

Course Introduction

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COSS A01

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Course Learning Goals

- Understand ...
 - The software industry and its players
 - Commercial open source startups
 - How to spin-out from a university
- Learn how to ...
 - Analyze and design a business model
 - Get an open source project off the ground
 - Turn a research project into a startup

Skills Required for Course

- Required ...
 - Basic business understanding
- Familiar with ...
 - N/A
- Expected of student
 - Self-study where necessary
 - Team work for project

Course Content

1. The software industry

- The software industry
- Software products
- Software vendors
- Business models

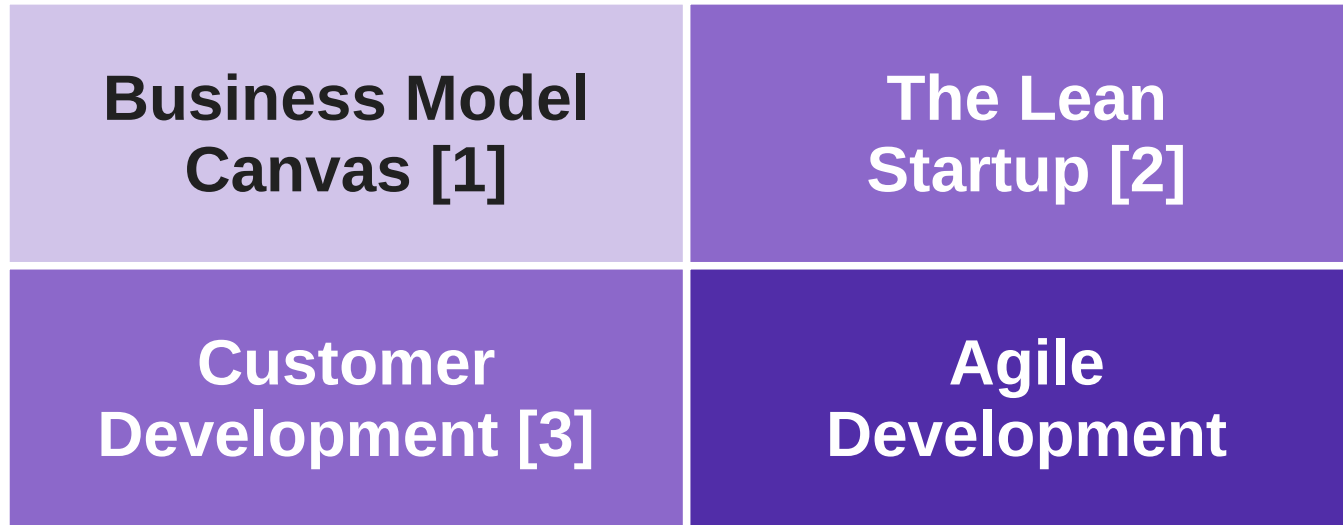
2. Commercial open source

- Open source software
- Open source projects
- Commercial open source
- Product strategies

3. University spin-offs

- Software startups
- Research vs. startup
- The university spin-off
- The funding ecosystem

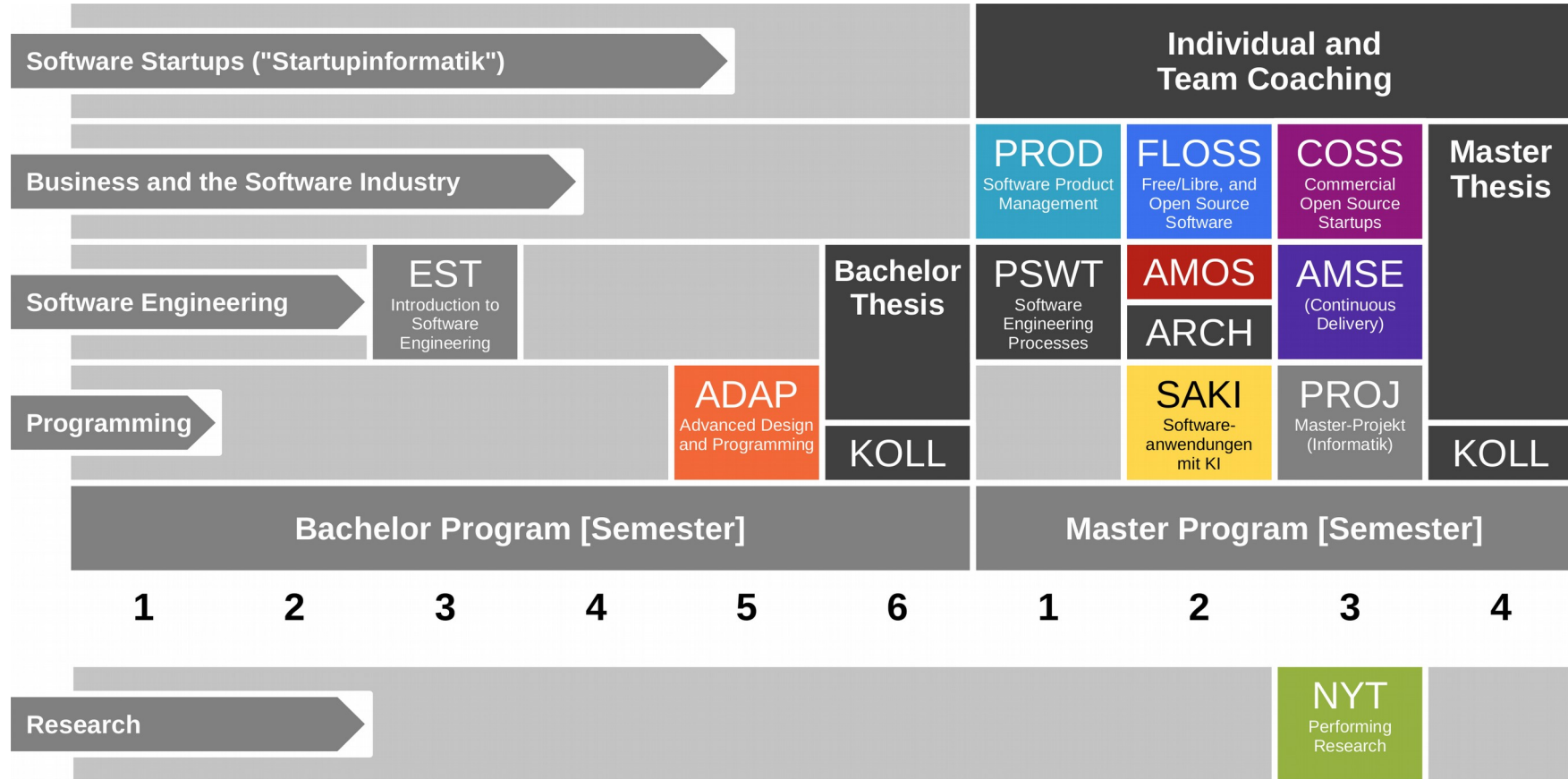
Practitioner Literature Base of the Course



With cleaned-up terminology, and as applied to commercial open source

- [1] Osterwalder, A. & Pigneur, Y. (2010). Business Model Generation.
- [2] Ries, E. (2011). The Lean Startup.
- [3] Blank, S., & Dorf, B. (2012). The Startup Owner's Manual.

Course Position in Curriculum



Courses and Modules

		Courses (Lehrveranstaltungen)		
		OSS-COSS-VL	OSS-COSS-UE	Total ECTS
Modules	OSS-COSS-VUE	X	X	5

VUE = Lecture + exercise (Vorlesung + Übung)
 PROJ = Project

Course Grading [1]

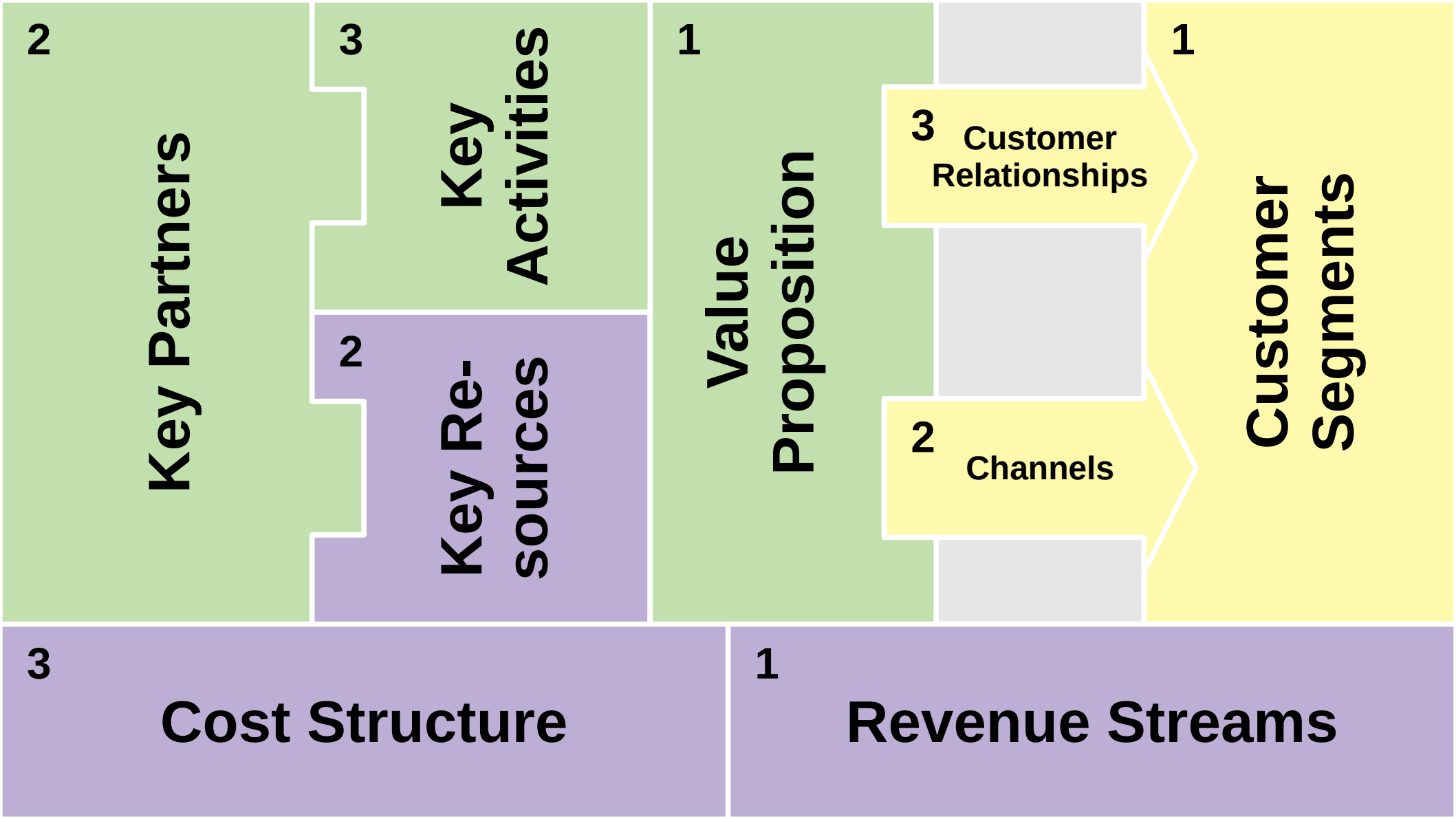
- Class quizzes = 10%, graded [0..10]
 - Administered for each video lecture
- Homework = 10%, graded using [0|1]
 - Three homework submissions during course of semester
- Participation = 10%, graded using [0|1|2|3]
 - For nine exercises, present your homework in class
- Final report = 20%, graded using [0..10]
 - Three sections (out of nine) for each of the three roles
- Oral exam = 50%, graded using regular grades
 - If you and we agree, the oral exam can be dropped

[1] Also see <http://osr.cs.fau.de/teaching/course-resources/grading-schemes-and-scales/>

Course Work (Homework) [1]

- Student teams design a business model as course work; consists of
 - Three homework submissions during semester
 - Graded explanation of homework in exercises
 - Compilation and presentation in final report
- Student teams consist of three people, each playing one role
 - “Hustler” (sales and marketing)
 - “Designer” (user experience)
 - “Coder” (software engineering)
- Student teams choose one of (most likely) three projects to work on
 - Students pitch a project idea (optional)
 - Students prioritize available projects
 - We decide, if necessary, with backup

[1] Also see <https://bit.ly/2Mu8IFy>



Homework Schedule Overview

- Homework bundle 1 (week 6)
 - Customer segments
 - Value proposition
 - Revenue sources
- Homework bundle 2 (week 9)
 - Channels
 - Key partners
 - Key resources
- Homework bundle 3 (week 12)
 - Customer relationships
 - Key activities
 - Cost structure
- Final report (week 15)

Receiving a Grade for the Course

- If you want to receive a grade
 - You must register through the course management system
- If you cannot register through the course management system
 - Please follow these instructions: <https://wp.me/PDU66-2bx>
- Otherwise: No grade

No Oral or Written Exam [1]



[1] You still have to register for the course

Course Language [1]

- Class
 - Lecturer: English
 - Student: Choice of German or English
- Homework
 - Instructor: English
 - Submissions: Choice of German or English

[1] See <http://osr.cs.fau.de/2012/03/10/english-or-german-deutsch-oder-englisch/>

Course Communication

- Announcements by email (through StudOn)
- Questions and answers using FSI Forum for course
- If you must send email, use the teaching team alias from course index



Course Information

- Course overview
 - <https://oss.cs.fau.de/oss-coss-course>

Thank you! Questions?

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- Contributions
 - None yet