

Sutardja Center for Entrepreneurship & Technology  
DEPARTMENT OF INDUSTRIAL ENGINEERING  
AND OPERATIONS RESEARCH  
4135 Etcheverry Hall  
BERKELEY, CALIFORNIA 94720-3102

July 6, 2020

Dear Committee on Course of Instruction (COCI)

It's my pleasure to supervise the DeCal "Decode Silicon Valley Start-Up Success" in the Fall 2020 semester. I am the associate instructor of A. Richard Newton Distinguished Innovator Lecture Series at The Sutardja Center for Entrepreneurship & Technology. I came to know the student facilitator and team initially in 2018 when I was invited as speaker to Berkeley Stanford China Forum, a large scale annual tech entrepreneurship conference organized by the team. It was a successful event which fully demonstrated the team's exceptional ability on program management and their passion in entrepreneurship. Since then the team has a number of very successful DeCal programs in Spring 2019, Fall 2019 and Spring 2020. I continue to be impressed with the preparation, follow-through, speaker opportunities and new learning environment they provide for students. I am confident that the DeCal proposed will continue to provide valuable insights into the start-up ecosystem for students who are interested in this topic.

The student facilitator and his team independently developed the course syllabus which I then reviewed. The syllabus adheres to the University's Policy and the proposed DeCal specifies academic contents and requirements, beyond classroom/online attendance, for receiving credits. The DeCal, which will be executed online, provides a structured course that help student develop entrepreneurship skills, which are valuable both for starting their own companies and for career development in other fields.

Throughout next semester, I will supervise the course through meeting with the student facilitator and his team, where I will provide feedback to the course curriculum as well as their teaching practice.

If I can provide further information, please don't hesitate to reach out.

Sincerely,



Victoria C Howell, Associate Instructor, Sutardja Center