

Internet of Things Week

4-8 December 2017



DATE

Design Innovation for IoT
(December 4-5, 2017)

Industry Applications for IoT
(December 6-8, 2017)

LOCATION

UC Berkeley Campus

PROFILE

Senior Executives
Engineering Leaders

LECTURERS

Faculty and Industry Experts

FEES

Program 1: \$3500
Program 2: \$4500
Both: \$7200

REGISTER

exec-ed.berkeley.edu

Program 1

Design Innovation for the Internet of Things

December 4-5, 2017

WHO SHOULD ATTEND

The program is designed for engineering leaders, designers, and practitioners working in a range of sectors, including corporate R&D labs, manufacturing, and/or consumer goods.

PROGRAM TOPICS

- What is the Internet of Things?
- Innovation at the intersection of design and technology.
- Design thinking and human-centered design processes.
- Emerging IoT technologies related to wearables, consumer products and infrastructure.
- Hands-on rapid interaction prototyping workshop.
- Industry examples.

LEAD FACULTY

Björn Hartmann, Ph.D.



Associate Professor and Faculty Director of the Jacobs Institute for Design Innovation, UC Berkeley College of Engineering; design innovation expert.

Program 2

Industry Applications for the Internet of Things

December 6-8, 2017

WHO SHOULD ATTEND

Whether you are an independent entrepreneur or leading in a large corporate environment, we'll help you discover how to take advantage of this technology trend and build concrete "next steps" for your business development strategy toolbox.

PROGRAM TOPICS

- How the Internet of Things is creating new opportunities for businesses.
- Understanding the barriers and underlying technologies in the adoption of IoT.
- How companies are reducing operational expenses and competitive advantage.
- Realizing the value of the data from connected devices.
- How IoT data is being used to enhance business strategy and the bottom line.
- Understanding how to develop and implement your own IoT.

LEAD FACULTY

Naeem Zafar



Naeem Zafar has been teaching at the University of California since 2005. He is a lecturer and Industry Fellow at the Center of Entrepreneurship and Technology and the Professor of the Practice at Brown University.

IoT Week

WHAT IS THE INTERNET OF THINGS?

The “Internet of Things” (IoT) is the concept associated with devices becoming connected as the cost of sensors and connectivity continues to plunge. Connected devices can be as simple as a toaster signaling its status, or as complex as a jet engine streaming real-time updates during flight. More than 50 billion IoT connected devices are expected by 2020.

OVERVIEW AND BENEFITS

Industry Applications for the Internet of Things

The Internet of Things (IoT) is already transforming how we live, work and interact with each other.

All companies will be impacted by the use and deployment of IoT one way or another; strikingly similar to how the Internet impacted all businesses in the late nineties.

This course focuses on the technologies behind IoT, it prepares participants to understand what the Internet of Things is and the potential impacts it can have on a business.

The course reviews IoT business strategy from theory to implementation, describing how key decisions are made and how to avoid pitfalls.

It will use actual case studies reviewing how industry leaders are deploying the use of the Internet of Things in industry.

Design Innovation for the Internet of Things

Advances in design are often intricately interwoven with advances in fundamental technologies, and the most iconic products excel in both areas. This two-day course provides a framework for thinking about the co-evolution of design and technology, with a focus on emerging trends in the Internet of Things.

Leading faculty from the College of Engineering will lecture on IoT topics, explaining how this emerging technology is changing the product and service landscape from the body to the city, and why a human-centered design approach is essential in deploying new technologies successfully.

Industry experts will complement faculty-led sessions with case studies illustrating these concepts. In workshop sessions, participants will have a chance to bring ideas together through rapid prototyping.



TAKING LEADERS TO THE NEXT LEVEL

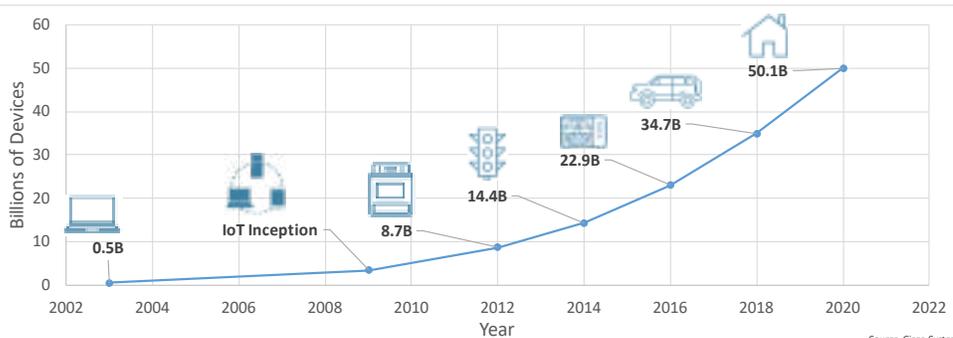
UC Berkeley Engineering Executive & Professional Education prepares engineering and technical professionals for leadership roles by cultivating expertise and skills in technology and leadership.

THE UC BERKELEY ENGINEERING DISTINCTION

Recognized as one of the world’s top three engineering schools, we understand engineers and what they face as they move into leadership roles in global environments. We bring the perspective of a faculty of thought leaders - engineers who are creating tomorrow’s knowledge today - who have real-world industrial experience as entrepreneurs, heads of Research and Development, and consultants to industry.

All of our programs incorporate these strengths as the basis of design and delivery so that our program graduates are well-versed in how to fill global engineering roles. We recognize the tremendous strengths and skills that engineers and scientists have developed through their education and experience. Engineers are adept at mastering complex systems and making decisions in the most challenging technological situations. We teach them how to apply these skills to global business and organizational situations and challenges.

More Than 50 Billion IoT Connected Devices by 2020



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