## COURSE DESCRIPTION - ACADEMIC YEAR 2018/2019

<table>
<thead>
<tr>
<th>Course title</th>
<th>Lean Start Up</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course code</td>
<td>76008</td>
</tr>
<tr>
<td>Scientific sector</td>
<td>INF/01</td>
</tr>
<tr>
<td>Degree</td>
<td>European Master in Software Engineering (LM-18)</td>
</tr>
<tr>
<td>Semester</td>
<td>1</td>
</tr>
<tr>
<td>Year</td>
<td>1</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>
</tr>
<tr>
<td>Prerequisites</td>
<td>Entrepreneurial mindset, ambition to set up a [software] startup company in the region.</td>
</tr>
</tbody>
</table>

### Specific educational objectives

The course belongs to the type "caratterizzanti – discipline informatiche" (EMSE - ATSE).

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, tel. 0471 016181

### Scientific sector of lecturer

INF/01

### Teaching language

English

### Office hours

During the lecture time span; arrange beforehand by email

### Lecturing Assistant (If any)

Cigdem Gencel, Dron Khanna

### Contact LA

Dron Khanna: Piazza Domenicani 3, Room 3.14, dron.khanna@unibz.it

Cigdem Gencel: Piazza Domenicani 3, cigdem.gencel@unibz.it

### Office hours LA

During the lecture time span; arrange beforehand by email

### List of topics

- 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, exercises; 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% teamwork (group)
  - 25% course performance (group)

**Assessment language**
English

**Assessment typology**
Monocratic commission

**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.