

University of California, Berkeley, Haas School of Business

Garwood Center for Corporate Innovation

Business Model Creation Leveraging Open Innovation,

Data Analytics & Artificial Intelligence – Project Based Practicum

Fall Semester 2022 (Sep 1 – Dec 15) Program URL: [Program in Open Innovation](#)

Overview:

This is a fun-filled Project Based Practicum that utilizes creative and business talents of energetic students to address innovation challenges of small business entrepreneurs in India. Students work in groups of four with Professors and current and former C-level executives of global firms to help structure an innovative business model solution to local businesses or startups where student groups reside. This project-driven practicum combines a good mix of class lectures, interactive discussions with assigned mentors over a period of three and a half months. The online lectures are designed to enhance the student's knowledge about various business models and how innovation works to save and grow a company. Students learn from both successful and failed models to understand why some businesses succeed and some fail. This program consisting of individual (85% contribution) toward group work in doing internet research, field surveys and collecting information for data analysis and formulation of business models. The lectures include an entrepreneurship module to benefit students who desire to start their own innovative companies.

Professors: Teach Online for one week during the 1st week of September 5 - 9 from 6am - 9am PSD

Solomon Darwin, Executive Director, Center for Corporate Innovation & Director, Center for Growth Markets

Topics Taught: Open Innovation and Business Models for Emerging Economies (Sep 4-7)

Gauthier Vasseur, Executive Director, Fisher Center for Business Analytics

Topics Taught: Data Analytics & Artificial Intelligence (Sep 8-9)

Mentors: Advice 1 hour/week from Sep 12 - Nov 14 on Mondays 6am- 7am PSD - 3 groups/mentor/week - groups rotate

1. Mr. Robert Locke, President & Chief Strategy Officer, Phaidra; Former Senior Vice President, Johnson Controls, USA
2. Dr. Surendra Chawla, (Former Senior R&D Director at Goodyear, BOD on several corporate boards, USA
3. Dr. Jim Spohrer, Former Director of Open Technology, IBM; Distinguished Scientist at Apple; BOD at ISSIP, USA
4. Dr. Pradeep Iyer, Former Director at Avery Dennison, USA
5. Dr. Arding Hsu, Former President & CEO of Siemens Technology, USA
6. Dr. Alan Walker, Senior Director of Marketing, Kaneka, USA
7. Mr. Srikanth Nandiraju, Director of Engineering, Experian, India (Former PayPal's Head of Engineering, USA)
8. Dr. Brinda Wiita, Chief Scientific Officer at ProbioTech; (Former Director at Johnson & Johnson)
9. Dr. Santokh Badesha, Distinguished Scientist, holds 255 US Patents, Xerox Fellow, and Manager Open Innovation
10. Mr. Steve Myers, Former Chief Technology Officer at Optum (the world's largest healthcare platform)
11. Mr. Charlie Isaacs, Chief Technology Officer, Salesforce, USA

Program Objective:

1. Prepare graduates with practical experience in open innovation consulting to empower local businesses to thrive
2. Create and demonstrate scalable & sustainable business models for struggling businesses as the final deliverable
3. Apply Open Innovation in problem framing and solving through interaction with local & global ecosystem players
4. Empower local businesses to utilize digital technologies and open innovation platforms to access global markets

Program Structure:

- A. The first week of the program consists of lectures followed by mentor hours (one hour a week) until the practicum is over on December 15th. Students are required to read the handouts and cases provided.
- B. Group Presentation: The project involves making a case for a new business model and incorporation of open innovation solutions to turn the business around. The students are expected to show how and why the business may need to be restructured to generate revenue under the new model. Specific instructions and layout for the presentation along with the required deliverables will be communicated on the first session.
- C. Group Project Outline will be provided during the first day of the class to prepare for your final presentation.

Program Requirements:

1. Desired Candidates: Aspirational Undergraduates equipped with internet research skills and ability to communicate in spoken and written English - students from Business Administration, Economics, Engineering, are most ideal. Class Limit: The program is limited to a maximum of 100 students per semester.
2. Attendance is mandatory to pass – Textbooks not required – links to Harvard cases and materials will be provided.

Course Timeline & Deliverables for The Berkeley Open Innovation Program

Weekly Submissions/group: One page update – Upload 3-min video update "Entrepreneur in his own words"

One-page English translation to Mentors before each session

Dates (Mon 6-7am PSD)	Tasks To Be Accomplished Before Each Mentorship Sessions
September 5th	Teaching Week – Group Formation, Entrepreneur Selection & Set-up LinkedIn Profiles
September 12th	Introductory Mentorship session and Orientation – the Big Picture
September 19th	<u>1st video submission</u> : Entrepreneur Profile: Business Aspirations, key barriers, and Pain Points for expansion. (Uploaded to google drive with a time stamp) - 1 st Update
or September 26th	<u>2nd video submission</u> : Entrepreneur Reaction to Recommended Action Plan formulated by Students with help of Berkeley Innovation Mentors
October 3rd	Project updates - One-page summary with questions
October 10th	Project updates - One-page summary with questions
October 17th	<u>3rd video submission</u> : Entrepreneur Feedback On: Implementation issues, Bottlenecks, Weakest links – for discussion and formulation of solutions
October 24th	Project updates - One-page summary with questions
October 31st	Project updates - One-page summary with questions
November 7th	Project updates - One-page summary with questions
November 14th	<u>4th video submission</u> : Entrepreneur Reaction to the Revised Action Plan - Last session
December 15th	Entrepreneur Live Testimony & Presentation on Location at GIET Campus: New Business Impact, Scalability, and Sustainability – Success/Failure – Way Forward

Role	Responsibilities
Student	Educators, Facilitators and Enablers to Empower local entrepreneurs
Mentor	Direct students to do relevant research, ask the right questions to formulate solutions
Berkeley Faculty	Provide frameworks, models and use cases and teach students how to think.
Indian Faculty	Motivate student participation and provide local and facilitation

Factors that will determine program completion for eligibility for the Berkeley certificate:

1. Attendance is mandatory - lack of internet connection is not an excuse for delays attendance or project submissions
2. Several follow-ups and videos will be required throughout the course
3. Entrepreneur must turn up on December 15th – Presentation Day at GIET Campus
4. Evaluation will be based on business impact on the local economy.
5. Models must be scalable to expand the business statewide, nationally, or internationally.
6. The students are required to document all their tasks separately to justify their contribution
7. Some business identity proof must be obtained from the entrepreneur
8. Verification of the business will play an important part. Community validation & peer evaluation may be considered.