

# Quick facts on TLS

New Technology and Leadership Studies program explained



PHOTO COURTESY OF SINE

In September, BioE assistant professor **Sanjay Kumar** was honored with a National Institutes of Health New Innovator

Award, which recognized 31 investigators in the early stages of their careers. Kumar, 34, will receive \$1.5 million over the next five years to support his research program, which combines approaches from biophysics, systems biology and oncology to study how cells sense and process mechanical forces in human health and disease. Congratulations Professor Kumar! ■

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This summer, the college announced a new academic program, Technology and Leadership Studies (TLS).

IEOR adjunct professor Ikhlaz Sidhu, who oversees the program, says, "It's about developing the ability to know which problems are worth solving, what the real opportunities are, how to communicate your vision to other people and how to find the resources to get your project done."

By launching TLS, the college underscores a key part of its mission: educating students to become global leaders. Berkeley engineers in any discipline need the opportunity to develop entrepreneurial and leadership skills, Sidhu says, that will enable them to captain projects in a global economy.

Here are other key points you need to know:

- TLS is the new name for the college's Interdisciplinary Studies program. Engineering Science majors and the Graduate Group in Applied Science and Technology, now administered by TLS, remain the same.

- TLS is also the administrative home for the Center for Entrepreneurship and Technology (CET), Venture Lab (see page one) and the Management of Technology (MOT) and Technical Communications programs.



- TLS does not alter any college or department requirements or technical electives.

- Undergrads: get involved by taking a CET class or attending an executive talk in the A. Richard Newton Global

Technology Leaders Lecture Series ([cet.berkeley.edu/](http://cet.berkeley.edu/)). Also, consider taking E 130AC, Cases and Conflicts in Engineering Ethics, a new TLS course offered this spring that will fulfill the American Cultures Breadth requirement. For more information, e-mail Maggie Sokolik at [sokolik@berkeley.edu](mailto:sokolik@berkeley.edu).

- Graduate students: take part by earning an MOT certificate, applying for a fellowship or internship or attending the ongoing MOT Lecture Series ([mot.berkeley.edu](http://mot.berkeley.edu/)). ■

## SUDOKU

Enter digits from 1 to 9 into the blank spaces. Every row must contain one of each digit. So must every column, as must every 3x3 square. The answer will appear in the next issue.

3			8		7		9	
	1	7	2					
4		8			6			
7	4		5				1	2
	2		7	6	9		4	
8	3				1		5	6
			6			5		7
					2	8	3	
	7		9	5				1

Puzzle by websudoku.com

PHOTO COURTESY OF SWE



## GROUP ICEBREAKER

**BROOMBALL OR BUST:** Players tussle for the ball during a game of broomball, a variation of ice hockey, at Oakland Ice. More than eight engineering societies and roughly 50 students participated on September 26.

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## The winners are...

Four engineering teams triumph in high stakes Venture Lab Competition

BEN ALLES PHOTO



**NEW VENTURE:** CET director Ikhlaz Sidhu (right) congratulates Eri Takahashi after her team, E&M Devices, was chosen as one of four winning projects in the Venture Lab Competition.

**T**hink you have a great idea? Fifty-eight teams of eager entrepreneurs thought so when they applied for the Venture Lab Competition sponsored by the

Center for Entrepreneurship and Technology (CET) and the Management of Technology (MOT) Program, in hopes of winning \$10,000 each in funding, on-campus workspace, supplies worth two grand, plus coveted mentor and networking opportunities.

On October 2, a narrowed pack of 18 semifinalist teams took the stage in Sibley Auditorium for their three minutes in the spotlight. That's all the time they had to convince a panel of high-powered judges (including prominent venture capitalists and entrepreneurs) that they were

*Continued on page 2*



**Amos Lee,  
Eng. Undeclared  
freshman**

"I don't see it, and I've never heard of it either."



**Ankit Gupta,  
IEOR grad student**

"For exams, it's negligible, if any. For assignments, there's collaboration but no copying."



**Raman Sridharan,  
ME sophomore**

"I've actually never noticed it. We work together on homework, but that's encouraged by our professors."



**Kathleen Low,  
CEE senior**

"I don't think you can really cheat in engineering. We're usually allowed cheat sheets on tests anyway."

**How much cheating occurs in your classes?**

## Venture Lab winners

Continued from page 1

worthy of the final round: an invitation back up on stage for an intense grilling to decide the winners.

When it was all said and done, four teams were victorious: E&M Devices, GreenLight Energy, Modista and Nano Precision Medical. All have something in common: an innovative solution to one of today's pressing problems.

E&M Devices aims to create car sensors that run on vibrational energy. "I practiced the three-minute pitch a lot to tame the nervousness," says E&M team member and Applied Science and Technology Ph.D. candidate Eri Takahashi. "I used the oven timer in the kitchen to make sure I finished right on time."

EECS graduate student researchers Sonesh Surana and Jason Stauth, with EECS professor Eric Brewer, are GreenLight Energy. They're offering a solar power management system for rural developing regions where more than 1.7 billion people live without electricity.

Modista is a website that offers apparel shopping online, browsing by type instead of brand. Can't afford that pair of boots? Search for a similar style and color by price.

"We're very grateful for the on-campus office space," says Arlo Faria, an EECS Ph.D. student who, with classmate AJ Shankar, make up the Modista team. "It's a big step up from our current workplace; my desk is inside a closet, while AJ works at the kitchen table, where feline officemates can be a distraction."

Nano Precision Medical, formed by BioE Ph.D. students Adam Mendelsohn, Kayte Fischer and Lily Peng, took the prize for their constant-rate drug delivery device. They also came out on top in the spring 2008 UC Berkeley Business Plan Competition.

Projects that came close behind the winning four included a national taxi telephone service, a microscope on a cell phone and a treatment for pathological myopia, or severe nearsightedness that leads to blindness.

Ikhlaq Sidhu, CET director and adjunct professor of IEOR, says of the competition, "Our goal is to focus resources on the projects that have potential to succeed."

The Venture Lab program allows CET to provide these promising researchers with business coaches, legal and marketing assistance and other tools and strategies that will help them take their ideas to the next step. ■

By Megan Mansell Williams

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## VIEW FROM the TOP

conversations with innovative leaders

**Thursday, October 30<sup>th</sup>, 4–5pm**  
SIBLEY AUDITORIUM | BECHTEL ENGINEERING CENTER

Judith Estrin  
**Chief Executive Officer**



**JLABS**

The author of  
*Closing the Innovation Gap*  
speaks on  
"Sustainable Innovation"

Refreshments to follow



[www.coe.berkeley.edu/events/view-from-the-top](http://www.coe.berkeley.edu/events/view-from-the-top)

## CellScope lecture

What's the buzz all about? Find out when BioE associate professor Dan Fletcher presents, "CellScope: Mobile Imaging for Disease Diagnosis" on WEDNESDAY, OCTOBER 22. The presentation will begin at noon in 290 Hearst Memorial Mining Building, part of the CITRIS Research Exchange. [www.citris-uc.org](http://www.citris-uc.org)

## Science + politics = ?

On WEDNESDAY, OCTOBER 22, attend "Injecting Science into Politics," a talk by Robert White, professor emeritus of electrical and computer engineering and public policy at Carnegie Mellon University. The event will begin at 7 p.m. in 2040 Valley Life Sciences Building and is sponsored by Cal Berkeley Democrats and Scientists and Engineers for America. <http://caldems.com/>

## The Dark Knight

See this popular movie, the latest in the Batman series, on FRIDAY, OCTOBER 24, at 7 or 9:30 p.m. in Wheeler Auditorium. Cost is \$3 with your Cal ID. [www.ocf.berkeley.edu/~superb/](http://www.ocf.berkeley.edu/~superb/)

## Free Top Dogs at Senior Gift Campaign kickoff!

Join the Senior Gift Committee for a party on MONDAY, OCTOBER 27, at 5:30 p.m. in the Bechtel Engineering Center 120 A/B/C!

The party will kick off this year's Engineering Senior Gift Campaign, which aims to raise critical income for the college to support student scholarships, research projects, new faculty hires and other key initiatives. The campaign is all about student involvement, and its goal is to achieve 50 percent participation! Come for free Top Dogs and prizes and learn more about the campaign. For more information, contact Tara McCulloch at [tmcculloch@berkeley.edu](mailto:tmcculloch@berkeley.edu).

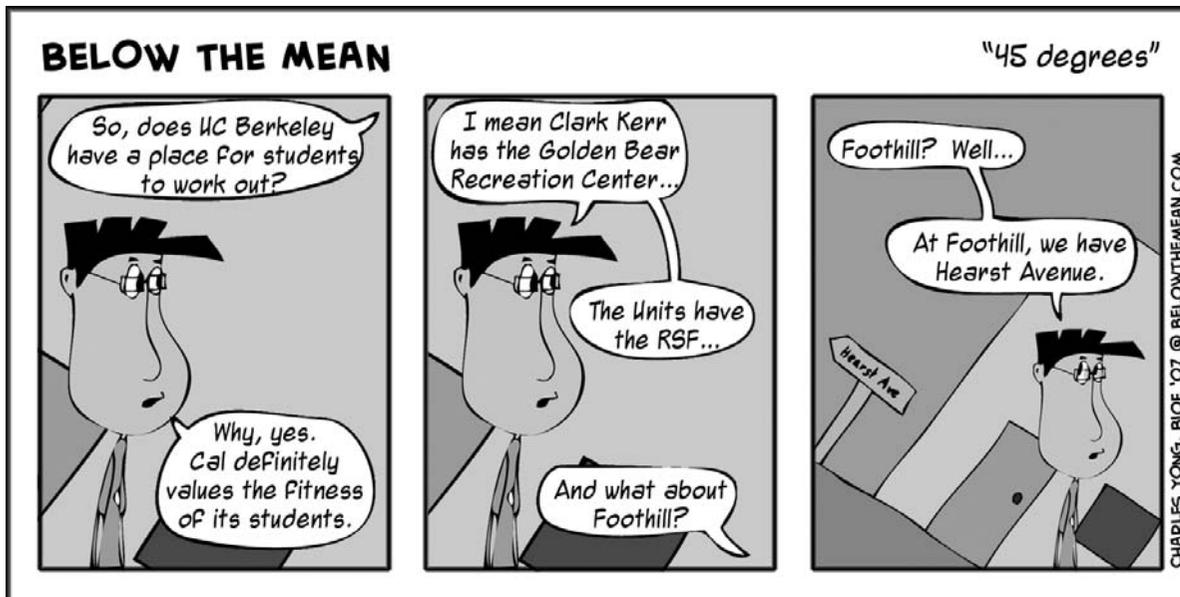
## Career Center on northside

All engineering majors are invited to meet with Ed Free, Career Center counselor, for drop-in counseling hours EVERY TUESDAY from 3 to 5 p.m. in the ASCE student office, located on the third floor of Davis Hall (main entrance). Stop by and ask questions about resume building, interview skills, job or internship possibilities, careers in engineering and Career Center resources. <http://career.berkeley.edu/>

## Win a \$100 Best Buy gift card

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## Engineering News wishes everyone good luck on their midterms!



"Below the Mean" is created by BioE alum Charles Yong (B.S.'07).