



Course syllabus

Faculty of Technology

Department of Computer Science and Media Technology

2DV614 Lean Startup, 5 högskolepoäng

Lean Startup, 5 credits

Main field of study

Computer Science

Subject Group

Informatics/Computer and Systems Sciences

Level of classification

First Level

Progression

G2F

Date of Ratification

Approved by Faculty of Technology 2019-05-06

The course syllabus is valid from spring semester 2020

Prerequisites

NO VALUE DEFINED

Objectives

After completing the course the student shall be able to:

- Describe the legal, ethical, and structural aspects that apply to start and running a startup in the software industry,
- explain the context, concepts, theories, and processes of entrepreneurship,
- describe the business development process, from idea to established business,
- describe the relationships between the different actors on the entrepreneurial stage; entrepreneurial network, incubators, and investors,
- describe concepts such as "minimal viable product", A/B testing, "product-market fit", "design thinking", and "business model canvas",
- explain why failure is common but leads to insights and inspiration,
- develop new or change existing software-based businesses,
- validate a business model by approaching customers, partners, and competitors,
- apply "design thinking",
- present a business idea to investors,
- identify entrepreneurial opportunities in the software industry and assess them
- assessing ethical, environmental and sustainability considerations in decision making in the software industry, and
- assess the social and cultural consequences of business activities in the software industry.

Content

The course gives the student awareness and understanding of the problems and complexity involved in starting a software company, as well as insights on how an entrepreneur relates, adjusts and executes strategies to create new successful business activities in software. The course takes a practical approach and gives the student the skills needed to create a startup.

- Basic concepts, theories, and processes for entrepreneurship, with a focus on software-based activities.
- Business models and business modeling using "business model canvas".
- Market and customer segmentation in the software industry.
- Growth and business development strategies in the software industry.
- Design thinking
- How a winning and agile culture is created.

Type of Instruction

The teaching takes the form of lectures and guest lectures and supervision. Divided into groups, students will formulate an idea/vision, formulate and validate business model hypotheses with customers, identify functionality in a "minimum viable product", create a software prototype, and present to investors. Previous experiences from lean and agile are put in context.

Mandatory attendance can occur at presentations.

Examination

The course is assessed with the grades A, B, C, D, E, Fx or F.

The grade A constitutes the highest grade on the scale and the remaining grades follow in descending order where the grade E is the lowest grade on the scale that will result in a pass. The grade F means that the student's performance is assessed as a fail (i.e. received the grade F). Assessment of student performance is made through theoretical assignments, programming assignments, and a written exam.

- Assignment (group) 2 credits (P/F)
- Assignment (Individual) 3 credits (A-F)

To pass the course, grade G or E, or higher is required for all parts. The final grade is decided from: individual assignment.

Repeat examination is offered in accordance with Local regulations for courses and examination at the first and second-cycle level at Linnaeus University.

If the university has decided that a student is entitled to special pedagogical support due to a disability, the examiner has the right to give a customised exam or to have the student conduct the exam in an alternative way.

Course Evaluation

During the implementation of the course or in close conjunction with the course, a course evaluation is to be carried out. Results and analysis of the course evaluation are to be promptly presented as feedback to the students who have completed the course. Students who participate during the next course instance receive feedback at the start of the course. The course evaluation is to be carried out anonymously.

Other

Grade criteria for the A-F scale are communicated to the student through a special document. The student is to be informed about the grade criteria for the course by the start of the course at the latest.

The course is conducted in such a way that the course participants' experiences and knowledge are made visible and developed. This means, for example, that we have an

inclusive approach and strive for no one to feel excluded. This can be expressed in different ways in a course, for example by using the gender-neutral example.

Required Reading and Additional Study Material

Required reading:

- Løwe Nielsen, Suna, Klyver, Kim, Rostgaard Ewald, Majbritt and Bager, Torben, *Entrepreneurship in theory and practice – paradoxes in play*, second edition, Edward Elgar Publishing, 2017, ISBN: 1785364472. Pages: 236 of 368.
- Ries, Eric, *The Lean Startup*, Crown Publishing Group, 2011, ISBN: 9780307887894. Pages: 300 of 336.