

COURSE DESCRIPTION – ACADEMIC YEAR 2018/2019

Course title	Lean Start-Up and Entrepreneurship
Course code	73029
Scientific sector	INF/01
Degree	Master in Computational Data Science (LM-18)
Semester	1
Year	1
Credits	6
Modular	No
Total lecturing hours	20
Total lab hours	40
Attendance	Compulsory
Prerequisites	Entrepreneurial mindset, open-mind towards innovation and new IT technology, and willingness to collaborate with students from different disciplines
Course page	https://ole.unibz.it/ , https://leanstartup.bz
Specific educational objectives	<p>The course belongs to the type "caratterizzanti – discipline informatiche" in the curricula "Data Analytics" and "Data Management".</p> <p>Lean Startup adopts a learning-by-doing style, and is designed for acquiring both theoretical and practical skills and knowledge on processes of high-tech and software-intensive startups. The main educational objectives are:</p> <ul style="list-style-type: none"> • Conducting customer discovery and validation. • Evaluating business idea and constructing business model. • Experimenting iterative product releasing and progress measuring. • Applying lean measures to validate what the effect is. • 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	INF/01
Teaching language	English
Office hours	During the lecture time span, Fridays, 10am to 12pm
Lecturing Assistant (if any)	Cigdem Gencel, Dron Khanna
Contact LA	Cigdem Gencel: Piazza Domenicani 3 , Room 1.04, cigdem.gencel@unibz.it Dron Khanna: Piazza Domenicani 3 , Room 3.14, dron.khanna@unibz.it , 0471 016184
Office hours LA	During the lecture time span; arrange beforehand by email
List of topics	<ul style="list-style-type: none"> • Nature and characteristics of innovative start-ups • Problem identification and validation with design thinking tools • Customer development process • Build-measure-learn loops

	<ul style="list-style-type: none"> • Continuous retrospectives for start-up learning • Supporting toolkits for start-up processes
Teaching format	Frontal lectures and team projects
Learning outcomes	<p>Making judgments</p> <ul style="list-style-type: none"> • D3.1 - Ability to plan and, if necessary, re-plan a technical project activity for the analysis and management of data, or for the implementation of corresponding software systems or applications, and to complete it within the defined deadlines • D3.2 - Ability to autonomously select the documentation (in the form of books, web, magazines, etc.) needed to keep up to date in a given sector <p>Communication skills</p> <ul style="list-style-type: none"> • D4.1 - Ability to use English at an advanced level with particular reference to disciplinary terminology • D4.2 - Ability to present one's work in a clear and comprehensible way in front of an audience, including non-specialists • D4.4 - Ability to coordinate the work of a project team and interact positively with team members • D4.5 - Ability to interact and collaborate in the implementation of a project or research with peers and experts
Assessment	<p>Exam type: Project</p> <ul style="list-style-type: none"> • 50% quality of project (group) • 25% team work (group) • 25% course performance (group)
Assessment language	English
Assessment Typology	Monocratic
Evaluation criteria and criteria for awarding marks	<p>Positive participation and project results are necessary to attend the final presentation. All three parts of results must be positive.</p> <p>Criteria to evaluate project:</p> <ul style="list-style-type: none"> • originality of startup idea • extent of prototype development • extent of customer discovery and business model development • quality of teamwork • quality of final presentation
Required readings	<ul style="list-style-type: none"> • E. Ries, The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses. Crown Business, 2011, p. 336. • S. G. Blank, The Four Steps to the Epiphany: Successful Strategies for Products that Win. Cafepress.com. <p>Other reading materials will be published in the course websites.</p>



Supplementary readings	Will be published in the course website.
Software used	Will be decided by the project teams.