



University of California, Santa Barbara
College of Engineering

Special Topics in Engineering, Business and Society

ENGR 202C, Spring 2009
Classroom: Broida Hall #1610
Class Meeting Time: 5:45 – 7:15PM

Professor: Gary S. Hansen
PHONE: 805-893-2729

CLASS: Refer to schedule below
CLASSROOM: Broida Hall #1610

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Office: Trailer 937 near Broida Hall OFFICE HRS: By Appointment

The ENGR202 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 to 18 months.

The Spring 2009 class will meet together in room Broida Hall #1610 on April 2, 2009 at 5:30 p.m. to outline your course choices:

Option 1: Self Driven Business Question: Interviews and Independent Study – **requires 1 “one-on-one” meetings** with the instructor in his office before Friday, April 17. Also requires at least **4 interviews** with business leaders.

Option 2: TMP Distinguished Lecture Series --- “The Tomorrow Makers”, Thursday evenings.

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. It is a great opportunity for you to explore a business/entrepreneurial question in preparation for your graduation from UCSB!

The student first develops a topic or question of interest, identifies 4-6 persons who could help the student gain insight into the question, writes up a one page proposal presenting the above and then meeting with the Professor/Grader and obtain agreement prior to April 17, 2009. 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, incorporating the “office visits,” and the selected readings. The business interview must be with someone who is not a relative, or roommate or already be in a personal relationship with the student.

Option 2: Lecture Series of individuals leading the path to the next set of entrepreneurial business opportunities:

Meets designated Thursday evenings, 5:45-7:10 pm Brioda Hall 1610

The option will meet on selected Thursdays from 5:45- 7:10 PM in Brioda Hall, room 1610. You will need to sign-in at each class session and be seated 10 minutes before the scheduled start. The course may be repeated three times (A, B, C). ENGR202 is offered only on a “pass/fail” basis.

To complete this class for a “pass” you need to 1) attend at least 4 of the 5 of the lectures and any special class sessions as required and 2) and submit a paper of not more than 5 pages on the following question: **“Which of the 5 Lectures gave me the best insight for my business future and why?”** Compare and contrast all lectures in answering this question as well as demonstrate your own critical thinking.

If you do need to miss a lecture, you will find a taped version of the lecture on line at the TMP website usually within 1 week of the event. If you miss more than one lecture, you cannot earn a pass. The sign-up list is removed when the lecture starts so you need to be present and signed in before 6:00PM. If you sign in another student, you and the other student will be dropped from the class.

Option 2 Speaker list, Spring 2009: 5:45 – 7:00PM, Broida

April 2: Course Overview

April 9: Michael Crandell, CEO and Founder of RightScale, Inc.

April 23: Robert Siegel, General Partner, Seed Capital Management and panel

April 30: Rodney A. Ferguson, J.D., Ph.D.. Co-Founder and Managing Director,
Panorama Capital.

May 7: Alexander Manu, Chief Imaginator, InnoSpa International Partners

May 21: Kara Swisher, Co-Executive Editor, Wall Street Journal

May 29: 5 page Paper Due, TMP Offices by noon.

The Tomorrow Makers – Change and Challenge for Entrepreneurs and Innovators

Event Date	Speaker (s)	Time & Place
April 9 Thursday	<p>Michael Crandell, CEO & Founder, RightScale Inc. http://www.rightscale.com/about_us/management_team.php Michael has worked as CEO or EVP for 10 years in Internet-based, software-as-a-service companies, including eFax (Internet fax) and Celebros (e-commerce search). Earlier, he founded and ran two software companies in document creation and communications. Michael is equally comfortable with the business and technology sides of a company, and has experience taking a company from early stage to IPO. Michael received a B.A. from Stanford University with graduate studies at Harvard University.</p>	<p>Cloud Computing Broida 1610, 6:00pm</p>
April 23 Thursday	<p>Panel Moderator Robert Siegel, General Partner at XSeed Capital Management http://www.tmp.ucsb.edu/about_us/siegel.html ... with more than 23 years of operating experience in an array of large and small technology companies. Robert is a writer and lectures at Stanford University's Graduate School of Business and is the co-inventor on three patents. He serves on the board of multiple start-up companies. Robert earned his BA from UC Berkeley and an MBA from Stanford University. Featuring Guest TMP Alum Panelists: TBA</p>	<p>Your Entrepreneurial Journey Broida 1610, 6:00pm</p>
April 30 Thursday	<p>Rodney A. Ferguson, J.D., Ph.D.; Co-Founder and Managing Director, Panorama Capital (2001-pres); www.panoramacapital.com A venture capital firm which spun off from JPMorgan Partners (JPMP 2006), where he focuses primarily on life sciences investments. From 1999 to 2001, Ferguson was a partner at InterWest Partners, where he focused on life sciences investments. Prior to InterWest, he held a variety of management positions over an 11-year career at Genentech, Inc., most recently as Senior Director of Business and Corporate Development. He received a B.S. with honors in Biochemistry from the University of Illinois, a Ph.D. in Biochemistry from the State University of New York at Buffalo, and a J.D. cum laude from Northwestern University. Dr. Ferguson serves on the technology advisory board of The Economist, and a variety of advisory boards.</p>	<p>http://www.tmp.ucsb.edu/events/lectures.htmlNew Venture Funding Roadmap Broida 1610, 6:00pm</p>
May 7 Thursday	<p>Alexander Manu Chief Imaginator, InnoSpa International Partners http://www.manuinnoSPAinternational.blogspot.com Manu teaches "Innovation, Foresight, and Business Design" at the Rotman School of Management in Toronto and is a Professor at the Ontario College of Art and Design. He is a strategic innovation practitioner, lecturer, and author and since 2007 a Senior Partner and Chief Imaginator at InnoSpa International Partners, a worldwide consulting firm reshaping business thinking by helping large corporations explore and define new competitive spaces.</p>	<p>Designing Tomorrow Broida 1610, 6:00pm</p>
May 21 Thursday	<p>Kara Swisher, Co-Executive Editor, Wall Street Journal; Co-Producer & Co-Host, D: All Things Digital, a major high-tech and media conference. http://kara.allthingsd.com/ Kara Swisher started covering digital issues for The Wall Street Journal's San Francisco bureau in 1997 and also wrote the BoomTown column about the sector. She is a graduate of Georgetown University and the Columbia University Graduate School of Journalism.</p>	<p>TBA All Thi TBA All Things Digital Broida 1610, 6:00pm</p>