



A. Richard Newton Distinguished Innovator Lecture Series

Course Syllabus Spring 2020 INDENG 95/195/295 (1 Credit – Class #28474/27950/32827)

The Pantas and Ting Sutardja Center for Entrepreneurship & Technology (SCET)

The Pantas and Ting Sutardja Center for Entrepreneurship & Technology hosts the A. Richard Newton Distinguished Innovator Lecture Series and is the premiere institution on the UC Berkeley campus for the study and practice of “technology- centric” entrepreneurship and innovation. Since 2005, SCET has been central to Berkeley’s entrepreneurship ecosystem.

SCET is also known for developing the Berkeley Method of Entrepreneurship, an internationally recognized approach to teaching technology entrepreneurship for undergraduates, innovation for Ph.D. students, and technology firm leadership for professionals and executives. As part of the Berkeley innovation ecosystem, SCET also collaborates closely with the Jacob’s Institute for Design, the 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. For more information, visit our website at scet.berkeley.edu.

Program Description

This lecture series (see more on website as well as view video archives - (<https://scet.berkeley.edu/newton-series/>) serves as an entry point for undergraduate and graduate curriculum sequences in entrepreneurship and innovation. The series is named in honor of A. Richard Newton, former Dean, UC Berkeley College of Engineering. In addition to his academic role, Newton played an active role in industry, helping to 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 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. 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) in Li Ka Shing Auditorium, on Tuesdays 6:30pm - 8:00pm. Any exceptions will be emailed and 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 reflection, or project submissions are the three elements needed to pass and receive 1 credit this pass/fail course. There are a limited number (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 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. In addition, we are fortunate to have IEOR Department Chair, Dr. Max Shen as part of the Instructor Team.



Student Coordinator: Swetha Prabakaran - swethaprabakaran+newton@berkeley.edu. Ask her questions related to waitlist and speaker ideas.



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

SCHEDULE – SPRING 2020 SPEAKERS

	NEWTON KICKOFF KEYNOTE Jim Cavalieri , Office of Chairman and Co-CEO, Salesforce	01.28.20 @6:30pm in Li Ka Shing Auditorium
	ORIENTATION , Victoria Howell, Associate Instructor	02.04.20 @6:30pm in Li Ka Shing Auditorium
	Sean Foote , cofounder and managing director, Co=Creation=Capital (early stage) and Cosmopolitan Capital (mid stage)	02.11.20 @6:30pm in Li Ka Shing Auditorium
	Cal Grad Surbi Sarna , founder, nVision medical device company dedicated to filling the void in women's health innovation. Acquired by Boston Scientific for \$275M	02.18.20 @6:30pm in Li Ka Shing Auditorium

	Cal grad, Shilpa Shah, cofounder, Cuyana. Retail brand recently in the news with Meagan Markle and their \$30M fundraising round.	02.25.20 @6:30pm in Li Ka Shing Auditorium
	Cal grad, Rebecca Lynn, cofounder/partner, Canvas Ventures	03.03.20 @6:30pm in Li Ka Shing Auditorium
	Cal grad, Daniel Mouen-Makoua, global investor and I-House Alumni of the year ('13)	03.10.20 @6:30pm in Li Ka Shing Auditorium
	"Food & Wine", Cal grad, Marilee Shaffer, cofounder, Urban Legend Winery and Brian Spears, cofounder, New Age Meats	03.17.20 @6:30pm in Li Ka Shing Auditorium

		
	NO CLASS – Spring Break	03.24.20 @6:30pm in Li Ka Shing Auditorium
	Tracy Young , cofounder, PlanGrid, construction productivity company recently acquired by Autodesk for \$875M.	03.31.20 @6:30pm in Li Ka Shing Auditorium
	Cal grad, David Hindawi , founder and CEO, Tanium technology security	04.07.20 @6:30pm in Li Ka Shing Auditorium
	Cal grad, Christine Ho , Cal grad and cofounder, Impact Energy making a better battery for IoT devices, sensors and wearables	04.14.20 @6:30pm in Li Ka Shing Auditorium

	Cal grad, Richard Din , Cal Grad and cofounder, Caviar, shared economy delivery service (possibly with Tony?)	04.21.20 @6:30pm in Li Ka Shing Auditorium
	CLOSING KEYNOTE To be confirmed	04.28.19 @6:30pm in Li Ka Shing Auditorium

CONTACT INFORMATION

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

OFFICE HOURS & COMMUNICATIONS

Contact Swetha Prabakaran (swethapraba@berkeley.edu) or 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, in Li Ka Shing Auditorium from 6:30pm – 8:00pm. 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 past 6:45pm, nor to leave early unless you have offered a written excuse prior to class. See policy for any absences below.
2. Post class feedback forms (electronic) are mandatory.
3. Written reflection project due at the end of the semester with participants chosen at Networking Class mid semester. 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 the stage, depending on speaker availability for a one-on-one interaction with the speaker/speakers

TOPICS COVERED

Leading entrepreneurs and innovators and c-level executives provide career insights, life lessons and their perspective on innovation in their field. Speakers are invited based on their contributions, diverse backgrounds and various perspectives on innovation and entrepreneurship.

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 lecture feedback forms and report or project due at the end of the semester.

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 recommended to purchase *Innovation Engineering: A Practical Guide to Creating Anything New* by Ikhtlaq 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.
- 35% - **Mandatory** group 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, 6:30pm – 8:00pm. Our lectures will take place on campus at Li Ka Shing Auditorium, at University Crescent/Oxford. 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/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](#) 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.