

## A. Richard Newton Distinguished Innovator Lecture Series

Course Syllabus Fall 2017 INDENG 95/195/295 (1 Credit - Class # 42777/42778/41980)

### The Pantas and Ting Sutardja Center for Entrepreneurship & Technology (SCET)

The Pantas and Ting Sutardja Center for Entrepreneurship & Technology hosts the A. Richard Newton Distinguished Innovator Lecture Series and is the premiere institution on the UC Berkeley campus for the study and practice of “technology- centric” entrepreneurship and innovation. Since 2005, SCET has been central to Berkeley’s entrepreneurship ecosystem.

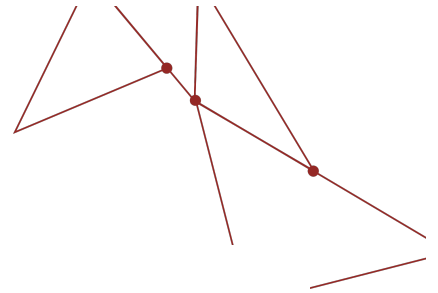
SCET is also known for developing the Berkeley Method of Entrepreneurship, an internationally recognized approach to teaching technology entrepreneurship for undergraduates, innovation for Ph.D. students, and technology firm leadership for professionals and executives. As part of the Berkeley innovation ecosystem, SCET also collaborates closely with the Jacob’s Institute for Design, the Haas Business School, and CITRIS Foundry.

If you are interested in new Ventures or innovation on the Berkeley campus or anywhere in the world, the Sutardja Center is the place to be. The Center is located (at the Stadium) within the College of Engineering of UC Berkeley and its academic home is the Department Industrial Engineering & Operations Research. For more information, visit our website at [scet.berkeley.edu](http://scet.berkeley.edu).

### Program Description

This lecture series serves as an entry point for undergraduate and graduate curriculum sequences in entrepreneurship and innovation. The series, established in 2005 is named in honor of A. Richard Newton, former Dean, UC Berkeley College of Engineering. In addition to his academic role, Newton played an active role in industry, helping to found a number of design technology companies including SDA Systems (now Cadence Design Systems), Synopsys, PIE Design Systems (now part of Cadence), Simplex Solutions and Crossbow.




The course features a selection of high-level speakers, from industry, academia and media, who share their insights on industry developments, leadership and innovation based on their careers. Classes are held in a variety of learning formats, from lecture to fireside chat to panel discussion and, on occasion film-screening. Our objective is to expose students to multiple elements key to innovation and entrepreneurship through the unique opportunity of seeing and hearing insights and viewpoints, from diverse speakers, from varying industries and with different expertise.

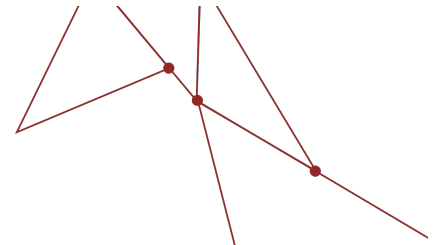







We meet once a week (with few exceptions) in Sibley Auditorium, on Tuesdays 5pm - 6:30pm. Any exceptions will be emailed and included as part of B-course announcements. For a passing grade and 1-credit, **attendance is mandatory**, as are weekly post-class feedback forms and surveys. Also, each student will participate in a group project, submitting a written report or presentation. Attendance, completed feedback forms and project submissions are the three elements needed to pass and receive 1 credit this pass/fail course.

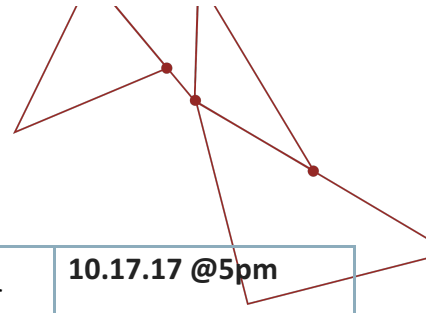
In addition to this mandatory portion, there is opportunity to provide questions to speakers, live during our class Q&A; and depending on speaker availability, a chance to interact one-on-one after class. Students are offered the chance to introduce select speakers. Finally, based on your group report submission, you may be asked/chosen to present your findings to the class toward the end of the semester.

**SCHEDULE – FALL 2017 SPEAKERS**

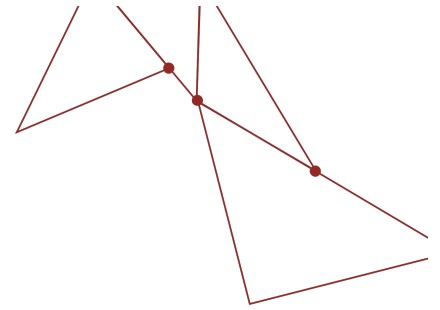
	<p>Course overview with <b>Victoria Howell</b>, associate instructor</p>	<p><b>08.29.17 @5pm</b></p>
	<p><i>Introductory lecture with <b>Shounan Chen</b>, founder and general partner, Agile VC.</i> Agile is focused on early stage investment in technology. Shounan, a Cal grad was nominated to the inaugural 30 under 30, by the All America Chinese Youth Federation.</p>	
	<p><i>Entrepreneurship and technology orientation with <b>Ikhlq Sidhu</b>, founding director and chief scientist, Sutardja Center for Entrepreneurship and Technology, and IEOR Emerging Industry Professor</i></p>	<p><b>09.05.17 @5pm</b></p>



 	<p><b>NEWTON KICKOFF KEYNOTE – Marissa Mayer, former CEO, Yahoo!</b> as moderated by <b>Dr. Phil Kaminsky</b>, Executive Associate Dean of the College of Engineering and Head of Student Services</p>	<p><b>09.12.17 @5pm</b></p>
	<p><b>Ryan Panchadsaram, partner, Kleiner Perkins</b> and former US Deputy Chief of Technology. Ryan, a Cal grad, was integral in fixing the Healthcare.gov rollout.</p>	<p><b>09.19.17 @5pm</b></p>
	<p><b>Jessica Mah, cofounder and CEO, InDinero</b> and partner, XFactor Ventures. Jessica, a Cal grad and has been recognized on both the Inc. &amp; Forbes 30 under 30 lists.</p>	<p><b>09.26.17 @5pm</b></p>
	<p><b>Introduction to Year End Project.</b>        Important for full class participation</p>	<p><b>10.03.17 @5:30pm (note later start)</b></p>
	<p><b>Aashi Vel, cofounder and CEO, Traveling Spoon – the AirBnB of homecooked meals.</b> Aashi, a Cal grad has been featured in media outlets from Women’s Health magazine to the PBS newshour.</p>	<p><b>10.10.17 @5pm</b></p>



	<p><b>Matt Hershenson, co-founder and managing director, Playground Global</b>, a venture fund and design studio for hardware device start-ups. He co-founded Danger, a consumer smartphone company best known for creating the T-Mobile Sidekick, acquired by Microsoft in 2008. In 2010 Matt went to Google, and led Android Hardware.</p>	<p><b>10.17.17 @5pm</b></p>
	<p>To Be Announced</p>	<p><b>10.24.17 @5pm</b></p>
	<p><b>Arjun Dev Arora, partner, 500 Startups</b>, founder Retargeter and cofounder Immediately. Arjun, a Cal grad, has invested in and advised over 50 companies.</p>	<p><b>10.31.17 @5pm</b></p>
	<p><b>Mike Olson, founder and chief strategy officer, Cloudera.</b> Mike, a Cal grad has been recognized by Fortune as one of the top Business Trailblazers, changing the way we “work, live and play”</p>	<p><b>11.07.17 @5pm</b></p>
	<p><b>Judy Estrin, internet pioneer</b>, serial entrepreneur, corporate executive, J Labs CEO and author, <i>Closing the Innovation Gap</i>.</p>	<p><b>11.14.17 @5pm</b></p>
	<p>NO CLASS WEEK OF THANKSGIVING</p>	<p><b>11.21.17 @5pm</b></p>
	<p><b>CLOSING SPEAKER TO BE ANNOUNCED</b></p>	<p><b>11.28.17 @5pm</b></p>
	<p><b>Group Projects/Papers Due</b></p>	<p><b>11.17.17 (revised date)</b></p>



## CONTACT INFORMATION

Instructors:	Victoria Howell and Ikhlaz Sidhu, Founding Director and Chief Scientist, Sutardja Center IEOR Emerging Area Professor	<a href="mailto:vhowell@berkeley.edu">vhowell@berkeley.edu</a> <a href="mailto:sidhu@berkeley.edu">sidhu@berkeley.edu</a>
GSI (Questions on Attendance, Grading, Reports, Absences):	Travis Brashears	<a href="mailto:trbrashears@berkeley.edu">(trbrashears@berkeley.edu)</a>

## OFFICE HOURS & COMMUNICATIONS

Contact Travis Brashears ([trbrashears@berkeley.edu](mailto:trbrashears@berkeley.edu)) for class-related questions, to schedule an office appointment. All communications available via B-course.

## FORMAT

The course is a series of in-person lectures from leading innovators and entrepreneurs. Unless otherwise noted (via email and on b-course), classes take place each Tuesday, in Sibley Auditorium from 5pm – 6:30pm. There are three mandatory elements to this class and needed for a passing grade:

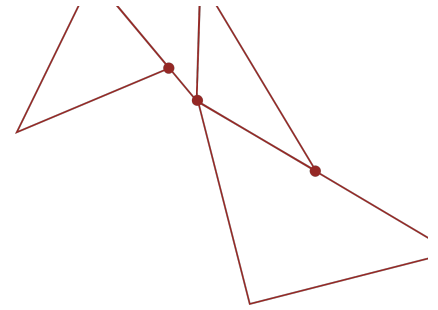
1. Attendance is mandatory (Please note that it is not acceptable to arrive past 5:15pm, nor to leave early unless you have offered a written excuse prior to class. See policy for any absences below.
2. Post class feedback forms (electronic) are mandatory.
3. Group project due at the end of the semester. Details to be provided midway through the course, with one class dedicated to creating project teams. If you are not in class that day, please follow-up with the GSI for your class project assignment and check for updates on b-course. Select projects will be chosen for in-class presentation, before the end of the semester.

There are also optional elements to the class as follows:

1. You may be eligible to introduce one of our speakers
2. You are encouraged to ask questions, during the Q&A period after the lecture, chat or panel.
3. You may approach the stage, depending on speaker availability for a one-on-one interaction with the speaker/speakers

## TOPICS COVERED

Leading entrepreneurs and innovators provide career insights, life lessons and their perspective on innovation in their field. Speakers are invited based on their contributions, diverse backgrounds and various perspectives on innovation and entrepreneurship.



## CREDIT

This is a one-credit course, offered either for a grade or pass/fail. Passing marks and grades are based on mandatory in-person lecture attendance, completion of lecture feedback forms and report or project **due at the end of the semester.**

## TEXTS AND REQUIRED SUPPLIES

In addition to in-person lectures, it's recommended that students familiarize themselves with each week's speaker and his/her business topic area prior to the speaking date.

## GRADING & ATTENDANCE

65% - Attendance is **mandatory** and will be measured either via ID scan, "sign-in" sheets, , electronic survey submissions due after each lecture or a combination  
35% - **Mandatory** group report/project. To be clarified during the semester.

## ATTENDANCE POLICY

Attendance is **mandatory** for a passing grade. Please note: Excused absences must be submitted to our GSI in writing prior to or within 24 hours of the lecture. Each absence will be judged on a case-by-case basis, and you will receive instructions. If you cannot attend, submit a written excuse, prior to the lecture, or within 24 hours to:

Travis Brashears ([trbrashears@berkeley.edu](mailto:trbrashears@berkeley.edu))

Each unexcused absence will drop you one grade, for example from A to B, B to C. If you have a C for attendance you will not pass the class.

## DATES & LOCATION

Students are to reserve Tuesday evenings, 5pm – 6:30pm. For the Fall semester our lectures will take place on campus at the Sibley Auditorium in Bechtel Hall. Please see b-course for updates.