



NMSDC

JAMES ALLEN CENTER

Northwestern  
**Kellogg**  
School of Management



July 24-28, 2023



*“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	
	DINNER Managing Strategic Change and Growth	DINNER Guest Speaker Case Analysis Prepare Case Presentations	DINNER Introduction to Entrepreneurial Finance Study Groups Case Discussion		
EVENING					

### 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 24-28, 2023

**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:** July 9, 2023

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 of strategic alliances and programs at [jetheda.hernandez@nmsdc.org](mailto:jetheda.hernandez@nmsdc.org).