

BERKELEY METHOD OF
INNOVATION



ENGINEERING
INNOVATION

FOR MORE INFORMATION

Please contact 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.

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

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



Toolkit of frameworks for
maximizing innovation potential

Acclaimed Berkeley Method of
teaching for inductive learning

Reinforcement Understanding a
growth mindset for innovation and
entrepreneurial success

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

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

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

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, Ikhlaz 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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