

College of Business

The Donald and Sally

Lucas Graduate School of Business



San José State University

powering Silicon Valley

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Dean

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Overview of University

Established in 1857

30,000 Students

2,400 Faculty and Staff

154 Acre campus in the heart of Silicon Valley

Masters 1 Comprehensive University

7 Academic Colleges

134 BS and MS Degrees with 110 Concentrations



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Overview of College

Established in 1928

AACSB Accreditation since 1967

~ 4400 Undergraduates, 750 Graduates

~ 100 Full Time Equivalent Faculty

~ 46,000 Alumni



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Evolution of Silicon Valley

1850's Gold Rush



Entrepreneurship, Risk Taking, Survival of the Fittest

1950's

Semiconductors (Fairchild)

1960's

Microprocessors (Intel)

Storage (IBM)

1970's

Pc's (Apple)

Software/Database (Oracle)

1980's

Networking (Cisco)

Computers (Sun)

1990's

Internet (Netscape)

Search (Google)

2000's

Social Media (Facebook, YouTube)

Clean Tech (Tesla)



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Ecosystem of San Francisco Bay Area

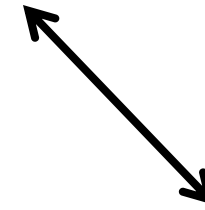
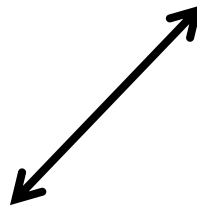
Integration of Key Institutions

Higher Education

9 Public Universities

20+ Private Universities

26 Community Colleges



Research Facilities

4 Federal Department of Energy Labs

6 Other Federal Labs

100+ Corporate Labs

9 Independent Labs/Research Centers

3 Collaborative Facilities



Incubators/Accelerators

20+ Sponsored by Universities
or Local Governments

48 Independent/Joint/Others



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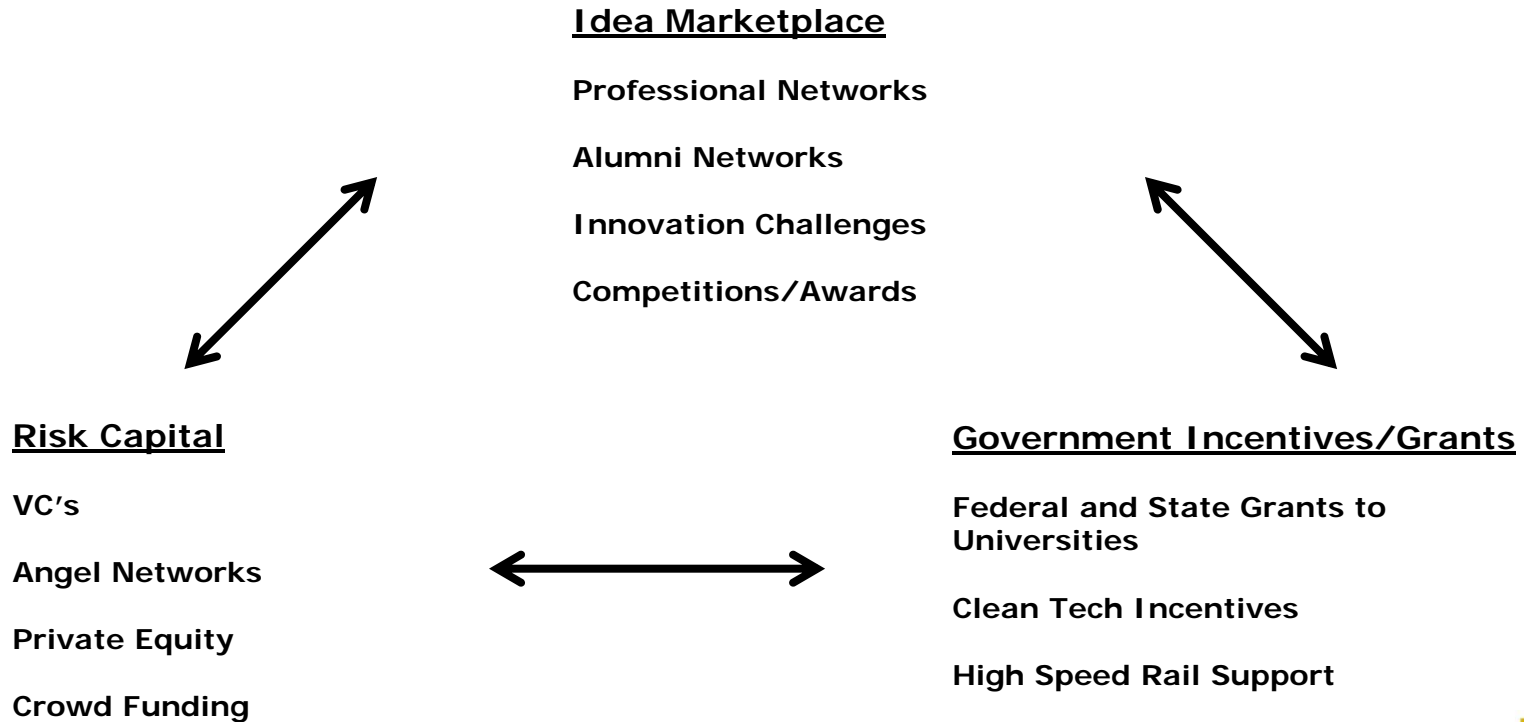
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Ecosystem of San Francisco Bay Area

Integration of Key Systems



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Elements of Silicon Valley Culture

Recipe for Success

Hard Ingredients

- Ideas and Innovation– Technology/Design/Global Supply Chains
- Capital availability – VC's, Angel Networks, etc.
- Experienced Teams of Serial Entrepreneurs

Soft Ingredients

- Failure is OK – Multiple Failures Breed Success
- Opportunity For All – No Ethnic, Gender, or Educational Barriers
- Networking Events
- Collaboration – Entrepreneurs/Funding/Startups
- Public-Private Partnerships



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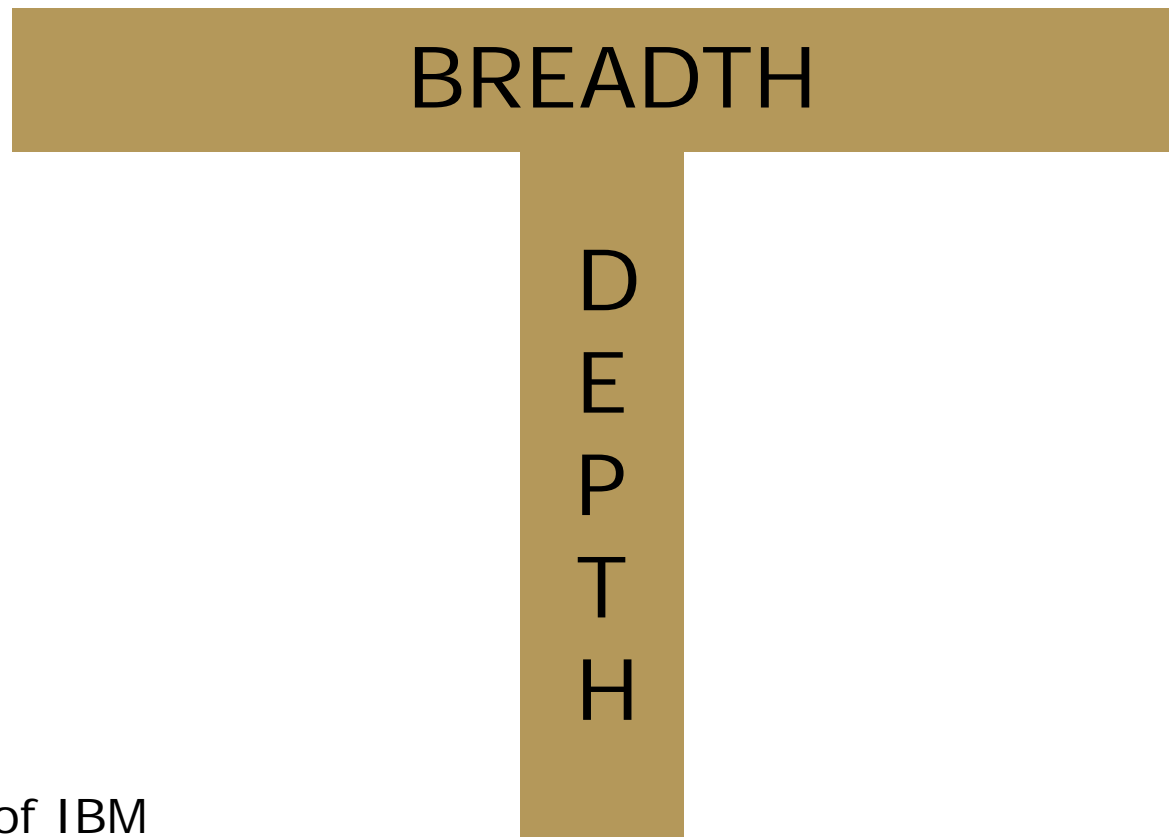
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The T- Person*



* Courtesy of IBM

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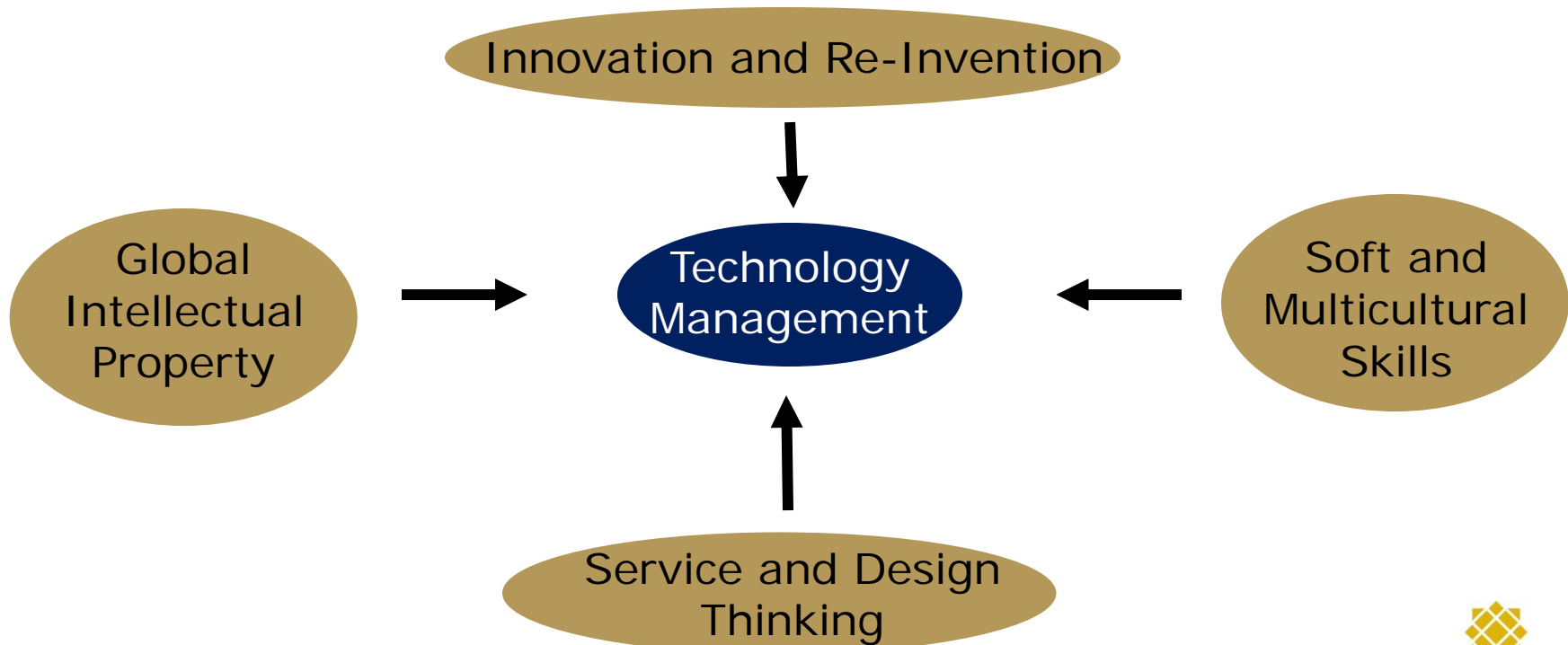
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The Breadth Axis

Integration of Key Disciplines



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Technology Management *Challenges*

- **Disruptive Change**
- **Patent Wars**
- **Innovation Strategy VS. Business Strategy**
- **Company Culture**
- **Customer Insight**



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Q&A



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