# COURSE DESCRIPTION – ACADEMIC YEAR 2017/2018

<table>
<thead>
<tr>
<th><strong>Course title</strong></th>
<th>Lean Start-Up</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Course code</strong></td>
<td>72105</td>
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<tr>
<td><strong>Scientific sector</strong></td>
<td>INF/01</td>
</tr>
<tr>
<td><strong>Degree</strong></td>
<td>Master in Computer Science (LM-18)</td>
</tr>
<tr>
<td><strong>Semester</strong></td>
<td>1</td>
</tr>
<tr>
<td><strong>Year</strong></td>
<td>2</td>
</tr>
<tr>
<td><strong>Credits</strong></td>
<td>8</td>
</tr>
<tr>
<td><strong>Modular</strong></td>
<td>No</td>
</tr>
<tr>
<td><strong>Total lecturing hours</strong></td>
<td>24</td>
</tr>
<tr>
<td><strong>Total exercise hours</strong></td>
<td>48</td>
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## Attendance

**Prerequisites**
Entrepreneurial mindset, ambition to set up a [software] startup company in the region.

**Course page**
[leanstartup.bz](#)

## Specific educational objectives

The course belongs to the type "caratterizzanti – discipline informatiche" in the curriculum "DKE" and in the curriculum "SEITM".

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 3.15, xiaofeng.wang@unibz.it, 0471 016181

## Scientific sector of lecturer

ING-INF/05

## Teaching language

English

## Office hours

**Lecturing**
During the lecture time span, Fridays, 10am to 12pm

**Lecturing Assistant**
Cigdem Gencel, Dron Khanna

## Contact TA

Dron Khanna: 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 peers 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 will be published in the course websites.

**Supplementary readings**
Will be published in the course website.

**Software used**
Will be decided by the project teams.