

BERKELEY METHOD OF  
**INNOVATION**



ENGINEERING  
INNOVATION

**Berkeley**

Sutardja Center for  
Entrepreneurship & Technology  
COLLEGE OF ENGINEERING

[SCET.BERKELEY.EDU/PP/CUSTOM](http://SCET.BERKELEY.EDU/PP/CUSTOM)

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**FOR MORE INFORMATION**

Please contact [vhowell@berkeley.edu](mailto:vhowell@berkeley.edu) for information and pricing details

## UNLOCK YOUR Innovation Potential

### MAXIMIZE YOUR INNOVATION POTENTIAL WITH KEY ACADEMIC INSIGHTS AND HANDS-ON SILICON VALLEY KNOW HOW

UC Berkeley's Sutardja Center for Entrepreneurship & Technology (SCET) will equip your institution with a self-paced 9-hour module in the Berkeley Method of Innovation. This program, designed to be delivered in parallel to custom instruction from one of our select SCET Industry Fellows, features a live kickoff with one of our UC Berkeley global teaching staff followed by self-paced, online instruction. Your students gain a unique Silicon Valley perspective on using cutting edge frameworks, building an ecosystem and developing the mindset to enable success.

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Our distinguished SCET teaching staff has over 25 years experience at UC Berkeley's Sutardja Center, in the College of Engineering and over four decades of global innovation, leadership and entrepreneurship instruction.



**VICTORIA HOWELL**  
Director,  
SCET Professional Programs



**DAVID LAW**  
Director,  
SCET Global Programs



**KEN SINGER**  
Managing Director,  
SCET

## BENEFITS

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**CERTIFICATE OF COMPLETION  
FROM UC BERKELEY'S  
COLLEGE OF ENGINEERING &  
THE SUTARDJA CENTER**



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**Toolkit of frameworks** for maximizing innovation potential

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**Acclaimed Berkeley Method** of teaching for inductive learning

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**Reinforcement** Understanding a **growth mindset** for innovation and entrepreneurial success

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**Dedicated website** (Canvas) with access to modules, key links and video library

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**Leading Edge Insights** from UC Berkeley Industry Fellows and Silicon Valley icons

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**Lifelong ecosystem** of instructors, industry mentors and the wider SCET network

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THREE EASY STEPS TO

# Connect, Inspire and Empower Your Professionals



**CONNECT**

Partner with select SCET Industry Fellows for hands-on instruction and mentoring following the acclaimed Berkeley Method



**INSPIRE**

Students supplement hands-on learning with access to SCET Canvas modules for self-paced work, over 9 hours of instruction



**EMPOWER**

Students receive certification in the Berkeley Method upon evaluation and Canvas module completion



## THE BERKELEY METHOD

Developed at the UC Berkeley Sutardja Center, the method ensures that students are taught using a journey based approach with inductive learning. The instruction focuses on three main pillars of framework, mindset and ecosystem as related to innovation success.



## SCET & THE UC BERKELEY ECOSYSTEM

**The Sutardja Center for Entrepreneurship & Technology (SCET)** is UC Berkeley's global hub for the study and practice of entrepreneurship/ventures and technology innovation. Our mission is to empower innovators to positively change the world. Since 2005, SCET has created the foundation of Berkeley's entrepreneurship ecosystem including SkyDeck, the Fung Institute, the Engineering Leadership Professional Program, Global Venture Lab, and an extensive ecosystem of Silicon Valley and Global partners.

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# The SCET Difference

**INQUIRE TODAY**



## LEADING EDGE METHODOLOGY

The Sutardja Center is also known for developing the Berkeley Method of Entrepreneurship (BMoE) & Berkeley Method of Innovation Leadership (BMIL) and the highly acclaimed Engineering Leadership professional program. Our founding director, Ikhlāq Sidhu, has written extensively on Engineering Innovation. We are internationally recognized for our approach.



## REPUTATION

The University of California at Berkeley (est. 1868), the world's premier public university and a wellspring of innovation, is located in the San Francisco Bay Area and neighbors the Silicon Valley epicenter.



## AWARD WINNING FACULTY AND INDUSTRY EXPERTS

Instructors are not only experts in their fields but industry icons with practical advice. We access speakers from a wide ecosystem, inside and outside the University, to ensure your experience blends the best of thought leadership and implementation.



## ENGAGEMENT & NETWORKING

Program structure around limited size-group learning that allows for direct interaction with both instructors and peers. The Center offers a variety of opportunities to engage based on alumni events, industry roundtables and University/industry collaborations.

### Victoria C. Howell

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