



### Joint Certificate Program

# Commercialization of Disruptive Technology

A program in commercialization of disruptive technology in areas such as IoT and AR/VR, for those seeking to understand the impact and opportunities of the latest emerging technologies.

## DATE

Starting 2017

Varies by program selected

## LOCATION

UC Berkeley Campus  
Silicon Valley

## PROFILE

Entrepreneurs  
Innovation Officers  
Engineering Executives  
Technology Executives

## LECTURERS

College of Engineering Faculty  
Haas School of Business School  
Faculty  
Silicon Valley Industry Experts

## FEES

Depends on programs  
selected

## REGISTER

[exec-ed.berkeley.edu](http://exec-ed.berkeley.edu)

## WHAT IS THE PROGRAM?

The Berkeley Engineering Executive and Professional Education Program at the College of Engineering, and UC Berkeley Executive Education at the Haas School of Business are collaborating to create a program which combines the breadth of knowledge of two of UC Berkeley's strongest academic institutions.

The program leverages the strengths of both units to guide participants seeking to understand, build, or expand a business driven by the latest disruptive technologies.

## WHO SHOULD ATTEND?

- Executives responsible for bringing new technologies to market
- Engineers leading teams in bringing new technologies to market
- Entrepreneurs looking for start-up ideas or tasked with the creation of new market opportunities within a company

## OVERVIEW

The Commercialization of Disruptive Technology Program provides participants in depth exposure to the latest disruptive technologies, understanding of the impact of commercialization strategies and appropriate leadership skills.

The program is presented by faculty of UC Berkeley's College of Engineering, the Haas School of Business, and Silicon Valley industry experts. The goal is to enable participants who are tasked with revitalizing an existing business,

seeking to build a new business, or expanding in to new markets both domestically or internationally, with the knowledge and tools to succeed in their endeavors.

## BENEFITS

- Provide participants an understanding of disruptive technologies.
- Develop the business skills related to these new businesses opportunities.
- Enable participants to identify commercialization possibilities of disruptive technology.
- Develop leadership attributes needed to bring innovative ideas to fruition.
- Opportunity to work with both faculty and industry experts during the program.
- An optional capstone project to develop a practical plan to implement new disruptive technologies.

## HOW DOES THE PROGRAM WORK?

The program is designed as a collaborative model between UC Berkeley and Industry.

During the program participants will complete the following:

- Five (5) programs of faculty-led instruction.
- An optional capstone project to integrate materials covered and actualize ideas into tangible next steps, including a detailed go-to-market plan.

# Commercialization of Disruptive Technology

## WHAT PROGRAMS DO I NEED TO TAKE?

Participants will select programs from three categories: Leadership, Disruptive Technology and Commercialization.

### Leadership

Gain critical leadership and communication skills to advance your ideas and business.

Participants select **one (1)** program:

- Positive Leadership and Innovation
- High-Impact Leadership

### Disruptive Technology

Development of a successful product by leveraging new technologies.

Participants select any **two (2)** of the following programs:

- Augmented and Virtual Reality (AR/VR)
- Design Innovation for the Internet of Things
- Industry Applications for the Internet of Things

- Machine Learning (coming spring 2018)
- Big Data (coming spring 2018)

### Commercialization

The skills needed to bring a new product to market.

Participants select any **two (2)** of the following programs:

- Startup Bootcamp for Executives
- Financial Acumen for Leaders
- Negotiation & Influence
- Corporate Business Model Innovation
- Product Management
- Communications Excellence

### Capstone Project

An optional project that provides guidance and input on the participant's detailed go-to-market plan to move forward with new disruptive technologies within their own work environment.



## THE UC BERKELEY DISTINCTION

Recognized as world-renowned engineering and business schools, we understand both technology and business. And what executives face as they move into leadership roles in the global economy.

UC Berkeley Executive Education and UC Berkeley Engineering Executive & Professional Education prepares executives in business and technical leadership roles by cultivating expertise and skills in both technology and leadership.

## NEXT STEPS

For more information about how you can enroll for this exciting new joint program, please contact us:

### Leadership and Commercialization:

**UC Berkeley Executive Education**  
2000 Center St.  
Suite 400  
Berkeley, CA 94704-1996  
[executive.berkeley.edu](http://executive.berkeley.edu)

### Leadership and Disruptive Technology:

**Engineering Executive & Professional Education**  
College of Engineering, UC Berkeley  
208 McLaughlin Hall, MC 1700  
Berkeley, CA 94720  
[exec-ed.berkeley.edu](http://exec-ed.berkeley.edu)

## TWELVE DISRUPTIVE TECHNOLOGIES TO WATCH!



Cloud Technology



Advanced Robotics



Mobile Internet



Renewable Energy



Advanced Oil and Gas Exploration and Recovery



Internet of Things



Automation of Knowledge Technology



Autonomous and near-autonomous vehicles



Next-Generation Genomics



Energy Storage



Advanced Materials



3-D Print-

Source: McKinsey Global Institute