

MANAGEMENT OF TECHNOLOGY

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MANAGEMENT OF TECHNOLOGY PROGRAM

<http://mot.berkeley.edu>

E-mail: motadmin@haas.berkeley.edu

510.664.4205

Blum Center East, Room 130, MC#5580
Berkeley, California 94720





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Content Disclaimer: The content in this booklet is subject to change without notice. For the most up-to-date information about the Management of Technology Program, visit us on the web at mot.berkeley.edu or send inquiries to motadmin@haas.berkeley.edu.

MBA 290T.2/ENG 298A.2

TOPICS IN OPEN INNOVATION

Fall 2011 Speaker Series

Mondays, 2 PM - 4 PM
Haas School of Business, Cheit C230

The Open Innovation Speaker Series is a weekly series intended to provide both academic and managerial perspectives on open innovation and related subjects. It is open to students, faculty, staff, and the general public.

August 29 _____
Henry Chesbrough
Author, Professor, and Director of the
Center for Open Innovation
UC Berkeley

John Willbanks
Vice President of Science
Creative Commons

September 12 _____
Ron Resnick
President and Chairman
Intel, Mobile Wireless Group

Oliver Alexy
Professor
Imperial College, London

September 19 _____
Jim Spohrer
Director of Services Research
IBM

Esteve Almirall
Professor
ESADE, Barcelona, Spain

September 26 _____
Howard Atkins
Immediate Past Chief Financial Officer
Wells Fargo Bank

John Pramod
Vice President of Strategy and
Innovation
McKesson

October 3 _____
Kal Patel
Immediate Past President
Best Buy, Asia

Aneesh Chopra
Chief Technology Officer
Office of Science and Technology
Policy,
The White House

October 10 _____
Deepu Rathi
Director of Business Development
Cisco
Discussing: *Product Innovation*

Solomon Darwin
Associate Director of the Center for
Open Innovation
UC Berkeley

Visit <http://openinnovation.haas.berkeley.edu> for complete program and schedule information. To learn more about the Management of Technology Program, visit: <http://mot.berkeley.edu>.

Sponsored by:



MOT Projected Spring 2012 Courses (continuing from page 7)

MBA 263: Information and Technology-Based Marketing*
Minjung Park

Units of Credit: 3

*Students from other departments: attend classes, get instructor's consent to enroll.

MBA 295A: Entrepreneurship*
Jerry Engel and John Danner

Units of Credit: 3

*Students from other departments: attend classes, get instructor's consent to enroll.

MBA 295F: The Customer Development Process in High Tech: Sales, Marketing, and Business Development in a Startup* **

Steve Blank

Units of Credit: 2

*Students from other departments: attend classes, get instructor's consent to enroll.

**This course may be counted toward MOT cross-listed class credit.

MBA 295I: Entrepreneurship Workshop for Startups* **

Mark Coopersmith

Units of Credit: 2

*Students from other departments: attend classes, get instructor's consent to enroll.

**This course may be counted toward MOT cross-listed class credit.

INFO 231: Economics of Information
Yale Braunstein

Units of Credit: 3

INFO 235: Cyberlaw

Brian Carver

Units of Credit: 3

CE 268I: Business Fundamentals for Engineers

C. William Ibbs

Units of Credit: 3

CE 268K: Human and Organizational Factors: Quality and Reliability of Engineered Systems

Robert Bea

Units of Credit: 3

MSE C226: Photovoltaic Materials: Modern Technologies in the Context of a Growing Renewable Energy Market

Eugene Haller

Units of Credit: 3

For all inquiries and additional information, contact Susan Reneau at sreneau@berkeley.edu.

The MOT Program

The Management of Technology (MOT) Program, established in 1989, is a joint effort between the College of Engineering and the Haas School of Business at the University of California, Berkeley. MOT is the most popular interdisciplinary program at UC Berkeley, with classes and fellowship programs made up of roughly an equal number of Haas MBAs and UC Berkeley Engineering MS and Ph.D. students. An associated MOT Certificate program allows most graduate students to specialize in the Management of Technology as they obtain their degrees.

The MOT Certificate

Requirements:

- Take a minimum of 9 units of MOT classes.
- Take a minimum of 1 Multidisciplinary Team Project Course.
- Receive a grade of B or higher in all of your MOT courses
- Fill out the on-line application at: mot.berkeley.edu

Admissions and Eligibility

There is no separate admissions process for the MOT Program. MOT is open to most graduate level students enrolled at the University of California, Berkeley. Once enrolled as a Masters or Ph.D. student, students are eligible to take MOT classes and apply for the MOT Certificate.

Certificate Requirements

Students must complete at least 9 units of MOT courses, including one multidisciplinary team project course to obtain the certificate. Note that the requirement is "at least" one multidisciplinary team project-based class. Students are encouraged to take more, as these multidisciplinary courses are key to

our core mission of preparing students for success in an increasingly complex market.

Students may only apply 3 units of non-cross-listed MOT classes toward MOT certificate credit. Examples of non-cross listed MOT courses are: CE 268A, ME 220, INFO 214.

Courses and Grade Policy

Most MOT core courses are cross-listed with Engineering and Business Administration course numbers. Cross listing ensures that there are seats allocated for students in all disciplines. All non-business graduate level students enroll through ENG course numbers, except when otherwise noted.

All MOT courses are for letter grades only. Students must receive a grade of B or better in all MOT classes to qualify for a certificate.

Applying for the Certificate

Students who have completed course requirements for the MOT Certificate must submit the MOT Certificate Application on-line. You may submit your application during the semester you expect to finish your MOT requirements. This form is available on the MOT Certificate Application page. Certificate applications are processed and mailed after grades are turned in to the UC Berkeley Registrar, January and June of each year.

MOT Announcement Service

Subscribe to the MOT Announcement Service to receive timely and important e-mail notices about MOT fellowships and internships; new MOT courses; other MOT related events and news.

To subscribe as an MBA student: Visit <https://calmail.berkeley.edu/manage/list/listinfo/mot-announce@lists.haas.berkeley.edu>

Subscription services for all other Berkeley graduate students: Visit <https://calmail.berkeley.edu/manage/list/listinfo/mot@lists.berkeley.edu>

MOT BLOG

MOT also has a blog. Be sure to visit us at <http://ucberkeleymotprogram.blogspot.com>

MOT Multidisciplinary Team Project Courses

Management of Technology Multidisciplinary Team Courses provide an integrated view of the critical aspects of technology management. Multidisciplinary courses are key to MOT's core mission of preparing students for success in an increasingly complex market. Students must take at least one Multidisciplinary Team Project course to fulfill the MOT certificate requirement.

Fall Semester

MBA 290N/ME 290P: Managing the New Product Development Process

MBA 290E/ENG 290E: Marketing for High-Tech Entrepreneurs

MBA 248A/ENG 290S: Supply Chain Management

MBA 290B/ENG 290B: Biotechnology Industry Perspectives and Business Development

Spring Semester

MBA 295C/ENG 290O: Opportunity Recognition: Technology and Entrepreneurship in Silicon Valley

MBA 290A/ENG 290A Introduction to Management of Technology

MBA 290D/ENG 290: Design as a Competitive Strategy

MBA 290T/ENG 290: Managing Innovation and Change

MBA 247T/ENG 290: Design and Development of Web-Based Products and Services

ENG 290: Green Chemistry: an Inter-disciplinary Approach to Sustainability

ME 290H: Green Product Development: Design for Sustainability

Cleantech To Market (C2M) *Students must apply to participate

MOT Lecture Courses

MOT Lecture Courses allow students to follow their own particular interest or take a course outside of their department major. Students need to take a minimum of six units of MOT Lecture Courses to fulfill the MOT certificate requirement.

Students may only apply three units of MOT non-cross-listed classes toward MOT certificate credit. Examples of non-cross listed MOT courses are: CE 268A, ME 220, INFO 214.

Fall Semester

MOT Cross-Listed Courses

MBA 290TA/ENG 290: Innovation & Entrepreneurship in Telecommunications & Media, Part A (7 weeks)

MBA 290TB/ENG 290: Innovation & Entrepreneurship in Telecommunications & Media, Part B (7 weeks)

MBA 290TA/ENG 290: Innovation & Entrepreneurship in Wireless Services, Part A (7 weeks)

MBA 290TB/ENG 290: Innovation & Entrepreneurship in Wireless Services, Part B (7 weeks)

the list of MOT Lecture Courses continues on page 3

Projected Spring 2012 Courses

MULTIDISCIPLINARY TEAM PROJECT COURSES

MBA 290A/ENG 290A: Introduction to Management of Technology
Don Proctor
Units of Credit: 3

MBA 295C/ENG 290O: Opportunity Recognition: Technology and Entrepreneurship in Silicon Valley
Andrew Isaacs
Units of Credit: 3

MBA 247A/ENG 290: Design and Development of Web-Based Products and Services
Thomas Lee
Units of Credit: 3

MBA 290D/ENG 290: Design as a Competitive Strategy
Jon Pittman
Units of Credit: 2

Cleantech to Market
Students must apply to participate.
Deadline: TBA
Beverly Alexander
Units of Credit: 3

MBA 212/ENG 290: Energy and Environmental Markets
Severin Borenstein
Units of Credit: 3

MBA 217/ENG 290: Business Strategies for Emerging Markets
Flavio Feferman
Units of Credit: 2

MBA 290P/ENG 290P: Project Management
Units of Credit: 2

MBA 290T/ENG 298A: Topics in Open Innovation
Henry Chesbrough and Solomon Darwin, Organizers
Units of Credit: 1

MBA 295J/ENG 290J: Entrepreneurship in Biotechnology
Larry Lasky
Units of Credit: 2

the list of Projected Spring 2012 Courses continues on page 8

MOT LECTURE COURSES

MBA 290TA/ENG 290: Strategy for the Information Technology Firm, Part A (7 weeks)
Reza Moazzami
Units of Credit: 2

MBA 290TB/ENG 290: Strategy for the Information Technology Firm, Part B (7 weeks)
Reza Moazzami
Units of Credit: 2

MBA 209F: Fundamentals of Business (for non-MBA's only)
David Robinson
Units of Credits: 3

+ Cleantech to Market

Students + Scientists + Professionals = Innovation

Working together to bridge the gap between the frontiers of economic and scientific energy research and the marketplace.

Learn more at:
<http://ei.haas.berkeley.edu/c2m>

MOT Fall 2011 Courses (continuing from page 5)

CHMENG 295P: Introduction To New Product Development
Keith Alexander
Units of Credit: 3, Tuesdays/Thursdays, 11:00 AM – 12:30 PM, Hildebrand Hall B51
CHMENG CCN: 10624

INFO 225: Managing in Information-Intensive Companies (MIIC)
Morten Hansen
Units of Credit: 3, Fridays, 9:00 AM – 12:00 PM, South Hall 202
INFO CCN: 42587

INFO 228: Information Systems and Service Design
Robert Glushko
Units of Credit: 3, Mondays/Wednesdays, 2:00 PM – 3:30 PM (Lab: Tuesdays, 5:00 PM – 7:00 PM), South Hall 202
INFO CCN: 42590

INFO 237: Intellectual Property Law for the Information Industries
Brian Carver
Units of Credit: 3, Tuesdays/Thursdays, 9:30 AM – 11:00 AM, South Hall 202
INFO CCN: 42593

CE 268A: Lean Construction Concepts and Methods
Instructor TBA
Units of Credit: 3, Tuesdays/Thursdays, 3:30 PM – 5:00 PM, O'Brien Hall 212
CE CCN: 14239

CE 268E: Civil Systems and the Environment
Arpad Horvath
Units of Credit: 3, Tuesdays/Thursdays, 11:00 AM – 12:30 PM, O'Brien Hall 212
CE CCN: 14242

CE 268H: Advanced Project Planning and Control
C. William Ibbs
Units of Credit: 3, Tuesdays/Thursdays, 8:00 AM – 9:30 AM, O'Brien Hall 212
CE CCN: 14245

IEOR 250: Intro to Production Planning and Logistics Models
Phil Kaminsky
Units of Credit: 3, Tuesdays/Thursdays, 9:30 AM – 11:00 AM, Etcheverry Hall 3111
IEOR CCN: 41084

IEOR 254: Production and Inventory Systems
Candice Yano
Units of Credit: 3, Tuesdays/Thursdays, 12:30 PM – 2:00 PM, Etcheverry Hall 3102
IEOR CCN: 41087

For all inquires and additional information, contact Susan Reneau at sreneau@berkeley.edu.

MOT Lecture Courses (continuing from page 2)

MBA 290T/ENG 290: Innovation in Services and Business Models

MBA 290T/ENG 298A: Topics in Open Innovation

Business (MBA)

MBA 292T: Metrics of Sustainability**
**This course may be counted toward MOT cross-listed class credit.

MBA 295E: Case Studies in Entrepreneurship**
**This course may be counted toward MOT cross-listed class credit.

MBA 295I: Entrepreneurship Workshop for Start-Ups**
**This course may be counted toward MOT cross-listed class credit.

Chemical and Biomolecular Engineering (CHMENG)

CHMENG 295P: Introduction To New Product Development

Civil Engineering (CE)

CE 268A: Lean Construction Concepts and Methods

CE 268E: Civil Systems and the Environment

CE 268H: Advanced Project Planning and Control

Industrial Engineering and Operations Research (IEOR)

IEOR 250: Intro to Production Planning and Logistics Models

IEOR 254: Production Planning and Scheduling

School of Information (INFO)

INFO 214: Needs and Usability Assessment

INFO 216: Computer-Mediated Communication

INFO 225: Managing in Information-Intensive Companies (MIIC)

INFO 228: Information System and Service Design

INFO 237: Intellectual Property Law for the Information Industries

Mechanical Engineering (ME)

ME 220: Precision Manufacturing

Spring Semester

MOT Cross-Listed Courses

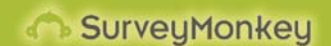
MBA 290P/ENG 290P: Project Management

MBA 290TA/ENG 290: Strategy for the Information Technology Firm, Part A (7 weeks)

MBA 290TB/ENG 290: Strategy for the Information Technology Firm, Part B (7 weeks)

the list of MOT Lecture Courses continues on page 4

Please visit mot.berkeley.edu for the MOT survey. We would like to know what you think about the MOT Program. Thank you.



MOT Lecture Courses (continuing from page 3)

MBA 290TA/ENG 290: Innovation and Entrepreneurship in Telecommunications and Media, Part A (7 weeks)

MBA 290TB/ENG 290: Innovation and Entrepreneurship in Telecommunications and Media, Part B (7 weeks)

MBA 290T/ENG 298A: Topics in Open Innovation

MBA 243/ENG 290: Decisions, Games, and Strategies

MBA 212/ENG 290: Energy and Environmental Markets

MBA 295J/ENG 290J: Entrepreneurship in Biotechnology

Business (MBA)

MBA 209F: Fundamentals of Business (for non-MBA's only)**
**This course may be counted toward MOT cross-listed class credit.

MBA 295A: Entrepreneurship

MBA 295F: The Customer Development Process in High Tech: Sales, Marketing, & Business Development in a Startup**
**This course may be counted toward MOT cross-listed class credit.

MBA 295I: Entrepreneurship Workshop for Startups**
**This course may be counted toward MOT cross-listed class credit.

Civil Engineering (CE)

CE 268I: Business Fundamentals for Engineers

CE 268K: Human & Organization Factors: Quality & Reliability of Engineered Systems

Engineering (ENG)

ENG 290C: Sustainable Manufacturing

School of Information (INFO)

INFO 214: Needs and Usability Assessment

INFO 231: Economics of Information

INFO 235: Cyberlaw

Material Science and Engineering (MSE)

MSE C226: Photovoltaic Materials: Modern Technologies in the Context of a Growing Renewable Energy Market

MOT Fall 2011 Courses (continued)

MBA 248A/ENG 290S: Supply Chain Management
Ramesh Bollapragada
Units of Credit: 3, Mondays, 6:00 PM – 9:30 PM, Cheit C125
ENG CCN: 27843

MBA 290B/ENG 290B: Biotechnology Industry Perspectives and Business Development
Jessica Hoover
Units of Credit: 2, Mondays, 4:00 PM – 6:00 PM, Cheit C125
ENG CCN: 27827

MOT LECTURE COURSES

MBA 290T.1A/ENG 290.1: Innovation & Entrepreneurship in Telecommunications and Media, Part A (7 weeks)
Reza Moazzami
Units of Credit: 2, Tuesdays/Thursdays, 4:00 PM – 6:00 PM, Cheit C220
ENG CCN: 27826

MBA 290T.1B/ENG 290.2: Innovation & Entrepreneurship in Telecommunications and Media, Part B (7 weeks)
Reza Moazzami
Units of Credit: 2, Tuesdays/Thursdays, 4:00 PM – 6:00 PM, Cheit C220
ENG CCN: 27846

MBA 290K/ENG 290.3: Innovation in Services and Business Models
Henry Chesbrough
Units of Credit: 2, Mondays, 4:00 PM – 6:00 PM, Cheit C220
ENG CCN: 27855

MBA 290T.2/ENG 298A.2: Topics in Open Innovation
Henry Chesbrough, Organizer
Units of Credit: 1, Mondays, 2:00 PM – 4:00 PM, Cheit C230 (8/29 through 10/10)
ENG CCN 27849

MBA 295E: Case Studies in Entrepreneurship* **
Andrew Isaacs
Units of Credit: 2, Tuesdays, 4:00 PM – 6:00 PM, Cheit C250

NOTE: First Day of Class – 8/23

*Non-MBA students: in order to enroll in this course, attend the first day of class then petition to register through the Haas MBA Program

**This course may be counted toward MOT cross-listed class credit.

MBA 295I: Entrepreneurship Workshop for Start-Ups* **
Mark Coopersmith
Units of Credit: 2, Thursdays, 2:00 PM – 4:00 PM, Cheit C325

NOTE: First Day of Class – 8/23

*Non-MBA students: in order to enroll in this course, attend the first day of class then petition to register through the Haas MBA Program

**This course may be counted toward MOT cross-listed class credit.

MOT Fall 2011 Courses

MULTIDISCIPLINARY TEAM PROJECT COURSES

MBA 290N/ME 290P: Managing the New Product Development Process: Design Theory & Methods
Alice Agogino and Mark Martin
Units of Credit: 3, Mondays/Wednesdays, 2:00 PM – 3:30 PM, Cheit C220
ME CCN: 56231

MBA 290E/ENG 290E: Marketing for High-Tech Entrepreneurs
Andrew Isaacs
Units of Credit: 3, Tuesdays/Thursdays, 11:00 AM – 12:30 PM, Cheit C220
ENG CCN: 27852

the list of Fall 2011 Courses continues on page 6