UC BERKELEY
ENGINEERING LEADERSHIP PROFESSIONAL PROGRAM
Held evenings in Silicon Valley
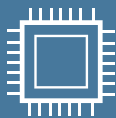
Technology Firm Focus
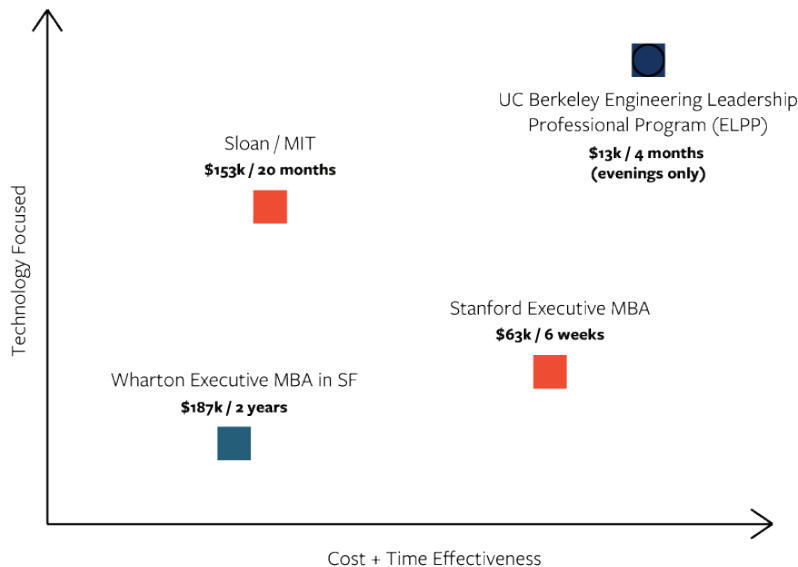
Condensed to 4 months in Silicon Valley

Non-MBA alternative Not Business 101, Not from a book.

A new paradigm for Technology Firm Leadership

There is no such thing as a "management-only" track in Silicon Valley. For technical leaders, the MBA can be too broad and possibly counterproductive to career development in technology firms. This program builds on the core skills of technical managers, engineers, and scientists by focusing on technology strategy, operations and leadership in an efficient 4 month, evening format. The ELPP program delivers career-building skills that solve real problems in technology firms and is designed specifically for engineering directors, lead architects, technical product managers, business development leads, CTO office members and other key technical staff.

INCREDIBLY EFFECTIVE
FOR ENGINEERING LEADERS

Technology Focused (vertical axis)

UC Berkeley Engineering Leadership
Professional Program (ELPP)
**$13k / 4 months
(evenings only)**

Sloan / MIT
$153k / 20 months

Stanford Executive MBA
$63k / 6 weeks

Wharton Executive MBA in SF
$187k / 2 years

Cost + Time Effectiveness (horizontal axis)

- ○ **Enables you to take your innovative ideas forward.**

- ○ **Teaches leaders to align technology innovation with business objectives**

- ○ **Prepares technical leaders for higher levels of responsibility within tech firms**

- ○ **Helps leaders avoid expensive mistakes**
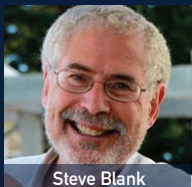
- ○ **Provides critical skills for career development.**

TAUGHT BY TECH LEADERS FOR TECH LEADERS

Academic and Industry Faculty

Faculty Director: Prof. Ikhlaq Sidhu, Chief Scientist & Founding Director, Pantas and Ting Sutardja Center for Entrepreneurship & Technology

Associate Instructor: Jocelyn Weber Phipps, Industry Fellow, Sutardja Center for Entrepreneurship & Technology

Ikhlaq Sidhu

Steve Blank

Michael Marks

Bjorn Hartmann

**Steve Blank, Author, Berkeley and Stanford Faculty
Charles Huang, Co-Founder, Guitar Hero
Jerry Fiddler, Founder and CEO, WindRiver
Margret Schmidt, Chief Design Officer, TiVo
Charlie Giancarlo, Former Chief Product Officer, Cisco
Suneel Udpa, PhD, Accounting, Haas School of Business, UC Berkeley
Bjoern Hartmann, CTO Jacobs' Institute of Design, UC Berkeley
Ram Krishnan, formerly EVP and COO, InvenSense
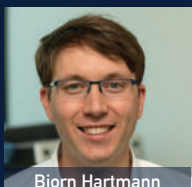Holly Schroth, PhD, Social Psychology, Haas School of Business, UC Berkeley
Eshwar Belani, VP, RocketFuel
Don Proctor, EVP, Cisco Systems
Cosmos Nicolaou, VP Engineering, Google
Cort Worthington, Haas Organization Behaviour Group
Michael Marks, Chairman of the Board, SanDisk Corporation, Former CEO Flextronics**

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for Entrepreneurship & Technology
Berkeley Engineering

SYLLABUS HIGHLIGHTS

Technology Strategy & Disruption Why great firms fail; Cognitive inertia with Charles Giancarlo, Silver Lake Partners, previously Cisco EVP & CDO	Read Case: Kodak and the Digital Revolution	What are the main structural differences between digital photography and digital photography? Evaluate Kodak's Response to Sony Mavica, what is appropriate?
Accounting Toolkit 1 Suneel Udpa of Haas School of Business, UC Berkeley	Key Concepts: Fundamentals of Accounting	
Accounting Toolkit 2 Suneel Udpa of Haas School of Business, UC Berkeley	Key Concepts: Analysis and Interpretation of Financial Statements	
Measurement: Medtronic, Inc with Professor Ikhlaq Sidhu	Read Case: Medtronic, Inc.	What are the problems and root causes at Metronic? What improvements were the most effective at turning the company around?
Sales and Channels with Don Proctor, Senior Vice President, Office of the Chairman & CEO	Read Case: Cisco Systems: Managing the Go-To-Market Evolution Optional - Read Article: "Designing Channels of Distribution," "Note on Marketing Strategy"	Key Concepts: Go to Market: Indirect Sales. Go-to-market approaches, building and evolving distribution channels.
Innovation - Lean Methods and Customer Development Business Models vs. Business Plans with Steve Blank	Read Article: "Why the Lean Start-up Changes Everything"	What are the main aspects of a lean start-up? What other skills might be required to be successful?

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HEAR WHAT OTHERS ARE SAYING ABOUT ELPP

"I think each case was selected carefully and I learned a different thing from each one. Using high caliber guest lecturers was very impressive. They not only helped in understanding and analyzing the cases but added their own perspective, vision and experience to the discussion. I specifically enjoyed working on the group project. The opportunity to work on something out of my direct field of expertise with a group highly intelligent and motivated people was invaluable. I can say I found a few very good friends in the process. Sections on the presentation, negotiation, hiring, and career planning were very informative. Each session added a new tool to my toolbox and enabled me to better present my positions and respond effectively."

- Sr. R&D Manager, VMware

"The guest speakers were amazing and passed on their wisdom crisply. The lean model, business canvas and value-net analysis had a lasting impression on me. In fact I am trying to adopt all three of them in my new product. In summary, Prof Sidhu has created an impressive curriculum that will help managers immensely."

- Chief Product Architect, Synopsys

"I was very fortunate to have my manager have had taken this class taken before and he recommended that I should take this. I was coming with a very high expectations based on his assessment and I must say that the course has blown away my expectations. Prof. Ikhlaq brings a sense of calm and listens really well. I was pretty amazed how well he understood the internal project and appreciated his insightful suggestions. I will miss the class."

- Sr. Engineering Director, Yahoo!

"I loved the class, especially the accounting sessions….It was quite an eye opening class, especially for someone like me, pretty tightly entrenched in a building / improving mind-set….The case studies were simply awesome, and the mix of people attending the class was excellent: different companies, in diverse positions in the tech sector. That generated diverse views over the same problems and made the group exercises (and assignments) a learning and discovery experience. Simply awesome! Thank you!"

- Principal Engineer, Google

WHO IS INVOLVED?

APPLIED MATERIALS

CISCO

citrix StartupAccelerator

ERICSSON

Foundation CAPITAL

Google

JUNIPER NETWORKS

Lam RESEARCH

NetApp

ONSET VENTURES

QUALCOMM

SAMSUNG

vmware

YAHOO!

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