CET
Center for Entrepreneurship & Technology

# A. Richard Newton Distinguished Innovator Lecture Series
# COURSE SYLLABUS (E98, E198 and E298)
# Instructor Ikhlaq Sidhu

## COURSE 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, a visionary technology industry leader and late dean of the University of California-Berkeley College of Engineering. The course features a selection of high-level industry speakers who share their insights on industry developments, leadership and innovation based on their careers. In addition to attending lectures, students work on 1-2 projects or reports designed to highlight the relevance of the lectures to their personal futures and to key points on entrepreneurship, or intrapreneurship.

## CONTACT INFORMATION

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| Instructor: | Ikhlaq Sidhu, Founding Director and Chief Scientist, CET<br>IEOR Emerging Area Professor | sidhu@berkeley.edu |
| GSI (Updated): | Arezu Aghaseyedjavadi | arezu@berkeley.edu |
| Program Manager: | Victoria Howell | vhowell@berkeley.edu |

## OFFICE HOURS & COMMUNICATIONS

Contact Brionna Garner (bgarner@berkeley.edu) to schedule an appointment. Participant communications via B-course.

## FORMAT

The course is a series of in-person lectures from leading innovators and entrepreneurs, with an introductory kick-off from Professor Ikhlaq Sidhu. In addition, there will be a 1-2 page report on a current topic, related to entrepreneurship . In-person lectures are scheduled Tuesdays at 5 – 6:30pm and consist of 30-40 minutes of prepared remarks, followed by 10-20 minutes of Q & A. Students should plan to arrive 15 minutes prior to the beginning of each lecture (at 4:45pm) to sign in for the class. Students will be expected to participate by engaging the speaker with relevant and insightful questions. After each in-person lecture, students will also be asked to give feedback by filling out and submitting an electronic survey.

## TOPICS COVERED

Leading entrepreneurs and innovators provide career insights, life lessons and their perspective on innovation in their field.

## 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 in-person lecture surveys/forms and a required 1-2 page report.

## TEXTS AND REQUIRED SUPPLIES

In addition to in-person lectures, and copies of their presentations on bcourse (as releasable), students are asked to view a selection of applicable videos, via YouTube and other via links. It is also recommended that students familiarize themselves with each week's speaker and their business topic area prior to the speaking date.

## GRADING & ATTENDANCE

50% - Attendance (mandatory, any excused absence to be submitted prior to lecture and submit survey/form upon watching video of lecture) and lecture surveys
50% - Report (via google form)

## ATTENDANCE POLICY

Attendance is mandatory for a passing grade. Excused absences must be submitted in writing prior to or within 24 hours of the lecture. Each absence will be judged on a case–by–case basis. To receive credit for the class missed, students must watch the video of the lecture, once it becomes available and complete the survey. If you cannot attend submit a written excuse, prior to the lecture to Arezu Aghaseyedjavadi, GSI, arezu@berkeley.edu.

Each unexcused absence will drop you one partial grade (for example from A to A-, A- to B+).

## DATES & LOCATION

Students are to reserve Tuesday evenings, 5pm – 6:30pm. Our lectures will generally take place in Sibley Auditorium, Bechtel Hall. Please see b-course for locations and updates.

## PLAGIARISM POLICY

Plagiarism is a form of academic dishonesty, violating the Berkeley Campus Code of Student Conduct. The campus issues a guide to understanding plagiarism, which states:

"Plagiarism means using another's work without giving credit. You must put others' words in quotation marks and cite your source (s). Citation must also be given when using others' ideas, even when those ideas are paraphrased in your own words."

Plagiarism is a serious violation of academic and student conduct rules and is punishable with a failing grade and possibly more severe action. For more information, consult the following UC Berkley websites – Berkeley Campus Code of Student Conduct sa.berkeley.edu/conduct/academic-misconduct/plagiarism

## SCHEDULE – FALL 2014 SPEAKERS

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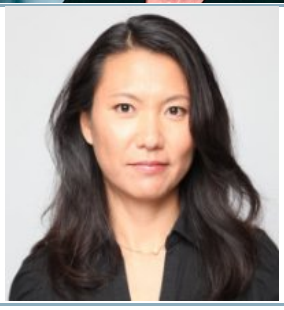
| **September 2nd, 5pm, Orientation** **Sibley Auditorium** | | Ikhlaq Sidhu , Founding Director and Chief Scientist, Center for Entrepreneurship and Technology (CET), and IEOR Emerging Industry Professor |
| **September 9th, 5pm** **Kick-Off Speaker** **Sibley Auditorium** | | Mehdi Maghsoodnia, CEO , Coach, Investor and Advisor for companies like Rafter, Inc., CafePress and Actiance |
| **Sept 16th,** 5:00 pm **Sibley Auditorium** | | Auren Hoffman, CEO, LiveRamp (acquired by Acxiom for $310 million July 2014) |
| **September 23rd** 5:00 pm **Sibley Auditorium** | | Ramona Pierson, co founder and CEO, Declara |
| **September 30th** 5:00 pm **Sibley Auditorium** |  | Yoky Matsuoka, VP, Technology, Nest Labs (acquired by Google for $3.2 billion January 2014) |

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| October 7th **5pm**<br>**Sibley Auditorium** | | Josh Budway, Head of Talent at Medallia (recently received $ 50 million in funding from Sequoia Ventures) |
| October 14th **5pm**<br>**Sibley Auditorium** | | Dr. Jun Wu, author (On Top of Tides and Beauty of Mathematics) and innovator. Early employee at Google, working on Internet Search Anti-Fraud and former VP of Web Search at Tencent in China. |
| **October 21st, 5pm**<br>**Sibley Auditorium** | | Margret Schmidt, Chief Design Officer and VP of Design & Engineering, TiVo |
| **October 28th, 5pm**<br>**Sibley Auditorium** | | Nova Spivack, CEO of Bottlenose and technology futurist |
| **November 4th, 5pm**<br>**Sibley Auditorium** | | Jeff Rothschild, VP Infrastructure Software, Facebook and Consulting Partner, Accel Partners |

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| **November 11th** | | No Class Held |
| **November 18th 5pm**<br>**Sibley Auditorium** | | **Project Due** and Optional Sign-up Workshop "Should I Become and Entrepreneur", lead be Ricardo Zicari, Visiting Scholar and Director, Goethe Unibator, Goethe University, Frankfurt |
| **November 25th** | | No Class Held |
| **December 2nd**<br>**Closing Speaker**<br>**5pm**<br>**Sibley Auditorium** | | Dadi Permutter, Boardmember and Investor, former Chief Product Office and Exec. VP of Intel Corporation |