

COURSE DESCRIPTION – ACADEMIC YEAR 2018/2019

Course title	Lean Start Up
Course code	76008 (27176 for Master Entrepreneurship and Innovation)
Scientific sector	INF/01
Degree	Master Entrepreneurship and Innovation
Semester	1
Year	1
Credits	6
Modular	No
Total lecturing hours	24 (European Master in Software Engineering (LM-18))
Total lab hours	--
Total exercise hours	36
Attendance	
Prerequisites	Entrepreneurial mindset, ambition to set up a [software] startup company in the region.
Course page	
Specific educational objectives	<p>The course belongs to the type "caratterizzanti – discipline informatiche" (EMSE – ATSE).</p> <p>Lean Startup is designed for acquiring professional and practical skills and knowledge on startup processes. The main educational objectives are:</p> <ul style="list-style-type: none"> • 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
Lecturing Assistant (if any)	Only for Master Entrepreneurship and Innovation: Veglio Valerio , Room E2.01, Valerio.Veglio@unibz.it , tel.0471 01352339
Contact LA	---
Office hours LA	---
List of topics	<ul style="list-style-type: none"> • Big companies versus startups • Basics on starting up companies • Customer Development • Lean startup methodology • Business model development • Supporting toolkits for startup process • Mentoring sessions

	<ul style="list-style-type: none"> • Experience from the startup ecosystems (entrepreneurs, investors, incubators, accelerators, etc.)
Teaching format	Frontal lectures, exercises; team projects.
Learning outcomes	<p>Knowledge and understanding:</p> <ul style="list-style-type: none"> • Understand the dynamics of the economic-technological market that affect the development and adoption of software products and services. <p>Applying knowledge and understanding:</p> <ul style="list-style-type: none"> • Be able to identify new needs and business opportunities in the field of software technology and services. <p>Making judgments</p> <ul style="list-style-type: none"> • 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. <p>Communication skills</p> <ul style="list-style-type: none"> • 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. <p>Learning skills</p> <ul style="list-style-type: none"> • 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	<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 commission
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: originality of the startup idea, extent of the product, customer and business development, quality of the teamwork and quality of presentation.</p>
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 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.