## COURSE DESCRIPTION – ACADEMIC YEAR 2016/2017

<table>
<thead>
<tr>
<th>Course title</th>
<th>Lean Start-Up</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course code</td>
<td>72105</td>
</tr>
<tr>
<td>Scientific sector</td>
<td>INF/01</td>
</tr>
<tr>
<td>Degree</td>
<td>Master in Computer Science (LM-18)</td>
</tr>
<tr>
<td>Semester</td>
<td>1</td>
</tr>
<tr>
<td>Year</td>
<td>2</td>
</tr>
<tr>
<td>Credits</td>
<td>8</td>
</tr>
<tr>
<td>Modular</td>
<td>No</td>
</tr>
<tr>
<td>Total lecturing hours</td>
<td>24</td>
</tr>
<tr>
<td>Total lab hours</td>
<td>--</td>
</tr>
<tr>
<td>Total exercise hours</td>
<td>48</td>
</tr>
<tr>
<td>Attendance</td>
<td></td>
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<tr>
<td>Prerequisites</td>
<td>Entrepreneurial mindset, ambition to set up a [software] startup company in the region.</td>
</tr>
<tr>
<td>Course page</td>
<td>leanstartup.bz</td>
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### Specific educational objectives
The course belongs to the type "caratterizzanti – discipline informatiche".

Lean Startup is designed for acquiring professional and practical skills and knowledge on startup processes. The main educational objectives are:

- Learning by trying out the initial idea.
- Applying lean measures to validate what the effect is.
- Experimenting iterative product releasing and progress measuring.
- Evaluating business idea and constructing business model.
- Conducting customer discovery and validation.
- Learning how to operate and make decisions in chaos with insufficient data.

### Lecturer
Xiaofeng Wang

### Contact
Piazza Domenicani 3, Room 3.14, xiaofeng.wang@unibz.it, 0471 016181

### Scientific sector of lecturer
ING-INF/05

### Teaching language
English

### Office hours
During the lecture time span, Fridays, 10am to 12pm

### Lecturing Assistant (if any)
Dron Khanna

### Contact TA
Piazza Domenicani 3, Room 3.14, dron.khanna@unibz.it, 0471 016184

### Office hours TA
Fridays, 10am to 12pm

### Syllabus
- Big companies versus startups
- Basics on starting up companies
- Customer Development
- Lean startup methodology
- Business model development
- Supporting toolkits for startup process
- Mentoring sessions
### Experience from the startup ecosystems (entrepreneurs, investors, incubators, accelerators, etc.)

### Teaching format
- Frontal lectures and team projects

### Learning outcomes

**Knowledge and understanding:**
- Understand the dynamics of the economic-technological market that affect the development and adoption of software products and services.

**Applying knowledge and understanding:**
- Be able to identify new needs and business opportunities in the field of software technology and services.

**Making judgments**
- Ability to plan and re-plan a technical project activity.
- Ability to identify reasonable work goals and estimate the resources required to achieve the objectives.

**Communication skills**
- Be able to present in a fixed time the content of the project.
- Be able to interact and collaborate with peer and experts in the realization of the project.

**Learning skills**
- Be able to autonomously extend the knowledge by reading the course materials and related documents.
- Be able to independently keep up to date with developments in the related knowledge areas.

### Assessment
- **Exam type:** Project
  - 50% quality of project (group)
  - 25% team work (group)
  - 25% course performance (group)

### Assessment language
- English

### Evaluation criteria and criteria for awarding marks
- Positive participation and project results are necessary to attend the final presentation. All three parts of results must be positive.
- Criteria to evaluate project: originality of the startup idea, extent of the product, customer and business development, quality of the teamwork and quality of presentation.

### Required readings
- Other reading materials be published in the course websites.

### Supplementary readings
- Will be published in the course website.

### Software used
- Will be decided by the project teams.