Design Innovation for the Internet of Things

This two-day design innovation 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.

DATE
August 6-7, 2018

LOCATION
UC Berkeley Campus

PROFILE
Senior Executives
HR Professionals

LECTURERS
BjÖrn Hartmann, Ph.D
Eric Paulos, Ph.D
Scott Moura, Ph.D

FEES
$3500

REGISTER
exec-ed.berkeley.edu

WHAT IS THE INTERNET OF THINGS?

The Internet of things (IoT) is the internet-working of physical devices, vehicles (also referred to as "connected devices" and "smart devices"), buildings, and other items—embedded with electronics, software, sensors, actuators, and network connectivity that enable these objects to collect and exchange data. (Wikipedia entry, IoT)

WHO SHOULD ATTEND

The program is designed for senior executives and human resource management professionals at companies in diverse industries that want and need to be more innovative and competitive. It is especially valuable for mid-size and larger companies, including those in international markets.

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

OVERVIEW AND BENEFITS

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 of 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.

LEAD FACULTY

BjÖrn Hartman, Ph.D.

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

Design Innovation for the Internet of Things

ADDITIONAL FACULTY

Eric Paulos, Ph.D.

Associate Professor and Chief Learning Officer of the Jacobs Institute for Design Innovation, UC Berkeley College of Engineering

Scott Moura, Ph.D.

Assistant Professor and Director, Energy, Controls, and Applications Lab, UC Berkeley College of Engineering

"This is an extraordinary time to be an engineer. Technology is evolving rapidly and has enormous power to shape how we live. But in order to realize the best economic and societal possibilities of technology, it is critical that engineering professionals have the knowledge and tools to lead the way."

Shankar Sastry Dean, College of Engineering

WHAT PARTICIPANTS SAY ABOUT US

"Guest speakers are amazing! These guys have been there, done that. They have gone around, pitched their ideas successfully, sold their companies. I think this is a real-life lesson: this is not coming from a book."

"For me, the strategy portion is probably the most important. You've got very valid frameworks. This is the way to look at your markets, competition, value chain. Knowing that strategy helps to shape my judgment, increase my confidence and influence my decisions."

"Taking me out of my comfort zone and applying some of these principles to a new area outside my domain expertise is very useful."

OTHER PROGRAMS OFFERED

Disruptive Technologies

- Augmented and Virtual Reality
- Industrial Applications for the Internet of Things

Technology Leadership:

- Engineering Leadership and Professional Program
- Global Technology Leaders Program
- Innovation & Leadership Through Positive Psychology
- Innovation Leadership Week
- Lean Construction Principles

Joint Certificate Program with the UC Berkeley Haas Business School

- Disruptive Technology and Commercialization

Custom Programs

THE UC BERKELEY ENGINEERING DISTINCTION

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.

TAKE 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.

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EXECUTIVE & PROFESSIONAL EDUCATION