ENGINEERING
LEADERSHIP
PROFESSIONAL PROGRAMS

ENGINEERING LEADERSHIP PROFESSIONAL PROGRAMS



Berkeley
Sutardja Center for
Entrepreneurship & Technology
COLLEGE OF ENGINEERING

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Welcome to the Engineering Leadership Professional Programs

Your leadership as engineering professionals is critical in a world growing more dependent on engineered devices, processes, and systems. To stay strong and competitive, innovative companies value technical experts who also bring entrepreneurial instincts and a broader strategic understanding of the business to their work.

Developed with the needs of busy engineers in mind, UC Berkeley's **Engineering Leadership Professional Programs** incorporate:

- **Technology Strategy**
- **Operational Innovation**
- **Leadership and Communication**
- **Financial and Other Corporate Fundamentals**

Our Berkeley Method of teaching blends carefully chosen case studies, interactive exercises, content-rich lectures, projects, and expert mentoring. Our faculty includes world-class UC Berkeley instructors as well as esteemed Silicon Valley business leaders. The **Certificate in Engineering Leadership from the College of Engineering, UC Berkeley** is awarded on completion of the program.

As you continue to develop your personal career goals, we invite you to enhance your technical expertise with an array of adjacent business skillsets that will help you become the engineering leader you aspire to be.



Victoria Howell

Victoria C. Howell
Director, Professional Programs
Sutardja Center for Entrepreneurship & Technology (SCET)

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"I think it was a great investment for the future. The program allowed me to think about scenarios I wouldn't have been exposed to otherwise. I learnt a lot." — *Fall 2021 participant*

PROGRAM OVERVIEW

Engineering Leadership Professional Programs help technical experts enhance their leadership capabilities and cultivate their strategic judgment. In addition, participants gain a valuable toolbox of business competencies designed so they can play a more impactful role in their firm's overall success.

Developed specifically with engineers in mind, the program's classic case study format is taught uniquely in conjunction with the engineering icons that drove the situation at the heart of each case. Classes cover a breadth of strategic challenges facing today's tech leaders. Project work and expert mentoring reinforce the underlying principles of the program.



Holly Schroth, Haas School of Business, on Negotiation and Influence

WHO SHOULD ATTEND

The ELPP courses are designed for **engineering professionals with 8+ years work experience who aspire** to enhance their innovation leadership, scale a growing operation, take on revenue responsibility, generate new business, or gain broader influence with a stronger voice at the leadership table.

- Engineering managers and directors in corporations, office of CTO or government agencies
- Lead architects and scientists
- Technical product managers
- Business development leads

KEY TOPICS INCLUDE

Financial Accounting
Channel Strategy
Pricing Strategy
Opportunity Recognition
Psychology of Innovation
Pitching Your Ideas
Disruption
Venture Fundamentals
Corporate Innovation
Change Management
Authentic Leadership
Negotiation & Influence

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"Since completing many of the case studies, I find myself really thinking harder about key decisions - thinking about how to make good longer-term, strategic decisions." — *Spring 2021 participant*

CURRICULUM

Unlock Your Leadership Potential



Professor, Pieter Abbiel. Co-founder, Covariant.ai

The program modules are presented by:

- Silicon Valley icons who offer decades of top-level insight
- Berkeley award-winning instructors
- Business coaches with mindset and framework expertise

Technology Strategy: Using Tech to Create, Capture & Deliver Value

- Opportunity recognition
- Translating technological concepts into market strategy
- Disrupting the competitive landscape – threats and opportunities
- Scaling two-sided marketplaces

Innovation at the Operational Level

- Scaling strategy, business models, and sales channels
- Product-management best practices
- Improving operational excellence
- Testing the limits of core competencies while diversifying
- Understanding positioning and customer value proposition
- Using metrics to reduce uncertainty, and optimize decision-making
- Value proposition vs. value extraction

Leadership & Communication

- Learning to negotiate and influence outcomes
- Leading teams to optimize for innovation and creativity
- Leveraging the psychology of innovation
- Delivering value propositions using the NABC model

Financial (& Other Corporate Fundamentals)

- Accounting fundamentals
- Understanding Long-term financial decision-making
- Understanding Short-term financial decision-making

"The concept of 'Ecosystem' has become my language of communication with Product Management. Now on a daily basis, I am applying this overall experience and I am sure people would definitely see a change in my leadership style for the better."

ELPP PROGRAM SNAPSHOT

PROGRAM	COST	WHERE	WHEN	DEADLINE
ELPP GLOBAL	Early bird by 7/1 $11,800 After $12,800	Virtual	August 23 - December 13, 2023. Wednesdays 5:00 - 8:00 pm (PST)	**Individual:** August 4, 2023 **Corporate:** July 21, 2023
ELPP SILICON VALLEY	Early bird by 12/1 $14,800 After $15,800	Santa Clara/San Jose Location	January 17 - June 5, 2024. Wednesdays 5:30 - 8:30 pm (PST)	**Individual:** January 5, 2024 **Corporate:** December 15, 2023

ELPP PROGRAM DETAILS

ELPP Global meets online.

- **Once per week** for **18 weeks** from late August to mid-December.
- Class runs, on Zoom from 5-8 pm PST.
- One mentored group project.
- We finish the semester with an online celebration and certificate ceremony.

APPLY: ELPP | GL



ELPP Silicon Valley meets in person in San Jose.

- **Once per week** for **22 weeks**, starting on mid-January 2024 through June.
- Class runs from 5:30-8:30 pm PST.
- Two group mentored projects.
- Buffet dinner is served at 5pm before each class.
- We finish the semester with a celebration and certificate ceremony at UC Berkeley.

APPLY: ELPP | SV



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"What this program gave me in the first place was some more self- confidence. I am not sure if it is the content, the method, or interacting with people and educators, or the name Berkeley itself, but I feel more confident...in my career." — *Spring 2021*

The Berkeley Method™ Difference

ACCLAIMED METHODOLOGY

The Sutardja Center is internationally recognized for developing the Berkeley Method of instruction and the highly acclaimed Engineering Leadership Professional Program. Our founding director, Ikhlaq Sidhu, has written extensively on Engineering Innovation.

DISTINGUISHED INDUSTRY PIONEERS

Instructors are Silicon Valley pioneers and industry icons. Their perspectives and insights enable participants to anticipate corporate needs with new frameworks supported by a broader ecosystem.

WORLD-RENOWNED FACULTY

We are the world's premier public university and a wellspring of invention for the betterment of society - from open source analytics tools to CRISPR to nuclear fusion.

SILICON VALLEY & UC BERKELEY ACCESS

UC Berkeley is located adjacent to Silicon Valley's iconic tech corporations. The Berkeley campus is synonymous with research, innovation and free speech. Come experience the "pay-it-forward" advantage.

APPLY ELPP | GL **APPLY ELPP | SV**

Elevate Your Insight **Optimize Your Leadership** **Broaden Your Impact**


UNIVERSITY OF CALIFORNIA, BERKELEY
THE SUTARDJA CENTER FOR ENTREPRENEURSHIP AND TECHNOLOGY

THIS CERTIFICATE CONFIRMS THAT

Program Graduate

HAS SUCCESSFULLY COMPLETED THE COLLEGE OF ENGINEERING'S REQUIREMENTS FOR THE PROFESSIONAL PROGRAM CURRICULA ENGINEERING INNOVATION AND CONCENTRATION IN

INNOVATION LEADERSHIP
Fall 2023

Victoria Howell
Director, Executive Programs
Sutardja Center for Entrepreneurship & Technology

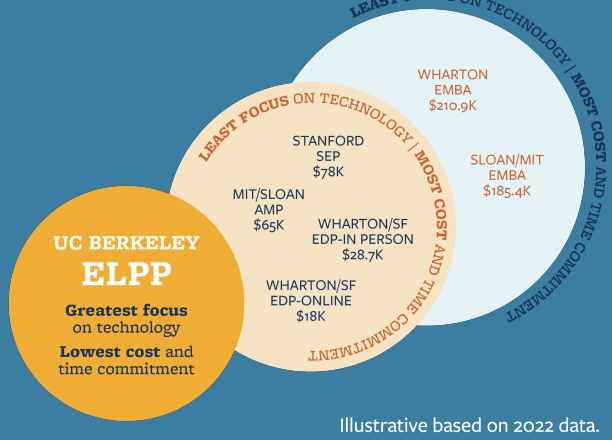
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Tarek Zohdi
Academic Director
Sutardja Center for Entrepreneurship & Technology

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Participants are awarded a Certificate of Innovation Leadership upon completion of the program

EXECUTIVE PROGRAMS COMPARISON



Illustrative based on 2022 data.

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"ELPP is a great course. It is unique in the way it covers different case studies and provides interactions with great leaders from industry." — *Spring 2022*

Distinguished Industry Pioneers & Faculty

Program instructors provide **unique real-world insights**, an **expanded mindset** and **broadened ecosystem** for career growth. They include:



Marc Tarpenning
Cofounder, Tesla and Partner, Spero Ventures *on Disruption*



Charles Giancarlo
Former Cisco executive and CEO, Pure Storage *on Adaption*



Michael Marks
Former CEO, Flextronics and cofounder/CEO, Katerra on *Core Value*



Inder Sidhu
Chief Customer Service Officer, Innovaccer, former Cisco and Nutanix executive *on Channel Strategy*



Don Proctor
Former Cisco executive and Computer History Museum Trustee on *Managing Change*



Shomit Ghose
General partner, ONSET Ventures and UCB Instructor on *Digital Strategy*



Adam Cheyer
Cofounder Siri, VivLabs, Change.org *on Innovation*



Vinod Dham
Father of the Pentium and former Intel executive on *Market Strategy*



Naeem Zafar
UCB College of Engineering Instructor on *Pricing and Scaling*



Gigi Wang
UCB CoE instructor on *Pitching your Ideas & Group Project*



Suneel Udpa
Award Winning Instructor on *Financial Accounting*



Ken Singer
UCB Managing Director, SCET, founder App Central on *Navigating Change*



Ikhlaq Sidhu
Founding Director, SCET and Dean, Science/Tech, IE on *Psychology of Innovation, Metrics and Opportunity Recognition*



Holly Schroth
UCB Haas Instructor on Negotiations & *Influence*



Dr. Pamela Park
UCB SCET Industry Fellow on *Leadership*



Mike Grandinetti
UCB SCET Industry Fellow on *Innovating in Crisis Mode*



Cort Worthington
UCB Haas Instructor on *Leadership*



Saikat Chaudhuri
UCB Faculty Director, MET Program on *Leading Innovation*

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The Berkeley Advantage

As the **world's premier public university**, The University of California, Berkley has been recognized as a wellspring of premier technical innovation for generations. It offers the largest number of highly ranked graduate programs in America, and since 2000 Berkeley scholars have been awarded more Graduate Research Fellows by the National Science Foundation than MIT, Stanford or Harvard, or any other university of note.

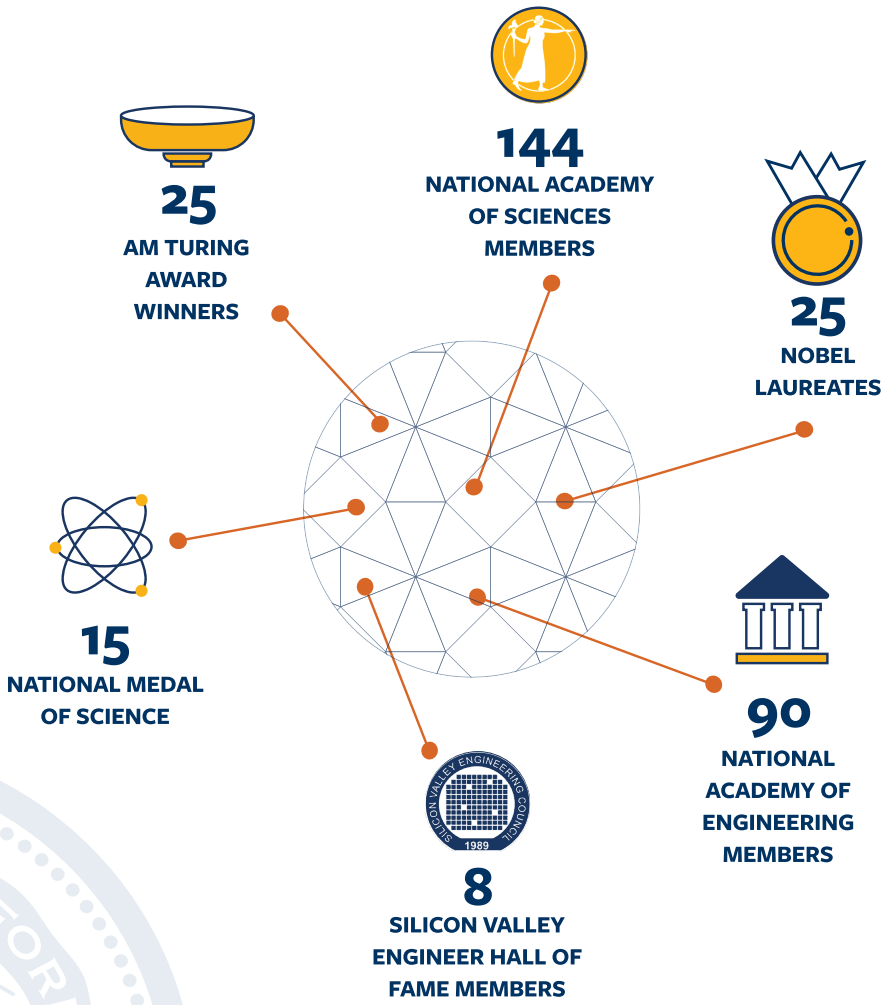
UC BERKELEY ECOSYSTEM

#1
PUBLIC UNIVERSITY

#1
FORBES RANKINGS
BERKELEY TOPPED
FORBES' ANNUAL LIST
OF *AMERICA'S TOP COLLEGES.*

#2
UNIVERSITY IN THE WORLD FOR ENTREPRENEURSHIP
(PITCHBOOK 2020 RANKINGS)

#2
ENGINEERING SCHOOL
(US NEWS AND WORLD REPORT)



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JOIN A STRONG AND GROWING SILICON VALLEY COHORT FROM LEADING TECH COMPANIES THAT INCLUDE:

splunk> · SAMSUNG · ERICSSON · yahoo! · Lam RESEARCH · vmware · APPLIED MATERIALS · Google · QUALCOMM · CISCO · JUNIPER NETWORKS

Since 2012, SCET Professional Programs have supported the professional development needs of Silicon Valley corporate clients, as well as international business and global institutions. We help technology-focused professionals accelerate their careers more swiftly and with greater confidence, by broadening their skillset, expanding their networks, explaining the newest technology as it is being commercialized in real time. Our methodology inculcates an innovative mindset at work.

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