

Lean Startup Process

Academic Year: (2023 / 2024)

Review date: 22-05-2023

Department assigned to the subject: Computer Science and Engineering Department

Coordinating teacher: AMESCUA SECO, ANTONIO DE

Type: Electives ECTS Credits : 6.0

Year : 2 Semester : 1

DESCRIPTION OF CONTENTS: PROGRAMME

1. Lean Startup Basics
2. Ideas
3. Market Research Techniques
4. Value Proposition Design
5. Prototype
6. Business Model Canvas
7. Types of Innovation
8. Pitch elevator

LEARNING ACTIVITIES AND METHODOLOGY

FORMATION ACTIVITIES

- AF1 - Theoretical class [23,33 hours, 100 % attendance]
 AF2 - Practical classes [25 hours, 100% attendance]
 AF5 - Tutorials [2 hours, 25% attendance]
 AF6 - Group work [50 hours, 0% attendance]
 AF7 - Individual student work [77 hours, 0% attendance]
 AF8 - Midterm and final exams [2 hours]

TEACHING METHODOLOGIES

MD1 - Lectures in the teacher's class with the support of computer and audiovisual media, in which the main concepts of the subject are developed and the bibliography is provided to complement the students' learning.

MD2 - Critical reading of texts recommended by the professor of the subject: Press articles, reports, manuals and / or academic articles, either for later discussion in class, or to expand and consolidate the knowledge of the subject.

MD3 - Resolution of practical cases, problems, etc ... raised by the teacher individually or in groups

MD4 - Presentation and discussion in class, under the moderation of the teacher, on topics related to the content of the subject, as well as practical cases

MD5 - Preparation of works and reports individually or in groups

ASSESSMENT SYSTEM

SE1 [10%]

Class participation.

SE2 [90%]

Individual or group work carried out during the course.

% end-of-term-examination:

0

% of continuous assessment (assignments, laboratory, practicals...):

100

BASIC BIBLIOGRAPHY

- Alex Osterwalder, Yves Pigneur, Greg Bernarda, Alan Smith Value Proposition Design, John Wiley & Sons, Inc., 2014

- Alexander Osterwalder and Yves Pigneur Business Model Generation. A Handbook for Visionaries, Game Changers, and Challengers, John Wiley & Sons, Inc., 2010
- Eric Ries The lean startup, Crown Business, 2011
- Larry Keeley, Helen Walters, Ryan Pikkell, Brian Quinn Ten Types of Innovation: The Discipline of Building Breakthroughs, John Wiley & Sons, Inc., 2013