

Newton Lecture Series

A Berkeley Changemaker™ Course

Course Syllabus Fall 2023 183A/283A (1 Credit Class #29278/#29279)

Sign up to Introduce Speakers (link to be provided)**Add your speaker questions (link to be provided)**

An integral part of Berkeley Changemaker, the UC Berkeley Sutardja Center for Entrepreneurship & Technology (SCET) hosts the A. Richard Newton Distinguished Innovator Lecture Series: A Berkeley Changemaker™ Course. The Series highlights a diverse set of changemakers with breakthroughs in entrepreneurship, innovation, artistry and social impact. During the course keynote speakers share their journeys along with insights on critical thinking, communication and collaboration as it relates to innovation and entrepreneurship. They also focus on success and failures around crafting their business idea and story, building a team, creating the trust necessary for investment/collaboration and creating sustainable change. Unlike many UC Berkeley courses employing deductive learning, in this class students will participate in an inductive learning experience. You will be exposed to various insights and will need to make your own judgments on patterns that apply to your own journey. Critical to getting the most out of the program is taking advantage of opportunities to ask questions of speakers and even introduce them to the cohort - SEE LINKS ABOVE and raise your hand or add to digital Q&A during online class.

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 hearing many insights and viewpoints, from diverse speakers, from varying industries and unique expertise. Our theme this semester is back to new venture fundamentals with a series of conversations around stages of starting and scaling new ventures.

Since 2005, SCET has been central to Berkeley's entrepreneurship ecosystem. SCET is known for developing the Berkeley Method of Entrepreneurship and Innovation. Both are internationally recognized approaches to teaching technology entrepreneurship for undergraduates, innovation for Ph.D. students, and technology firms for professionals and executives. As part of the Berkeley innovation ecosystem, SCET also collaborates closely with the Jacob's Institute for Design, Skydeck, 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 within the College of Engineering of UC Berkeley (at

the Stadium). For more information on SCET, please visit scet.berkeley.edu. For more information on the Berkeley Changemaker please visit <https://changemaker.berkeley.edu/home>.

Program Background

The Newton Series, named in honor of the beloved UC Berkeley Dean, Richard Newton, highlights individuals like Rich, who exemplify the qualities of a changemaker. As Dean of UC Berkeley College of Engineering, Rich supplemented his academic role with active industry participation. He helped 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 Newton Series course (see more on website and video archives (<https://scet.berkeley.edu/newtonseries/>)) serves as an entry point for undergraduate and graduate curriculum sequences in leading change, whether through entrepreneurship or innovation.

Requirements and Grading for Pass/Fail

We meet once a week at Li Ka Shing Auditorium ([more info here](#)) on Tuesdays 5:00pm - 6:30pm PST. Lectures will start on Berkeley Time (5:10pm). We look forward to seeing you in person and at our online sessions. Attendance and providing feedback, via b-course form is a critical component to participating in and passing this course.

Any class exceptions will be included as part of BCourse announcements. For a **passing grade and 1 credit, attendance is mandatory**. Attendance will be recorded through the timely submission of weekly quizzes designed to provide students with an opportunity to reflect on each week's speaker.

If a student is unable to submit a quiz due to technical difficulties, please reach out to the course coordinators or instructor. There are a limited number (2) of allowable excused absences (missed quizzes), and the excused absence forms can be submitted on BCourses. All other circumstances including late submission feedback is to be considered on a case-by-case basis.

Finally, each student will submit either a 3-person group video project (new for Spring 2022) OR individual written reflection at the end of the semester in order to pass and receive 1 credit this pass/fail course. Attendance and weekly completed feedback forms are worth **65%** of your grade with the remaining **35%** coming from the year-end project participation or reflection. In addition to this mandatory portion, there is opportunity to provide questions to speakers, live (even if it's virtual) during the class Q&A; and depending on speaker availability, a chance to interact one-on-one after class.



Instructor: Victoria Howell, vhowell@berkeley.edu. Feel free to reach out for questions, speaker intros, entrepreneurial advice, mentoring, networking or suggestions for The Newton Series. **Office Hours:** meet upon request or in-person at Sutardja Center (stadium) Tuesdays 12 noon - 4pm.



Student Coordinator: Sukkriti Nath, sukkritinath@berkeley.edu. Ask her questions related to waitlist, attendance/Bcourse weekly feedback and speaker ideas.

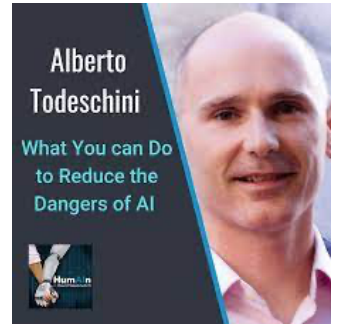


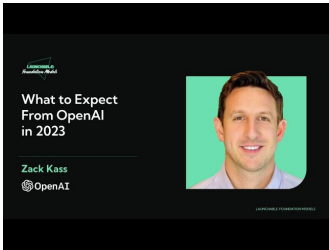
Student Coordinator: Amy Jain, amyjain@berkeley.edu. Ask her questions related to waitlist, attendance/Bcourse weekly feedback and speaker ideas.

SCHEDULE – Fall 2023 SPEAKERS

Our Theme this Semester - **Fundamentals of New Ventures: From Ideation through Funding to What's Next**

	Newton Changemaker Series Speaker	Date/Venue
	In Person - Vivienne Ming , self proclaimed Professional Mad Scientist and Chairperson, Socos. Topic: <i>Finding and Prioritizing Problems to Solve (interactive!)</i>	08.29 @5:00pm PST at Li Ka Shing Auditorium Room 245
	In Person - Victoria Howell , Instructor and Director, Professional Programs, Sutardja Center. Topic: <i>Course Orientation - What to Expect and What is Expected</i>	09.05 @5:00pm PST at Li Ka Shing Auditorium Room 245
	In Person - Andrea (Annie) Kritcher , Physicist, Lawrence Livermore National Laboratory. Time100 for Fusion Research. Topic: <i>Developing Technologies for Others to Commercialize</i>	09.12 @5:00pm PST at Li Ka Shing Auditorium Room 245
	In Person. Speaker in process of finalizing. Topic: Cal Founders	09.19 @5:00pm PST at Li Ka Shing Auditorium Room 245

	Newton Changemaker Series Speaker	Date/Venue
	In Person. Cal grad, Kai Koerber, founder Koer A.I. and cofounder of the Joy app: the world's first wellness app that can recognize how a user feels based on the sound of their voice, and then deliver wellness content to meet the emotional needs of the user, in real-time Topic: Cal Student Founders and Raising Awareness	09.26 @5:00pm PST at Li Ka Shing Auditorium Room 245
	In Person. Alberto Todeschini , Distinguished Faculty in AI at UC Berkeley. Topic: Applications for AI in Industry: Debunking the Hype	10.03 @5:00pm PST at Li Ka Shing Auditorium Room 245
	In Person. Tentatively scheduled Cal grad, Dr. Christine Ho , CEO Imprint Energy (acquired by CCL Design). Topic: From Founding to Pivoting to Getting Acquired	10.10 @5:00pm PST at Li Ka Shing Auditorium Room 245
	In person. Cal grad, Razmig Havaghimian , CEO of Viki (international online streaming site), Sr. Exec Officer of Rakuten (Japanese e-commerce), founder Hoodline , (acquired by Nextdoor). Topic: Scaling and Selling	10.17 @5:00pm PST at Li Ka Shing Auditorium Room 245

	Newton Changemaker Series Speaker	Date/Venue
	OPTIONAL CLASS FOR THOSE DOING VIDEO PROJECT.	10.24 OPTIONAL @5:00pm PST Li Ka Shing Auditorium Room 245
	In Person Speaker in process of finalizing. Topic: <i>IPO, Acquisition or Staying Private</i>	10.31 @5:00pm PST at Li Ka Shing Auditorium Room 245
	In Person Cal Alum, Zack Kass , Head of Go-To-Market, OpenAI. Topic: <i>Scaling Technologies</i>	11.07 @5:00pm PST at Li Ka Shing Auditorium Room 245
	In Person Cal Alum, Matt Carlson , Director of User Experience Design, Adobe. Topic: <i>Various Stages of the Start-up Experience from early days of Facebook, Twitter and more</i>	11.14 @5:00pm PST at Li Ka Shing Auditorium Room 245
	NO CLASS THANKSGIVING BREAK	11.21 BREAK

	Newton Changemaker Series Speaker	Date/Venue
	In Person Ed Abbo , President & CTO, C3.ai. Topic: Maintaining Growth	11.28 (CLASS) @5:00pm PST at Li Ka Shing Auditorium Room 245
	Final Individual Assignment or Group Video Due	12.09

CONTACT INFORMATION

Instructors:	Victoria Howell	vhowell@berkeley.edu
Student Coordinator (Questions on Waitlist, Attendance, Grading, Reports, Absences):	Sukkriti Nath Amy Jain	sukkritinath@berkeley.edu amyjain@berkeley.edu

OFFICE HOURS & COMMUNICATIONS

Contact **Victoria Howell** (vhowell@berkeley.edu) to schedule an office appointment. Please **email directly** instead of messaging through BCourses.

FORMAT

The course is a series of in-person from leading innovators and entrepreneurs. Unless otherwise noted (via email and on b-course), classes take place each Tuesday **from 5:00pm PST – 6:30pm PST**. **Completing the weekly reflection, using the in-class posted attendance code (posted at about 6:25pm PT each week) is how we track our attendance - so it is important to complete and turn in.**

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 late, i.e., past 5:15pm nor to leave early unless you have offered a written excuse prior to class. See policy for attendance/absences.
2. Post class attendance/feedback forms (electronic) are mandatory to receive credit for attendance.
3. Group Video or Written reflection project due at the end of the semester. Further details to be provided midway through the course.

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 stay late later on Zoom or in-person, depending on speaker availability for a one-on-one interaction with the speaker/speakers
4. Depending on availability, you may be selected for a speaker circle (close off-the record conversation with the speaker and several other students)

SEMESTER-END PROJECT/REFLECTION

At the end of the semester students will submit to BCourses either Option 1 - 3-Person Group Video (5 minute Video) or Option 2 a Individually written reflection addressing one of the following prompts (3 Paragraphs or 300 words max).

Here are the rough guidelines for Option I - Group Video:

- Via survey, and after the “add/drop” deadline we’ll ask you to sign up for Option 1 (or 2) and then, based on your survey answers, create a somewhat random group of 3. Part of the intent is to expand your network/ecosystem so it is likely that you’ll work with at least one student you do not already know.
- Group Video Objective is to apply the “art of storytelling” to highlight 1-2 insights related to innovation, entrepreneurship or even career advice.
- There are 3 roles in each group:
 - 1 Moderator (Listen and Prepare questions in advance)
 - 1 Speaker (The student can share stories about their personal life, journey through Berkeley and respond to the Moderator;
 - 1 Introducer (Will prepare short background on the Moderator and Speaker) and present in the beginning
- This project will comprise 35% of the final grade and will be an opportunity for students to practice public speaking, and host a mock fireside chat.
- There will be a feedback form where students can share their likes / dislikes, how relevant this was and any feedback moving forward? This is also an opportunity for any reflection from the course.
- Students must record a 5 minute video, to be uploaded to bcourses (ideally) or we will provide a shared google folder.
- Project will open Mid-Semester and will be due by the end of Dead Week.

Here are the prompts for Option 2 - Individual Reflection. Please choice any ONE of the following:

- What did you learn about a speaker that you wouldn’t have known from reading about them, and how will this impact you as you move forward in your career?
- How did the speaker use storytelling and what did you learn from them about the craft?

- All entrepreneurs and innovators encounter setbacks and failure. What setback struck you as most surprising, based on the speaker exchanges, and what did you find intriguing about the way the speaker learned/or didn't learn from the setback?
- Please describe any instances where a speaker's experiences aligned with your own personal values, and how you can act on those values in the interest of building a better world?
- Think about a particular speaker and write about how they were able to use collaboration to push their objectives forward.

TOPICS COVERED

Leading entrepreneurs, innovators and C-level executives provide career insights, life lessons and their perspectives on creating change. Changemakers provide a future-oriented narrative and are invited based on their contributions, diverse backgrounds and various perspectives on innovation and entrepreneurship.

CREDIT

This is a 1-credit course, offered either for a grade or pass/fail. Passing marks and grades are based on mandatory lecture attendance, completion of lecture feedback forms and report or end of semester project.

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 using BCourse quiz/reflection submissions due after each lecture. **This is the case whether we do a webinar or in person class.**

35% - **Mandatory** final reflection.

ATTENDANCE POLICY

Attendance is **mandatory** for a passing grade. Please note: There are a limited number (2) of allowable excused absences (missed quizzes), and the excused absence forms can be submitted on BCourses. All other circumstances including late submission feedback is to be considered on a case-by-case basis.

Contact **instructor or student coordinators** regarding any questions or concerns with attendance.

Each unexcused absence will drop you one grade, for example from A to B, B to C. If you have a C or below for attendance, you will **NOT** pass the course.

DATES & LOCATION

Students are to reserve Tuesday evenings 5:00pm – 6:30pm PST in Li Ka Shing Room 245/large auditorium. Please see BCourses for any updates.

CHANGEMAKER CONSENT

By enrolling in this course beyond the add-drop deadline, the [Berkeley Changemaker](#) Program will include you as a *Berkeley Changemaker* in our systems. Specifically, our student data record will include your Student ID, first, last and middle name, email, registration status, and list of courses taken. We will use this information to:

1. Identify you as a *Berkeley Changemaker* so that we can share relevant courses, programs, and opportunities with you while you are enrolled as a UC Berkeley student and after you graduate.
2. Better understand the trajectory of students who enroll in Berkeley Changemaker courses so that we can continue to offer courses that our students find most relevant and interesting.

Your permission can be revoked at any time via an email request to: changemaker@berkeley.edu. Thank you for helping us make the program even better.

SCET CERTIFICATE in ENTREPRENEURSHIP & TECHNOLOGY

This class can be used towards requirements to earn the SCET Certificate in Entrepreneurship & Technology. For details on the certificate requirements and other opportunities for engagement, see [SCET website](#).

COURSE EVALUATIONS

At the end of the term, students will be asked to fill out an evaluation to give feedback about the course. SCET values and appreciates student responses, which are used to better understand and improve our courses. Students are strongly encouraged to submit the evaluation.

STUDENT CODE OF CONDUCT & ACADEMIC INTEGRITY

UC Berkeley's honor code states "As a member of the UC Berkeley community, I act with honesty, integrity, and respect for others." As a Cal student, you are held to the University's [Student Code of Conduct](#). You are expected to demonstrate integrity in all of your academic endeavors and will be evaluated on your merits.

Any assignment submitted by you and that bears your name is presumed to be your own original work that has not previously been submitted for credit in another course unless you obtain prior written approval to do so from your instructor. In all of your assignments, you may use words or ideas written by other individuals, but only with proper attribution. To copy text or ideas from another source without appropriate reference is

plagiarism and will result in a failing grade for your assignment and usually further disciplinary action. For additional information on plagiarism, self-plagiarism, and how to avoid it, see [Berkeley Library website](#).

If you are not clear about the expectations for completing an assignment or taking a test or examination, be sure to seek clarification from your instructor beforehand. Anyone caught committing academic misconduct will be reported to the University Office of Student Conduct. Potential consequences of cheating and academic dishonesty may include a discipline file, probation, dismissal from the University, or other disciplinary actions.

STUDENT ACCOMODATIONS

The University is dedicated to supporting student success and removing barriers to educational access. If you need disability-related accommodations in this class, have emergency medical information you wish to share with me, or need special arrangements in case the building must be evacuated, please inform me immediately so that we can plan for appropriate accommodations. The Disabled Students' Program (DSP) is the campus office responsible for authorizing disability-related academic accommodations, in cooperation with the students and their instructors. Students who need academic accommodations, or have questions about their eligibility, should contact DSP. See the [DSP website](#) for additional information.

COUNSELING AND PSYCHOLOGICAL SERVICES (CAPS)

As a student, you may experience mental health concerns or stressful events that can cause barriers to learning, participation and performance. The University offers a broad range of mental health services available on campus via the Counseling and Psychological Services (CAPS). There is no charge to get started, and all students can access regardless of insurance. For details on the CAPS resources, see the [CAPS website](#).

PREVENTION OF HARASSMENT AND DISCRIMINATION

The University is committed to creating and maintaining a community dedicated to the advancement, application and transmission of knowledge and creative endeavors through academic excellence, where all individuals who participate in university programs and activities can learn together in an atmosphere free of discrimination, harassment, exploitation, or intimidation. For more information on policies, resources and how to report an incident, see the [Office for the Prevention of Harassment and Discrimination \(OPHD\) website](#).

SAFETY & EMERGENCY PREPAREDNESS/EVACUATION PROCEDURES

As class activities may keep you on campus at night, check out the Cal's [Night Safety Services website](#) for details on the University's comprehensive free night safety services. See the [Office of Emergency Management website](#) for details on Emergency Preparedness/Evacuation Procedures. The UC Berkeley [Police Department website](#) has information regarding safety. Dial 510-642-3333 or use a Blue Light emergency phone for help.

GRIEVANCES

If you have a problem with this class, you should seek to resolve the grievance concerning a grade or academic practice by speaking first with the instructor. If necessary, take your case to the SCET Executive Director, Ken Singer, and to the College of Engineering Dean, in that order. Additional resources can be found on the [Student Advocate's Office website](#) and [Ombuds Office for Students website](#).

ADDITIONAL RESOURCES

See the [Student Affairs website](#) for more information on campus and community resources.

Disclaimer: Syllabus/Schedule are subject to change.