

**Technology Management Program**  
**Special Topics in Engineering, Business and Society**  
**ENGR 102/202B, Winter 2008**



University of California, Santa Barbara  
College of Engineering

Course website: <http://www.tmp.ucsb.edu/curriculum/schedule.html>

Dr. Anne Deane Berman  
Phone: 805-450-7188

Time: 5:30 – 7:30PM  
Classroom: ESB 1001

Office: Trailer 937  
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Office Hours: Thurs: 3-4PM  
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 a bi-weekly lecture series where entrepreneurial, technological, business and governmental leaders share their lessons of experience with the UCSB community. This series is catered to anyone interested in entrepreneurship, technology development and management and the impact that these areas of innovation have on society.

The course will meet on selected Thursdays from 5:30- 7:00 PM in the Engineering Sciences Building room 1001. The course may be repeated three times and shall be done over the course of a single year (i.e. Fall, Winter and Spring terms). ENGR102/202 is offered only on a “pass/fail” basis.

The purpose of the seminar is: 1) to educate the general UCSB community on high-tech business leadership, entrepreneurship and their impact on society; 2) to assure highest-grade quality of speakers who come to UCSB; and 3) to create a dynamic environment for listeners and speakers to learn from each other.

**Course Requirements:**

This quarter you have a choice of two lecture series in which to participate. The first is the “traditional TMP Lecture Series” noted on the TMP website at <http://www.tmp.ucsb.edu/extracurricular/lectures.html> . The second requires the student to participate in both days of the TMP Energy Summit on February 8 and 9, please see website <http://www.c2c.ucsb.edu/>. Both options require the writing of a paper (2 copies) due Friday, 4PM, March 14, delivered to the TMP office in Trailer 937.

**Option 1: Traditional TMP Lecture Series**

Below is the schedule for the TMP lecture series. To complete this option for a “pass” you need to attend and engage with the speakers at all of the lectures have signed in for each lecture and submit up to a 5 page paper on the following topic: “What are the challenges you see to technical start-ups and how does your view differ from or re-enforce the view of the speakers?” Two copies of the paper are due Friday, 4PM, March 14, delivered to the TMP office in Trailer 937.

**All Lectures are scheduled for 5:30PM, in the Engineering Science Building (ESB) Room 1001. Please arrive at least 10 minutes before the lecturer so you can sign in before class starts. All lectures are recorded for broadcast and start promptly.**

- January 17 Jim Andelman, General Partner  
Thursday Rincon Venture Partners  
<http://www.rinconvp.com/Team.htm>  
Served as a Principal at Broadview Capital Partners. Former member of the Technology Investment Banking Group at Deutsche Banc Alex, Brown.
- January 31 Chet Sandberg, P.E.  
Thursday Altair Nanotechnologies  
<http://www.altairnano.com/>  
Technical Strategy Manager, Altairnano.  
Formerly worked with the Chemelex Division at Raychem Corporation. Managed development of technology for Shell Oil.
- February 7 Kurt Johnson, former CEO, Fastclick.com, Inc.;  
Thursday Founder, Archetype Media, Inc.  
<http://www.archetypemedia.com/vision.html>  
Former President and CFO, Fastclick.com, Inc. Former investment banker with Olympic Capital Partners.
- February 14 Krisztina M. Zsebo, Ph.D. CEO and Director,  
Thursday Celladon Corporation  
<http://www.celladon.net/index.php>  
Venture Partner at Enterprise Partners Venture Capital. Held executive positions at Remedyne Corporation Connetics, ALZA, Cell Genesys, and Amgen.
- February 28 TBA

**Option 2: Concept to Commerce Emerging Energy Technologies Summit:**

Energy Summit dates are February 8 & 9, Corwin Pavilion – see developing program on website [www.c2c.ucsb.edu](http://www.c2c.ucsb.edu)) To complete this option for a “pass” you need to attend and engage with the speakers at all of the sessions for the Summit. There are 20 free registrations available for ENGR102/202 students who plan to submit a 5 page paper on the following topic: “What are the challenges you see in the adoption of emerging energy technologies and how your views differ from or re-enforce the view of the speakers?” Two copies of the paper are due Friday, 4PM, March 14, delivered to the TMP office in Trailer 937. SINCE REGISTRATIONS ARE LIMITED, contact Dr. Berman to reserve your free registration by Friday, January 18, 2008 at 5 p.m. ([adeaneberman@engineering.ucsb.edu](mailto:adeaneberman@engineering.ucsb.edu)). Any UCSB student may register for the

conference for \$25 until there are no more tickets available. The Summit has been sold out for the last two years.

**OPENING SESSION, FRIDAY, FEBRUARY 8**

- 1:00 – 1:20**      **Welcome – Prospective Opportunities and Paradigms**
- 1:30 – 2:00**      **Regional Energy Partnerships for a Sustainable & Prosperous Future**  
**KEYNOTE: TBD**
- 2:10 – 3:30**      **China: Energy Challenges and Opportunities**  
This panel will explore the unique energy requirements of China. It will also look at potential solution paths to meet its needs including partnerships, investment and innovation.
- 3:45 – 5:15**      **British Columbia & California - Collaborative Energy Solutions**  
British Columbia, Canada is one of California's, US' and China's leading trading partners. As such, this panel will explore the benefits and opportunities of the BC, Canada-California collaborative and the development/deployment of energy technologies and solutions.
- 5:30 – 6:30**      **Evolutionary Research & Development Pathways**  
UCSB is at the core of the invention of efficient energy technologies. Given that many of the solutions involve system overhauls, UCSB's interdisciplinary approach to addressing basic research promises further innovation dividends.

**SATURDAY, FEBRUARY 9, 2008**

- 8:30 – 9:00**      **KEYNOTE: TBD**
- 9:00 – 10:30**      **Market Solutions --- Current Innovations and Market Launches**  
Corporate leaders share successful strategies in navigating the regulatory and policy environment. The panel will focus on how specific commercialization hurdles were overcome by policy changes and new partnership structures.
- 10:45 – 12:00**      **The Next Wave of Emerging Energy Technologies**  
University of California and other international institute researchers will share their new technological breakthroughs with potential for addressing energy challenges over the next 1-10 years in both the developed and developing economies.
- 12:00 – 1:00**      **Funding Opportunities for Emerging Energy Technologies**
- 2:15 – 3:45**      **Venture Funds**  
Venture Capitalists discuss their different investment criteria, what types of energy solutions they are funding and why.
- 4:00 – 5:15**      **Lessons Learned – Future Opportunities**

**Another paper topic option for either the Thursday night Lecture series or the Energy Summit:** To complete this class for a “pass” you can also submit a paper on the following topic: “What I have learned that will help me in my first job after graduation and/or increase my leadership ability.” The paper is not to exceed 5 pages but must demonstrate that you know the content matter of each of the Lectures Series or Energy Summit sessions and have thought critically about each.