Richard Newton Lecture Series
A Berkeley Changemaker™ Course
Course Syllabus Spring 2021 INDENG 95/195/295 (1 Credit Class #28409/19947/19950)

Berkeley Changemaker™ & Sutardja Center for Entrepreneurship & Technology (SCET)

As part of the Berkeley Changemaker, the Sutardja Center for Entrepreneurship & Technology (SCET) hosts the A. Richard Newton Distinguished Innovator Lecture Series: A Berkeley Changemaker™ Course. The newly relaunched Series will highlight a diverse set of changemakers who have made breakthroughs in entrepreneurship, innovation, artistry and social impact. During the course, keynote speakers will share their insights on critical thinking, communication and collaboration as it relates to innovation and entrepreneurship. They will focus specifically on success and failures around crafting their business idea and story, building a team, creating the trust necessary for investment/collaboration and breaking boundaries to create change.

Since 2005, SCET has been central to Berkeley's entrepreneurship ecosystem. SCET is also known for developing the Berkeley Method of Entrepreneurship and the Berkeley Method of Innovation, both internationally recognized approaches to teaching technology entrepreneurship for undergraduates, innovation for Ph.D. students, and technology firm 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) and its academic home is within the Department Industrial Engineering & Operations Research. More recently, we are pleased to support the Berkeley Changemaker, sponsored by a past Newton speaker, Bobby Yazdani and his family foundation. 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 Description

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, UC Berkeley College of Engineering, 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/newton-series/) serves as an entry point for undergraduate and graduate curriculum sequences in leading change, whether through entrepreneurship or innovation.

The course features a selection of high-level speakers, from industry, academia and media, who share their insights on industry developments, leadership and innovation based on their careers. In addition, each week

they address an important aspect of how to initiate change. 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 seeing and hearing insights and viewpoints, from diverse speakers, from varying industries and with different expertise.

Grading for Pass/Fail and Additional Opportunities (no letter grades)

We meet once a week (with few exceptions) via Zoom (for the foreseeable future), on Tuesdays 5:00pm - 6:30pm PST. You can register here - Register in advance for this webinar: **Registration Link** https://berkeley.zoom.us/webinar/register/WN_dy3MHPqdRHeAy9vJUfiZNw

Any class exceptions will be included as part of B-course announcements. For a passing grade and 1-credit, **attendance is mandatory,** as are weekly post-class feedback forms. Also, each student will submit a group project/written reflection at the end of the semester. Attendance, completed feedback forms and year-end reflections are the three elements needed to pass and receive 1 credit this pass/fail course. There are a limited numbed (2) of allowable excused absences, but to be considered, on a case by case basis, you must email the instructor or Student Coordinator prior to class.

In addition to this mandatory portion, there is opportunity to provide questions to speakers, live (even if it's virtual) during our class Q&A; and depending on speaker availability, a chance to interact one-on-one after class. Students are also offered the chance to introduce select speakers.

Instructor: Victoria Howell, vhowell@berkeley.edu. Feel free to reach out for questions, speaker intros, entrepreneurial advice, mentoring, networking or suggestions for The Series.

Student Coordinator: Pranati Modumudi –pmodumudi@berkeley.edu. Ask her questions related to waitlist and bcourse weekly feedback.

Student Coordinator: Rishi Modi – rishimodi@berkeley.edu. Ask him questions related to waitlist, attendance, grades and speaker ideas.

SCHEDULE – SPRING 2021 SPEAKERS

	1st Class - ORIENTATION, Victoria Howell, Associate Instructor, Newton Series. Course overview.	**01.26 @5:00pm PST** via Zoom
	Dr. Jennifer Chayes, UC Berkeley Associate Provost of the Division of Computing, Data Science, and Society & Dean of the School of Information. Chayes was at Microsoft for almost 23 years as a technical fellow and lab cofounder. She is the recipient of the 2012 Anita Borg Women of Vision Leadership Award and 2015 John von Neumann Award.	**02.02 @5:00pm PST** via Zoom
	Adam Cheyer on ***The Secret of Successful Entrepreneurship in 3 Acts of Magic***. Adam is an inventor, entrepreneur, engineering executive and a. Pioneer in AI and computer human interfaces. Adam has been a co-founder of four successful startups including Siri (sold to Apple), Change.org (the world's largest petition platform), Vivi Labs (sold to Samsung) and Sentient (Massively distributed machine learning sold to Cognizant).	**02.09 @5:00pm PST** via Zoom
	Patrick O. Brown is CEO and founder of Impossible Foods, a company at the forefront of making nutritious, delicious meat and dairy products from plants to satisfy meat lovers and address the environmental impact of animal farming.	**02.16 @5:00pm PST** via Zoom

	Cal Grad, **Marla Beck,** founder, Blue Mercury in a fireside chat format with **Rich Lyons**, Innovation and Entrepreneurship Officer and former Dean, Haas School, UC Berkeley	**02.23 @5:00pm PST** via Zoom
	Janine Sickmeyer, founder NextChapter & Modern Attorney and author, *Let's Start Up*	**03.02 @5:00pm PST** via Zoom
	Gavin Wood, founder, Ethereum, creator, PolkaDot & free-trust technologist.	**03.09 @5:00pm PST** via Zoom
	Cal Grad, **Jessica Mah**, cofounder and CEO, inDinero and Inc's 30 under 30 in conversation with Mystery Guest!	**03.16 @5:00pm PST** via Zoom

	Spring Break/ NO CLASS	**Week of 03.23**
	Cal Grad, **Arvind Raghunathan**, founder Roc360 and Haus Lending	**03.30 @5:00pm PST** via Zoom
	Cal Grad, **Mitchell Baker**, Executive Chairwoman and CEO, Mozilla Foundation and Mozilla Corporation. Time's 100 most influential people	**04.06@5:00pm PST** via Zoom
	Kelly Palmer, author, *The Expertise Economy*, and former Chief Learning Officer, LinkedIn. Thought leader on learning, business and career development	**4.13 @5:00pm PST** via Zoom (https://berkeley.zoom.us/s/97429301822
	NEWTON CLOSING KEYNOTE Cal Grad, **Prakash Janakiraman**, cofounder and Chief Architect, NextDoor	**04.20@5:00pm PST** via Zoom
	TBD	**04.27@5:00pm PST** via Zoom
	Final Assignment/Write-up Due	**04.30.2021**

CONTACT INFORMATION

Instructors:	Victoria Howell	vhowell@berkeley.edu
Student Coordinator (Questions on Waitlist, Attendance, Grading, Reports, Absences):	Rishi Modi	rishimodi@berkeley.edu

OFFICE HOURS & COMMUNICATIONS

Contact **Rishi Modi (**rishimodi@berkeley.edu**)** for class-related questions, to schedule an office appointment. All communications available via B-course.

FORMAT

The course is a series of in-person lectures from leading innovators and entrepreneurs. Unless otherwise noted (via email and on b-course), classes take place each Tuesday, via Zoom from 5:00pm PST – 6:30pm PST . 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 any absences below. In addition, you will miss the attendance code.
2. Post class attendance/feedback forms (electronic) are mandatory.
3. Written refection 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 , depending on speaker availability for a one-on-one interaction with the speaker/speakers

SEMESTER-END PROJECT/REFLECTION

At the end of the semester students will submit, to Bcourse, up to 3 paragraphs, written refection addressing one of the following prompts:

- 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?
- Think about a particular speaker and write about how they were able to use collaboration to push their objectives forward.
- Based on listening to speakers, what areas do you think are most ripe for positive change, and how might you help impact that?

TOPICS COVERED

Leading entrepreneurs and innovators and C-level executives provide career insights, life lessons and their perspective on creating change, based on their experiences. Speakers 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. It is also recommended to purchase ***Innovation Engineering: A Practical Guide to Creating Anything New*** by Ikhlaq Sidhu.

GRADING & ATTENDANCE

65% - Attendance is **mandatory** and will be measured either via ID scan, "sign-in" sheets, electronic survey submissions due after each lecture or a combination. This is the case whether we do a webinar or in person class.

35% - **Mandatory** report/project. To be clarified mid semester.

ATTENDANCE POLICY

Attendance is **mandatory** for a passing grade. Please note: Excused absences must be submitted to our GSI in writing prior to or within 24 hours of the lecture. Each absence will be judged on a case–by–case basis, and you will receive instructions. If you cannot attend, submit a written excuse, prior to the lecture, or within 24 hours to:

Rishi Modi (rishimodi@berkeley.edu **)**

Each unexcused absence will drop you one grade, for example from A to B, B to C. If you have a C for attendance you will not pass the class.

DATES & LOCATION

Students are to reserve Tuesday evenings 5:00pm – 6:30pm PST. Our lectures will take place either in person (once safe) or **via Webinar**. Please see b-course for updates.

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 to engage with the Center, see the 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 own 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 formal 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 registered students can access services 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 work and learn together in an atmosphere free of discrimination, harassment, exploitation, or intimidation. For more information on related policies, resources and how to report an incident, see the Office for the Prevention of Harassment and Discrimination (OPHD) website.

SAFETY & EMERGENCY PREPAREDNESS/EVACUTAION 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 also has information regarding safety on campus. Dial 510-642-3333 or use a Blue Light emergency phone if you need 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. Then, if necessary, take your case to the SCET Chief Learning Officer, SCET Faculty Director, IEOR Department Chair, and to the College of Engineering Dean, in that order. Additional resources can be found on the Student Advocate's Office website and the 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.