



NMSDC

JAMES ALLEN CENTER

Northwestern
Kellogg
School of Management



ADVANCED MANAGEMENT
EXECUTIVE PROGRAM

July 22 - 26, 2024



“We want to see minority-owned billion-dollar businesses become a fact and not an aspiration.”

BUILDING SUSTAINABLE GROWTH-ORIENTED MINORITY BUSINESSES

The NMSDC Kellogg Advanced Management Executive Program is designed to provide certified, established, growth-oriented minority-owned business owners with the tools and skills needed to achieve and sustain accelerated growth in the constantly changing business environment. The leading-edge, four-day immersive program provides minority entrepreneurs the opportunity to work “on” their business in a interactive environment instructed by educators and professionals with real-world experiences.

Going beyond the MBA curriculum, this program examines proven best practices to address common entrepreneurial issues in the context of today’s business environment. Business owners network and learn together while developing lasting business relationships.

Program Objectives

- Develop a growth-oriented strategy that identifies and charts profitable new business opportunities.
- Strengthen negotiation skills through team exercises.
- Learn strategies for defending brand.
- Improve leadership and management skills and implement a company and self-assessment process.
- Develop an organizational capability plan to support growth objectives.
- Understand the latest socioeconomic, corporate and public policy trends and their impact on business prospects and strategies.
- Form valuable working relationships with other successful minority executives.
- Obtain first-hand knowledge from a corporate senior executive and their views on supplier diversity engagement.



James H. Lowry
AMEP Academic Director

Dr. James H. Lowry and then President of NMSDC, Dr. Harriet Michel, created the dynamic Advance Management Executive Program in 1996 to grow competitive minority-owned business with sizable scale and capacity to handle corporate America’s supply chain needs and opportunities.

Utilizing their joint skillsets in working with and encouraging corporations and minority business focused supplier diversity programs, the two founders understood that the skills that got minority business to level of success would need to be further enhanced to grow and be sustainable for the future.

“To close the racial equality gap, more work, more commitment, and more actions are needed.”

SAMPLE CURRICULUM

| | SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY |
|-----------|--|--|--|---|-----------------------------|
| MORNING | | Managing Strategic Change and Growth | Business Plan Development | Case Discussion: Acquiring a Business | Program Conclusion |
| | | Minority Business Growth: Global Economy | Business Plan Development Continued | Access to Capital | Lessons Learned |
| AFTERNOON | ARRIVAL | LUNCH Negotiations | LUNCH Defending Your Brand Capital Markets | LUNCH Private Capital Fund Managers | Closing Ceremonies LUNCH |
| | Overview Program Goals and Objectives Introductions | Individual Study | Entrepreneurial Guest Speaker | Individual Study Growth Strategies for Entrepreneurs | |
| EVENING | DINNER Managing Strategic Change and Growth | DINNER Guest Speaker Case Analysis Prepare Case Presentations | DINNER Introduction to Entrepreneurial Finance Study Groups Case Discussion | | |

Apply for NMSDC’s Next Cohort

Join the next cohort and learn proven best practices to address common entrepreneurial issues in the context of today’s business environment.

Dates: July 22-26, 2024

Location: Northwestern University, Kellogg School of Management, James Allen Center

Costs: \$6,000 which includes tuition, class materials, lodging and meals. Each accepted applicant is responsible for their own travel expenses.

Scholarships Available: Yes, [apply today!](#)

Application Deadline: June 15, 2024

Each application is reviewed by an NMSDC admissions committee to ensure a diverse industry, geographical and ethnic mix.

APPLY TODAY

QUESTIONS?

Contact Jetheda Hernandez, senior director, MBE Services and Strategic Partnerships at jetheda.hernandez@nmsdc.org.