

# “Roads to Business” Opportunities at Northwestern University

Northwestern University believes in the liberal arts approach, where students receive a broad, well-rounded education while also pursuing different academic disciplines and programs in depth. Northwestern does not grant an undergraduate degree or major in business; however, we offer several academic programs that help interested students prepare for careers in business.

## Majors

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### **Economics – in the Weinberg College of Arts and Sciences**

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Economics is the study of choice in the face of scarcity, particularly through markets. This includes what markets do well, and how markets can fail. The core courses cover *Microeconomics*, *Macroeconomics*, and *Econometrics*. After completing the core, students take courses in areas like *Money & Banking*, *Transportation*, *Corporate Finance*, *3rd World Development*, *International Trade*, *Game Theory*, and many others. Economics is open to all Northwestern students, and every year more than 300 students from every school at Northwestern complete Economics majors or minors. Our graduates take jobs in many fields, particularly finance, consulting, industry, and government.

Website: <http://www.econ.northwestern.edu/undergraduate/index.html>

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### **Mathematical Methods in the Social Sciences (MMSS) – in the Weinberg College of Arts and Sciences**

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MMSS students learn how to build and analyze mathematical models in modern social, behavioral, managerial and policy sciences. The MMSS curriculum includes 12 required courses and a thesis project. Many MMSS students go on to work in the corporate world, and others go on to graduate school in the social sciences. This program requires an application; students may enter the program as freshmen or sophomores. Many MMSS students also participate in the Kellogg CPU.

Website: <http://www.mmss.northwestern.edu/index.html>

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### **Learning and Organizational Change (LOC) – in the School of Education and Social Policy (SESP)**

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LOC students explore how organizations and the individuals within them use knowledge and learning to create and respond to change. The LOC curriculum addresses forces of change including technology, globalization and changing demographics, and the theories and applications of learning, innovation and knowledge sharing. Students are required to take 18 courses in topics like learning theory, organizational theory, adult development, and organizational changes. They also must complete a one-term internship off campus for academic credit.

Website: <http://www.sesp.northwestern.edu/ugrad/academics/conc/loc/curriculum/>

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### **Industrial Engineering and Management Sciences – in the McCormick School of Engineering and Applied Science**

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The IEMS department offers a wide range of courses aimed at developing both the analytic skills of our students and their understanding of business, placing a strong emphasis on probability, statistics, and mathematical modeling. Our curriculum emphasizes both industrial engineering and management science. In particular, we focus on economics and decision analysis. Our students have exceptional analytic capabilities, as one would expect from engineers, but they also understand the business and organizational implications of engineering decisions, and the nature of technological development.

Website: [http://www.iems.northwestern.edu/undergraduate\\_program/index.html](http://www.iems.northwestern.edu/undergraduate_program/index.html)

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### **Other Good Pre-Business Majors**

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Students with strong business interest also major in fields like Psychology, Communication, Journalism, Chemistry, English, and host of other areas. You should not pick a major based upon what it might do for you, but rather you should follow your intellectual passions. If you major in something you love, you will do better, and you will be a more interesting person for people to work with. However, regardless of what you major in, you should be ready to explain why you chose it, and what insights it has given you. Find a major you really care about, gain real experience from internships and leadership in campus extra curricular involvements, do a business related minor or certificate or just applied coursework, and you will be well prepared for the job market and working world.

Website: <http://www.weinberg.northwestern.edu/advising/preprof/business/academic.htm>

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## Minors and Certificates

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### **Harvey Kapnick Business Institutions Program (BIP) – in The Weinberg College of Arts and Sciences**

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Students must take four prerequisite courses in the areas of economics, political science, and sociology, and then six BIP-specific courses. These courses cover a wide range of topics such as marketing management, accounting and business finance, entrepreneurship, investment banking, sports marketing, global markets, non-profit management, leadership and ethics, and more. As a minor, BIP does not require an application.

*Website:* <http://www.wcas.northwestern.edu/bip/index.html>

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### **Kellogg Certificate Program for Undergraduates (CPU) – in the Kellogg School of Management**

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The CPU consists of two certificates. Each has four courses that prepare students for analytic careers in financial services and consulting, as well as advanced degrees. Students learn about the quantitative decision tools and models organizations use to make decisions. The courses are taught at an advanced level by Kellogg professors, and most homework assignments are completed in small groups. The program is quantitative in character, and students must take several prerequisite courses at Northwestern in advanced calculus and linear algebra, probability, econometrics, microeconomics, and optimization before applying. Most students apply in their sophomore years.

*Website:* <http://www.kellogg.northwestern.edu/certificate/index.htm>

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### **The Integrated Marketing and Communications Undergraduate Certificate – in the Medill School**

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Integrated Marketing Communications Education was pioneered at Medill, and has been available as an undergraduate certificate program since 2008. The certificate prepares students for entry level jobs in online and off line marketing communications positions in advertising, interactive marketing, public relations and corporate communications. The program has three prerequisites and two core courses that are open to non-certificate students as well. An application is required.

*Website:* <http://www.medill.northwestern.edu/imc/undergraduatecertificate.aspx>

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### **Leadership Certificate – in the Northwestern University Center for Leadership**

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This certificate is offered by NU's Center for Leadership, and consists of four academic units, including three classroom courses and a field study where students must demonstrate their ability to positively affect the success of a group, organization, or community.

*Website:* <http://www.northwestern.edu/lead/pages/programs/certificate.html>

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### **Chicago Field Studies (CFS) – Offered by the Weinberg College of Arts and Sciences**

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This quarter-long program pairs an internship at participating businesses and organizations in the Chicago area with weekly seminars held on campus. Students work up to 36 hours per week at their internship sites, and learn to connect academic theory with real-world learning. They conduct original research at their internship organization. CFS is affiliated with the WCAS departments of anthropology, political science, and sociology.

*Website:* <http://www.wcas.northwestern.edu/cfs/index.html>

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