

# EE290X, CS294-6, BA 296.5

## Strategic Computing and Communications Technology

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# Outline

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

# Motivation

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

# Objectives

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

# Importance of social factors

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

# Issues

- n Technological trends and limits
  - n Economics
  - n Human factors
  - n Legal and regulatory
  - n Industrial organization and strategy
- (Other suggestions welcome!)