Course programme

Course code IFI7315.DT	Practice		
ECTS credits: 6 ECTS	Amount of contact hours: 26	Teaching semester: spring 2017	Assessment form: Exam
Course objectives:	To provide an opportunity to develop a sound and complete human-computer interaction project in the context of the lean business model while working in teams. The course aims to provide a broad overview of skills and tools necessary for creating a product or a service that is economically viable and has startup potential.		
Brief description of course content: (including the description of the independent work)	The course covers all the critical aspects concerning the project life cycle and addresses skills required for project delivery and further development. Course content keywords: emerging technology trends, vertical and horizontal markets, ideation process, evaluating idea potential, team configuration, startup tools, leadership and team development, lean startup methodology (business model design, customer development, agile engineering), validated learning, service design and product development, sales and marketing, startup phases, startup ecosystems, investor relations, finances, go to market, intellectual property rights, one-pager, slide-deck, pitching. Project teams are formed and roles/tasks are distributed by team members. Teams work together on the project in and outside the classroom. Teams are expected to develop and validate the initial business model based on the lean canvas (list of deliverables below).		
Learning outcomes:	The student is able to: • work with a startup idea • use lean startup model & methods • conduct customer interviews • create basic financials for his/her startup • can present the idea to external stakeholders		
Assessment Methods:	Exam. The final grade is based on the defence of the project &		

	milestones completed during the course.
Lecturer(s):	David Lamas, Marek Mühlberg, Ottavio Cambieri, Hegle Sarapuu
Course title in Estonian:	Praktika
Prerequisted course(s):	-
Compulsory literature:	Ash Maurya, *Running Lean – Iterate from Plan A to a Plan That Works*; O'Reilly 2011 / 2012 Peter Thiel, Zero to One – *Notes on Startups, or How to Build the Future*, Crown Business, NY , 2014 Rest will be handed out in the course blog, including videos, articles and blogs to work on.
Replacement literature:	Eric Ries, *Lean Startup*, Crown Business, NY, 2011 Rest will be handed out in the course blog relevant to each session.
Participation and exam requirements:	Final presentation and group works during and between the practice schedules are a must.
Independent work:	1) Idea validation – final idea and team working on the idea confirmed with lecturer. Research done around the industry of the idea that will be implemented. 2) Working on lean startup principles – lean canvas created and validated. New versions developed during the practice (adjusted to tests carried out). 3) Customer development exercise – interviews done & business model adjusted accordingly. 4) Basic financials developed – excel with projections created. 5) Attendance on at least one open startup event with the team and idea. Written and oral feedback discussed. 6) Idea presentation – onepager, slides, pitch and basic business plan developed and defended in front of a final jury panel.
Grading criteria scale or the minimum level necessary for passing the subject:	The evaluation criteria: Working product developed and presented at the final event. Exam basis grade given by the final jury.
Information about the course:	2.02.17, 10:15-13:45. Industry trends and challenges. Ideation and team formation. 17.02.17, 16:15-19:45. Leadership and team development. Lean

(Topics by contact session, deadlines of independent works and exams/assessments times)	Startup (business model design, customer development, agile engineering). 2.03.17, 10:15-13:45. Service design and product development in practice. 17.03.17, 16:15-18:45. Sales and marketing for startups. 1.04.17, 14:15-16:45. Startup ecosystem, investor relations, finances. 15.04.17, 14:15-16:45. Intellectual property rights. 29.04.17, 14:15-16:45. Onepager, slide-deck, pitching. 12.05.17, 10:15-11:45. Demo day.

Teaching Unit in charge:	School of Digital Technologies
Course programme is prepared by:	Marek Mühlberg
Date:	12.01.17

The course program is registered in the academic unit:

Date:	12.01.17
Name of academic coordinator:	Viktoria Humal