



University of California, Santa Barbara
College of Engineering

Special Topics in Engineering, Business and Society

ENGR 102C/202C, Spring 2008

Professor: Anne Deane Berman CLASS: Refer to schedule below
PHONE: 805-893-2729 CLASSROOM: FIRST MEETING CLASSROOM: HSSB 1174
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Office: Trailer 937 near Broida Hall OFFICE HRS: Monday's from 2-4 p.m.
Or by appointment

The ENGR102/202 one-credit course series was designed to provide a timely and accessible educational format to students from all disciplines wanting to gain some insight into current business issues. The Seminar is an attempt to have entrepreneurial, technology, business and governmental leaders share the lessons of experience with the UCSB community and anyone interested in entrepreneurship, technology development, management, and its impact on society anywhere in the world. The course may be repeated only three times and shall be done over the course of a single year.

The Spring 2008 class will meet together in room HSSB 1174 on April 3, 2008 at 5:30 p.m. to outline your course choices:

Option 1: Self Driven Business Question: Interviews and Independent Study – **requires 2 one-on-one meetings** with the instructor in her office, at midterm and at during the last week of classes. Also requires at least **4 interviews** with business leaders.

Option 2: Inventing Breakthroughs: A Managerial Perspective - taught by Harvard Business School Professor Lee Fleming over two consecutive days: **April 11 and 12, 2008**. Place TBD.

Option 3: Critical Issues in Early Stage Healthcare and Life Science Companies: Meets *every Wednesday* 6:00-7:50pm PHELPS 3505

Option 4: Critical Issues in Early Stage IT and Telecom Companies: Meets *every Monday* 6:00 – 7:50 p.m. HSSB 1233

Option 1: Self Driven Business Question

Individual Meetings with Instructor and Business Leaders

The assignment is for each student to select a business or management topic or question that is of interest to them personally and then to explore that topic through readings and office visits with entrepreneurs or business persons. Topics could relate to leadership, early stage funding, pricing of new products, employee recruitment, selection and retention of legal help, etc. The student first selects a topic or question of interest and obtains the instructor's agreement. By April 22 the student needs to have a topic/question and the study plan detailing the probable business visits approved. Over the course of the term the student will meet with at least 4 business persons knowledgeable in their topic of interest, read at least 3 relevant articles, and then submit a final paper on the outcome of this individual study. The final project for the course is a five-page paper on the pre-agreed upon topic, relating the "office visits," and the selected readings.

Option 2: Inventing Breakthroughs: A Managerial Perspective

Meets only Friday, April 11 and Saturday, April 12

This seminar will be taught by Harvard Business School Professor Lee Fleming and is designed after his very popular Harvard Business School class taught this last year. It is offered only on the afternoon of **Friday, April 11(4-5:30PM)** and **Saturday, April 12 (9AM to Noon)**. In the class you will discuss and learn how managers can increase their organization's chances of inventing a breakthrough. You will discuss how to manage the brilliant lone inventor, how different types of collaboration influence invention, how science influences the invention of breakthroughs, and how to manage within fast paced labor markets like Silicon Valley.

For anyone thinking of going on to obtain an MBA, this class is a great opportunity! The seminar will be taught in the manner of Harvard Business School case studies. Students must prepare two cases ahead of time. Group preparation is encouraged, but students should anticipate at least four hours (total) of preparation for the seminar (more is encouraged). Students will be cold-called and potentially embarrassed if they have not read the cases. This is not a lecture and will be taught in the style of a Harvard MBA class (we will discuss how it works ahead of time).

Prepare for class:

Cases

Photovoltaic Breakthrough
Barry Riceman at NetD (Parts A and B)

Readings:

Breakthroughs and the "Long Tail" of Innovation, SMR, Fall 2007
Managing Creativity in a Small World, CMR, Vol 48 (Summer 2006)

Option 3: Critical Issues in Early Stage Healthcare and Life Science Companies: Meets *every* Wednesday 6:00-7:50pm PHELPS 3505

Every Wednesday evening, Professor Anne Deane Berman hosts an innovation workshop for students interested in early-stage business and management issues in the Biotechnology Industry. This term the sessions are held in PHELPS 3505 on Wednesdays from 6:00 – 7:50 p.m.. For this option, the student must participate in these workshops, write and present a five-page paper summarizing the lessons learned from the workshops over the quarter. (See attached speaker list)

Option 3 Speaker list, 2008

April 2: Course Overview

April 9: Robin Campbell— President and CEO, **Naryx Pharma, Inc.**

April 16: Bruce Altrock— former V.P. Research, **Amgen**

April 23: Terri Burgess—Director of Oncology Research, **Amgen**

April 30: Roy Hardiman-- V.P. Corporate Law and Assistant Secretary, **Genentech**

May 7: Leslie Edwards, Director of Corporate Business Development for the College of Engineering and Math Life and Physical Sciences, UCSB; former Manager of the division pharmacology and toxicology, **Miravant**

May 14: Linda Pullan-- Biotech Business Development Consultant, **Pullan Consulting**

May 21: Ralph Smalling— former V.P. Regulator Affairs, **Amgen**

May 28: Geoff Slaff— Senior Vice President, Quality, **Amgen**

June 4: Student presentations

Option 4: Critical Issues in Early Stage IT and Telecom Companies: Meets *every* Monday 6:00 – 7:50 p.m. HSSB 1233

Every Monday evening, Professor Anne Deane Berman hosts an innovation work shop for students interested in early-stage business and management issues in the IT/Telecom Industry. This term the sessions are held in HSSB 1233 on Mondays from 6:00 – 7:50 p.m.. For this option, the student must participate in these workshops, write and present a five-page paper summarizing the lessons learned from the workshops over the quarter. (See attached speaker list)

Option 4 IT and Telecom Speaker list, 2008

March 31: Matthew Turk, Professor, Computer Science Department, Chair, Media Arts and Technology Program, **UCSB** and former Researcher, **Microsoft Research**

April 7: Janet Martorana, Coordinator, Social Sciences Collection Group, Local and California Documents, Environmental Sciences/**Economics Librarian, UCSB**

April 14: John Bowers, Director of the Multidisciplinary Optical Switching Technology Center (MOST), Professor, Electrical Engineering, Director, Institute for Energy Efficiency, **UCSB** and cofounder of **Terabit Technology** and **Calient Networks**

April 21: Steven Morley, Executive Advisor, Several Small **High Tech Startups**
Former VP Technology and Early Employee of **QUALCOMM**

April 28: Mike Mansbach, VP & GM, Global Sales and Field Marketing **Citrix Online**

May 5: Steven Morley, Executive Advisor, Several Small **High Tech Startups**
Former VP Technology and Early Employee of **QUALCOMM**

May 12: Klaus Schauer, founder and former Chief Technology Officer, **Citrix Online**
Professor, Computer Science, **UCSB**

May 19: Anne Deane Berman, TMP Faculty and Composer of **Interactive Environments**

May 26: NO CLASS – Memorial Day

June 2: Final Student Presentations