

# 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
- Learn how to ...
  - Get an open source project off the ground
  - Spin-off a startup from university
  - Analyze and design a business model

# 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

## 2. Commercial open source

- Open source software
- Commercial open source
- Product management

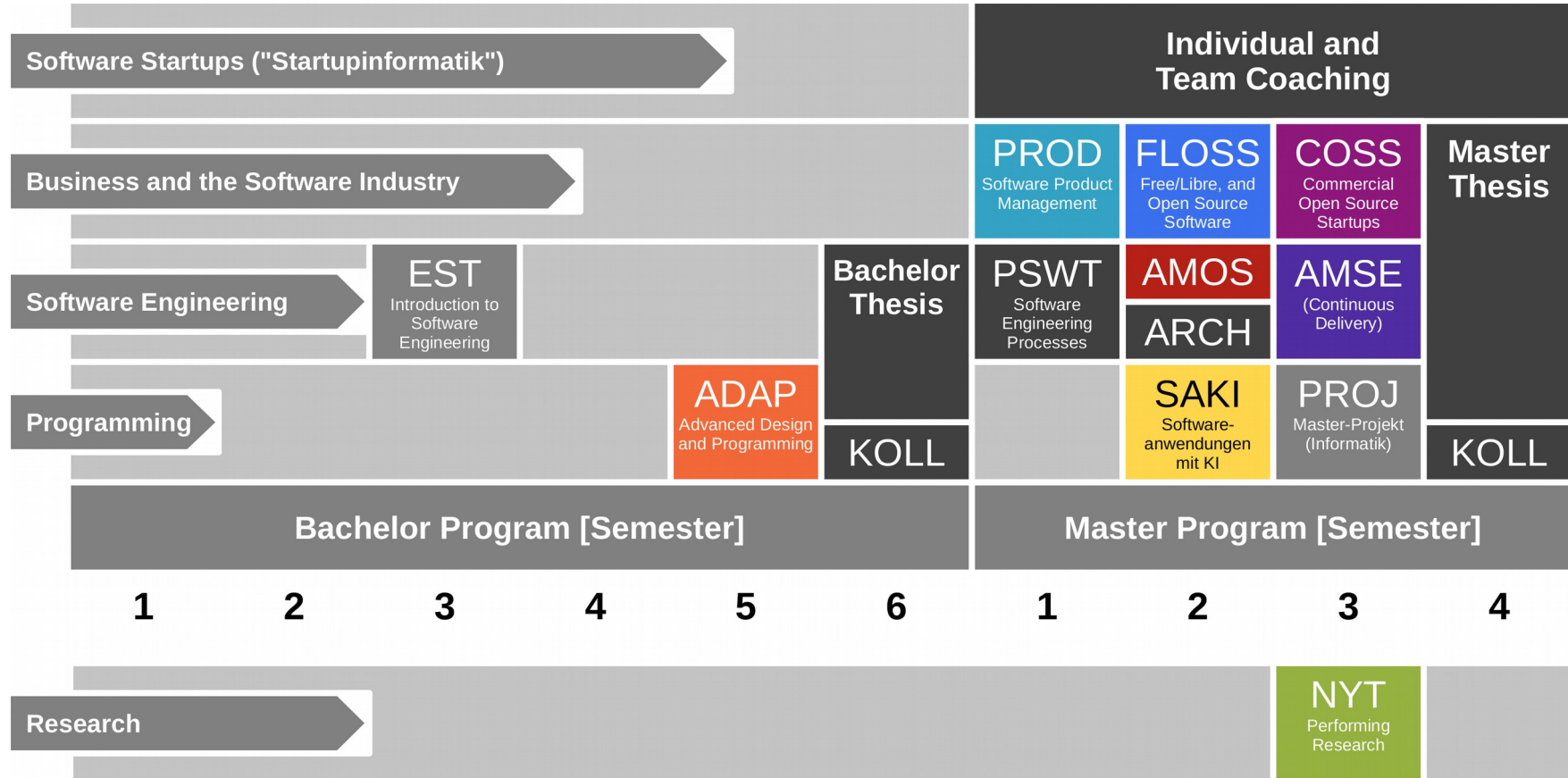
## 3. Open source projects

- Open source projects
- Users and contributions
- Community management

## 4. University spin-offs

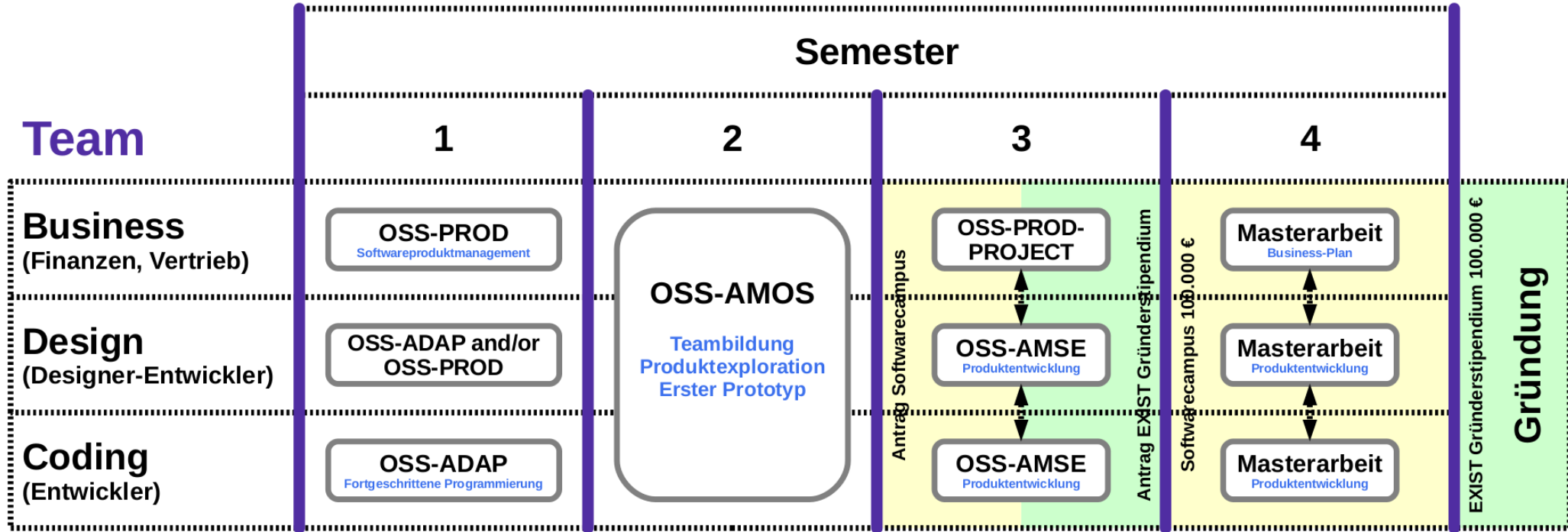
- Software startups
- The university spin-off
- The funding ecosystem

# Course Position in Curriculum



# Startupinformatik

Dein Weg zur Startup im Masterstudium, seit 2010!



<http://startupinformatik.de>

Gewinner 1ter Preis 2015  
Programm zur Startup-  
Förderung an Hochschulen



# Courses and Modules

|         |          | Courses<br>(Lehrveranstaltungen) |  |            |
|---------|----------|----------------------------------|--|------------|
|         |          | OSS-COSS-VUE                     |  | Total ECTS |
| Modules | OSS-COSS | 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

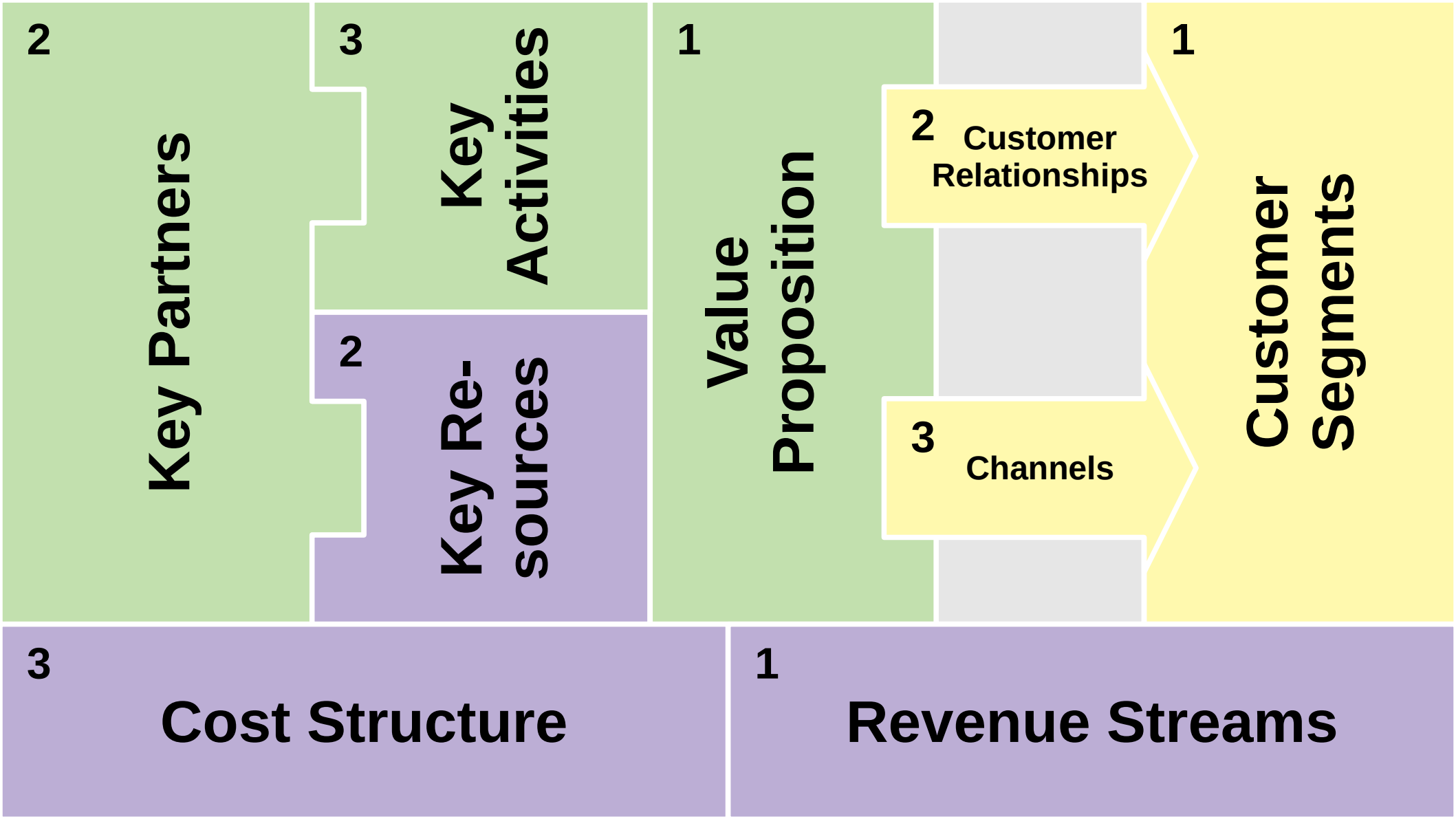
[1] Also see <http://osr.cs.fau.de/teaching/course-resources/grading-schemes-and-scales/>



# 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)
  - Customer relationships
  - Key partners
  - Key resources
- Homework bundle 3 (week 12)
  - Channels
  - 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