EE290X, CS294-6, BA 296.5
Strategic Computing and Communications Technology

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Outline

- Motivation and objectives
- Project
  - Organization
  - Issues
- Administrative details
  - Schedule
  - Grades
  - MBA class representative
Motivation

- Social issues have become a critical aspect of the design process; engineering students need to be more cognizant of and facile with these issues.
- Technology has become an important aspect of organizational design; understanding what technologies are likely to be successful and why is advantageous to managers.
Objectives

■ Predict future technological **trends** and **limits**
■ Identify the **social factors** most critical in the assimilation of feasible technologies and why
■ Bring together engineering, business, and other students to learn from one another
■ Important: remain focused on the interaction of technical and social factors
Importance of social factors

- More attention to end-user applications, rather than core technology
  - But no “architecture” profession, unlike civil engineering
- More commercial, less military
- Deregulation of communications
- Open systems, standardization, network effects, inter-organizational design
- Trend toward small, entrepreneurial companies
Issues

- Technological trends and limits
- Economics
- Human factors
- Legal and regulatory
- Industrial organization and strategy

(Other suggestions welcome!)