# 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 (27176 for Master Entrepreneurship and Innovation)</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>
</tbody>
</table>

| Total lecturing hours | 24 |
| Total lab hours | -- |
| Total exercise hours | 48 |

## Specific educational objectives

The course belongs to the type "caratterizzanti – discipline informative" (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

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

- Big companies versus startups
- Basics on starting up companies
- Customer Development
- Lean startup methodology
- Business model development
- Supporting toolkits for startup process
- Mentoring sessions
<table>
<thead>
<tr>
<th><strong>Experience from the startup ecosystems (entrepreneurs, investors, incubators, accelerators, etc.)</strong></th>
</tr>
</thead>
</table>

### 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% team work (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.

### 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.