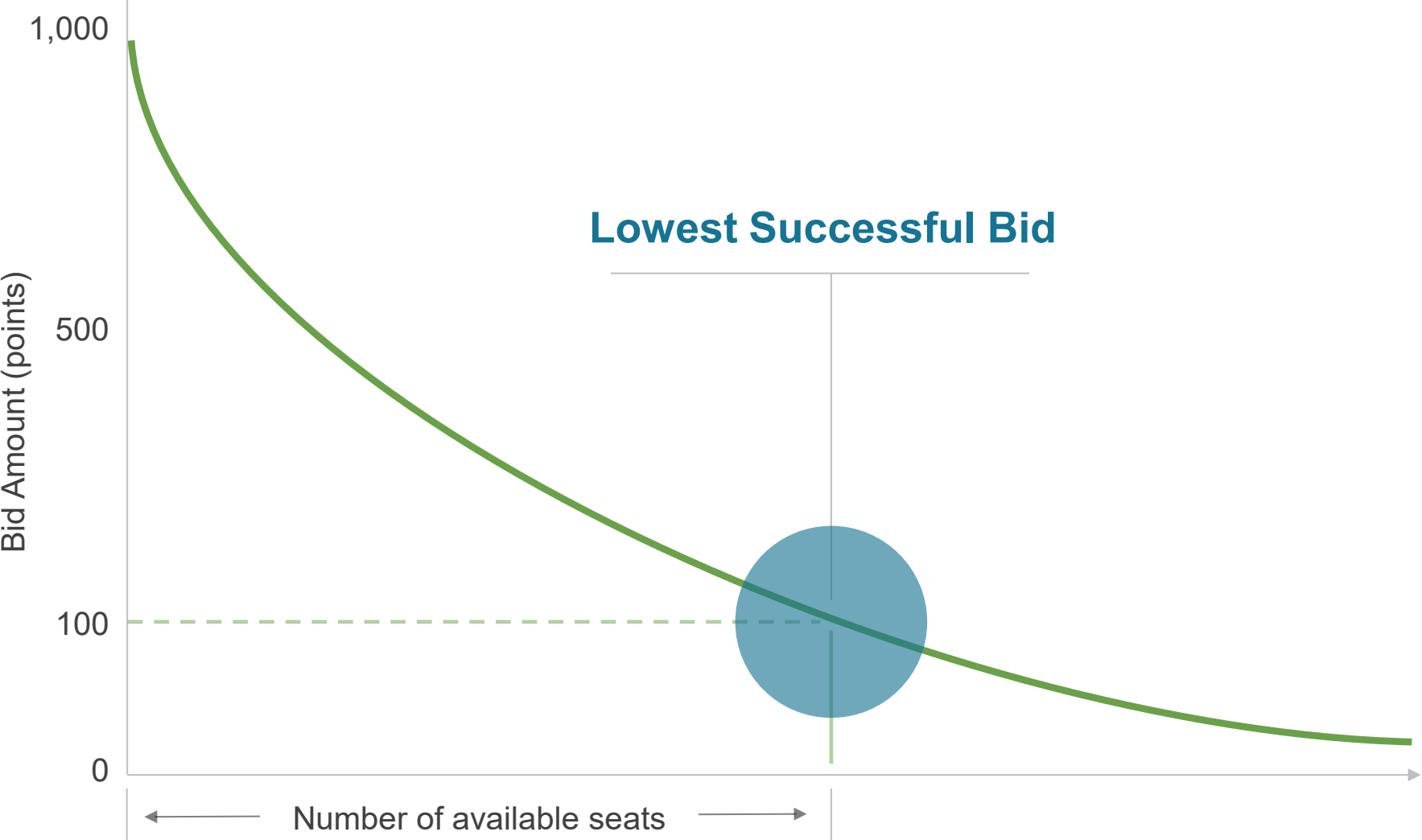
1st year 2Y/MMM students are given 2,000 points for the remainder of the academic year – Winter and Spring quarters

DUTCH AUCTION EXAMPLE



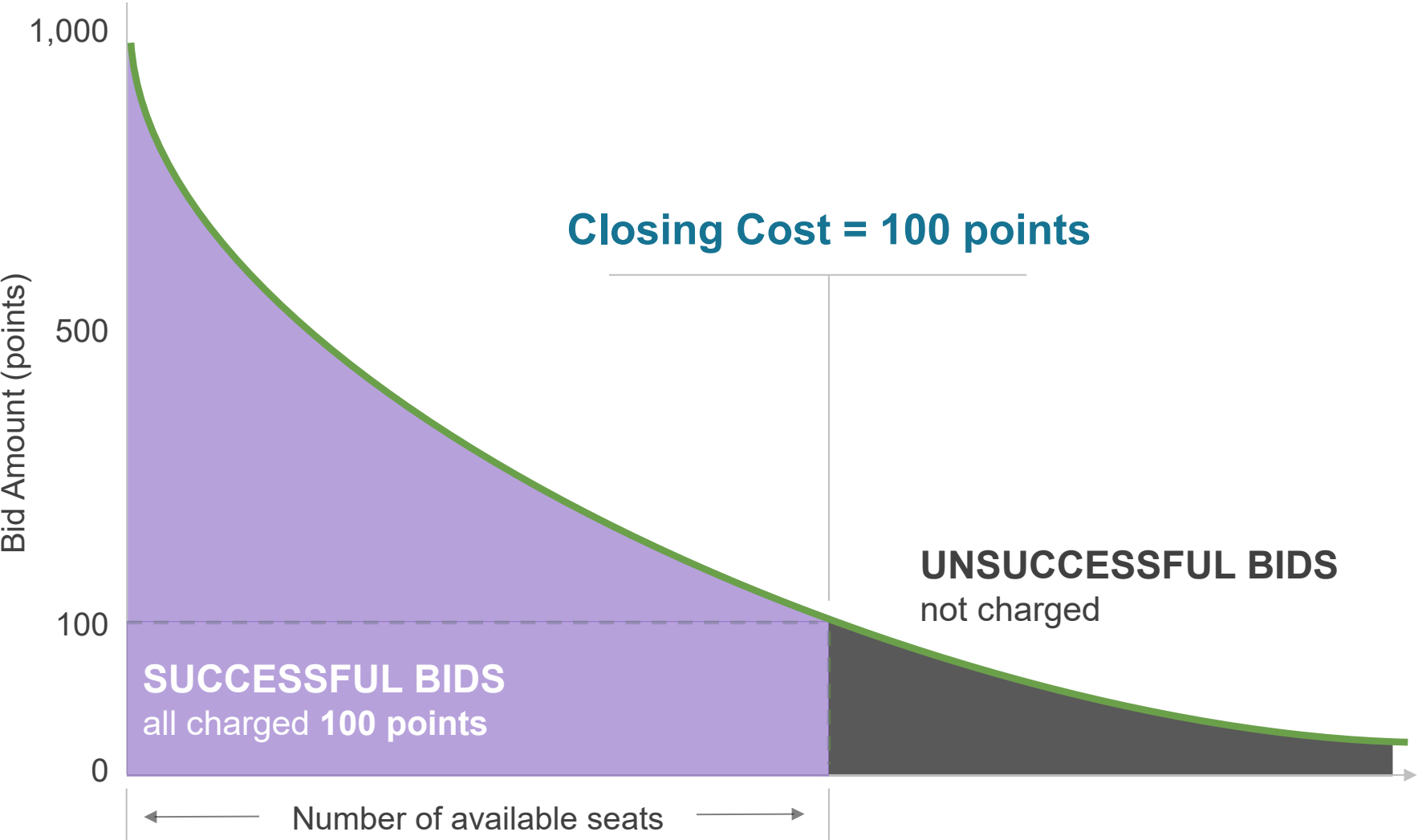
BIDS RANKED HIGHEST TO LOWEST

DUTCH AUCTION EXAMPLE

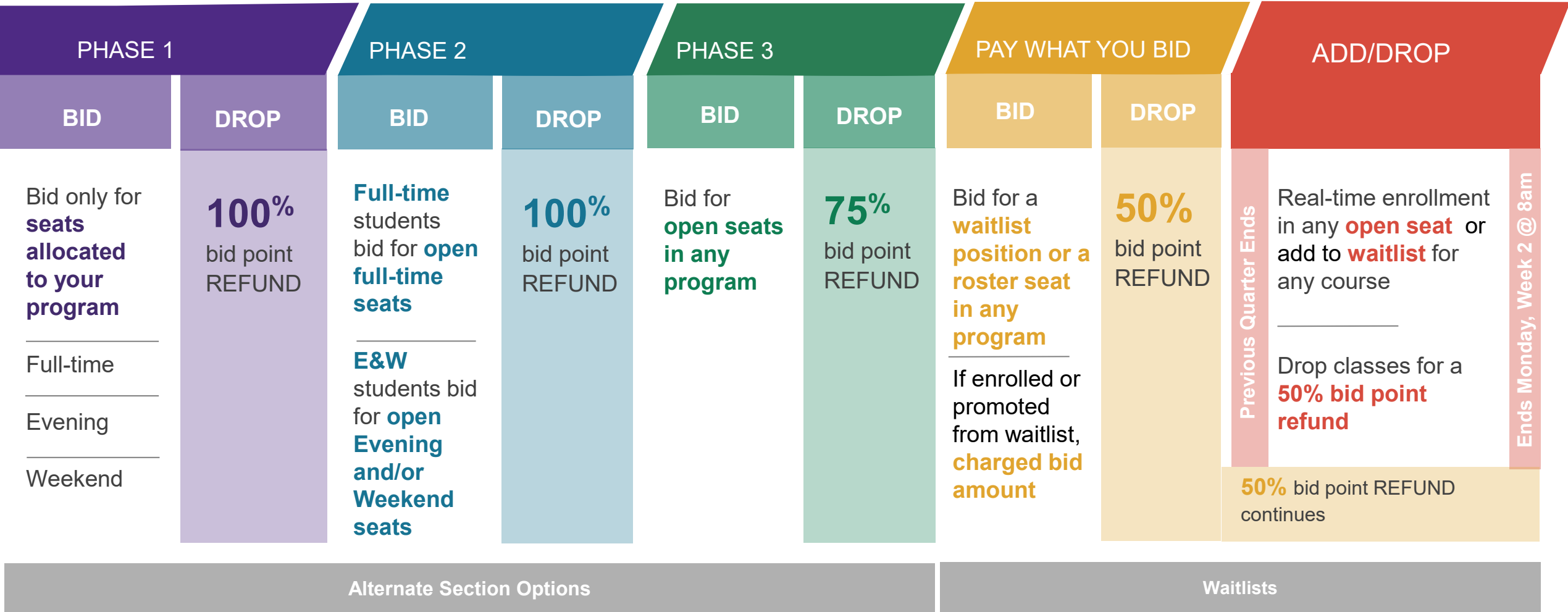


BIDS RANKED HIGHEST TO LOWEST

DUTCH AUCTION EXAMPLE



KELLOGG BIDDING PROCESS



All dropped seats receive refund amount from **current phase**

BIDDING BASICS

Bidding is NOT first-come-first served

- Place a bid anytime during the bidding window
- Deadlines are firm – we are not able to bid/drop classes for you if you miss the window

Phases

- Phase 1: All full-time seats are open for bidding
- Phases 2, 3: Only seats that do not fill in previous phases are available for bidding; PWYB waitlists are created
- Each phase will have a separate cost

A bid is for a specific course section

- Only able to bid for one section of a course at a time
- Alternate section options available (details/demo in next presentation)

Bidding Limit

- Bid up to a maximum of 5 credits

BIDDING STRATEGIES

Bid to reflect your priorities (what the course is worth to you)

- You may set the closing cost
- You will be refunded the difference if the closing cost is lower (Phases 1-3)

Use historical bidstats only as directional guidance

- Only consider Phase 1, bidstats for your program
- Remember closing cost is LOWEST successful bid

Consider parallel path bidding

- You may not yet know whether you are accepted to an application-based course
- Do not wait until Phases 2 or 3 to bid on a course you may want to take

COURSES OUTSIDE BIDDING SYSTEM

MECN-430 / ACCT-451

Application-based courses

Independent and Field Studies

Non-Kellogg Northwestern courses

MMM Design courses



COMMON BIDDING STRATEGY PITFALLS

Bidding **all points without an exit strategy**

Bidding too low to **“save” points for unknown** later courses

Using the **historical bid stats + ___% model**

Assuming a **1 point bid** will be successful if a course closed for 0 points in the past

Not including back up choices and alternate sections in Phase 1 Bids



NEXT STEPS

MICROECONOMICS WAIVER

A partial waiver of Microeconomics (MECN-430) is offered by exam during the Fall quarter.

Waiver Exam

Timing: In-person exam – sign up link sent via email

OPERATIONS WAIVER

A full waiver of Operations Management (OPNS-430) is offered by exam during the Fall quarter.

Waiver Exam

Timing: October 7-13 Exam Window (students will be added to Canvas page)

WHAT SHOULD YOU DO NEXT?

1. Reflect on your academic, personal & professional goals
2. In the BidReg System:
 - Tag courses for the full academic year
 - Lay out Path for Winter & Spring
 - Create Plan (schedule) for Winter
3. Based on your 'must-haves' for Spring, determine how many points you want to have remaining after Winter quarter
4. Create your bidding strategy
5. Attend 10/16 presentation on how to bid

SAVE THE DATE: October 16 @ 12:15pm – How to Bid Presentation

TOPICS COVERED

- Bidding & Registration System Demonstration
- How to place a bid and make drop transactions
- Bidding rules



CHECK-IN

HOW TO BID

WEDNESDAY, OCTOBER 16 AT 12:15PM



<https://cglink.me/2dr/c2255402829111137>

ADDITIONAL DROP-IN HOURS DURING BIDDING

	Mon	Tues	Wed	Thurs	Fri
Week of 10/14	Plaza	Plaza	How to Bid Presentation (In-person)	Plaza	Group Advising (KGH 2410A&B)
Week of 10/21	Plaza & Zoom	Plaza & Zoom	Bidding Highlights Presentation (Zoom)	Plaza & Zoom	Group Advising (KGH 2410A&B)

REMINDERS AND ZOOM LINKS WILL BE POSTED ON SLACK in [#studentexperience_classof_2026](#)

ACADEMIC ADVISING CONTACT INFORMATION

1:1 Academic Advising Sessions

- Schedule a session with your advisor through [Campus Groups](#).
 - If you can't find a time that works with your schedule, please [email Academic Advising](#) to request a time.
-

Email

- [Email Academic Advising](#) with general academic questions.
-

Drop-In Table in Plaza

- Advisors hold drop-in hours in Gies Plaza (M, T, R, F 12:15pm-1:15pm)
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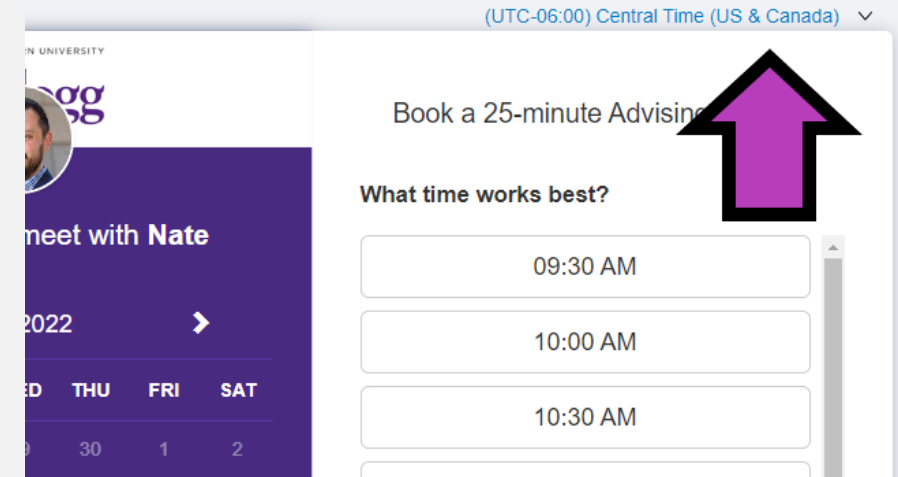
Slack

- Get quick, simple questions answered.
- #studentexperience_classof_2026 or DM @AcademicExperienceTeam


QUICK NOTES ON MAKING AN APPOINTMENT

Book an appointment in CampusGroups

- Be sure the time zone in the Book screen in Campus Groups is set to the time zone of your current location. For most of you, when you are booking from campus, you will be in Central time zone.



Canceling an appointment

- Go to your Campus Groups home page by clicking on the  icon at the top left of the page.
- Under “More” on the left tool bar, click on “My Meetings”.
- Select upcoming meetings in the middle drop down box, click on the 3 vertical dots at the right, and select “Cancel Advising Session”.

For more help making appointments: [Serial](#).