



CET

Berkeley



Sign-up Now

A. Richard Newton Distinguished Innovator Series

Fall 2014: E98 (CCN 27508) E198 (CCN 27607) or E298A (CCN 27691) or guest signup -

https://docs.google.com/forms/d/1x6iQTIM15ac6folHJ1gMjWA_AKczOQJt0gHcKdc9Ojk/viewform?usp=send_form



Yoky Matsuoka, CTO of Nest
Acquired by Google for \$3.2B

Entrepreneurship begins here...

9.09 Mehdi Maghsoodnia, CEO, Investor, Boardmember - Rafter/BookRenter, Actiance, FotoMoto +++

9.16 Auren Hoffman, CEO, LiveRamp

9.23 Ramona Pierson, cofounder & CEO, Declara

9.30 Yoky Matsuoka, CTO, Nest

10.21 Margret Schmidt, CDO, TiVo

10.28 Nova Spivack, CEO, Bottlenose

11.04 Jeff Rothschild, Infrastructure Software VP, Facebook

12.02 Dadi Perlmutter, former EVP & GM, Intel

Get the most out of your Berkeley experience. Sign up for courses at the Center for Entrepreneurship and Technology (CET)/ IEOR. These classes let you make products, solve real problems, and create career opportunities:

The A. Richard Newton Lecture Series E98/198/298A (T 5P for 1 Unit). CCN 27508/27607/27691. The Series is **the starting point if you want to explore entrepreneurship, innovation, and career opportunities**. This course, an entry path to the CET certificate, offers a changing roster of innovators, entrepreneurs, and Silicon Valley executives. This fall we are pleased to include leaders from Nest, Facebook, and Intel and more to be announced. Note: required for CET Certificate. To sign up outside of TeleBears follow this link -

https://docs.google.com/forms/d/1x6iQTIM15ac6folHJ1gMjWA_AKczOQJt0gHcKdc9Ojk/viewform?usp=send_form

Product Management Essentials IEOR 186, formerly 190D (Th 4 – 6pm for 3 Units). CCN 41078. **Learn how to be a product manager**. This course teaches product management skills such as attributes of great product managers, reducing risk and cost while accelerating time to market, product life cycle, stakeholder management and effective development processes.

Challenge Lab Courses IEOR 185, formerly 190C/190E (Th 4 – 6 pm 4 Units) CCN 41075/41081. **Build real world products and solve real problems**. In this highly experiential course, students work in start-up teams to create products or start up ideas to address a broadly defined industry or societal need— related to Mobile Applications, Big Data, Social Entrepreneurship or Biotech, or others.

Technology Entrepreneurship IEOR 191 (F 2-5pm 3 Units). CCN 41804. This course in engineering entrepreneurship is primarily designed for upper-level and graduate students and explores key entrepreneurial concepts relevant to the high-technology world. Topics include the entrepreneurial perspective, start-up strategies, business idea evaluation, business plan writing, introduction to entrepreneurial finance and venture capital, managing growth and delivering innovative products.

Technology Firm Leadership IEOR 171 or UGBA Intro to Org. Behavior (W 6-8P and Th 3-4 or 5-6P 3 Units). CCN 41041 & 41045/41048. This course offers a lecture, with discussion sections designed for upper-level and graduate students. We explore qualitative management principles and techniques within various kinds of organizations. The goal is to provide students with a sense of what an enterprise is, why it exists, how it is led and governed, how it is organized, and how it is measured.

New Format, intensive 4 day (Aug. 18 – 21, 2014) program on The Berkeley Method of Entrepreneurship Bootcamp (IEOR 192, sign-ups currently via google document - [Bootcamp Signup LINK](#)

https://docs.google.com/a/berkeley.edu/spreadsheet/ccc?key=0AgzD8uybztJUdGZoZXlvaExFOEFWdmdpSXRUdzBuVXc&usp=drive_web#gid=0.

The Bootcamp is a **cornerstone of CET**, and enables students to kickoff entrepreneurship projects with intensive activation, team formation and essential training in the early part of the semester. Those with a start-up team, start-up idea or simply interested in exposure to new ventures are welcome.