

Sapir International Syllabus

Course Details

Workshop Title: Lean Start-up Principles

Academic year: 2020

Semester: B (Spring)

Class location: Sapir eXlab

Course Academic Design

Sapir Credits: 1

Cycle: BA

Academic Department: Entrepreneurship, Innovation and Technology Lab

About the Instructor

Instructor: Mr. Nir Reuven

Office hours: After class

Contact information: mr.nir.reuven@gmail.com

Course Goals and Learning Outcomes

Course description:

Lean Start-up is a product development methodology that minimizes product development cycles and costs and enables to determine whether a product is sustainable in a relatively short period of time. The methodology employs a scientific approach with experiments in order to develop an MVP (minimum viable product). In addition, this approach maintains ongoing contact with users and customers, constantly integrating user feedback throughout the product development cycle. The methodology was developed by Eric Ries.

Course goals (aims):

By the end of the course students will be familiar with the theory and practice of the Lean Start-up approach.

Learning outcomes:

1. Understand the principles of Lean Start-up based on practical experience in early stages.
2. Understand principles of developing a business enterprise based on practical experience of the process.

Detailed teaching arrangements and method of instruction:

1. Topic research and identification of challenges
2. Definition of a concrete problem requiring a solution
3. Definition of a solution
4. Characterization of a business that can provide the solution
5. Making fundamental assumptions about the business
6. Developing MVP
7. Conducting the relevant research
8. Analyzing research results
9. Drawing conclusions and deciding on next steps

Course Materials

Required texts and materials:

1. Ries, E. (2011). The lean startup: How today's entrepreneurs use continuous innovation to create radically successful businesses. Crown Books.
2. Blank, S. (2013). Why the lean start-up changes everything. Harvard business review, 91(5), 63-72.

Work Assignments and Assessment

Course assignments, assessment, and final course grade

Active participation in the workshop is mandatory

Work Assignment	% of Final Grade
Final workshop presentation	80%
Teacher impression of active participation	20%
Total	100%