

# Course Introduction

**Prof. Dr. Dirk Riehle**

**Friedrich-Alexander University Erlangen-Nürnberg**

**COSS A01**

Licensed under CC BY 4.0 International

# 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

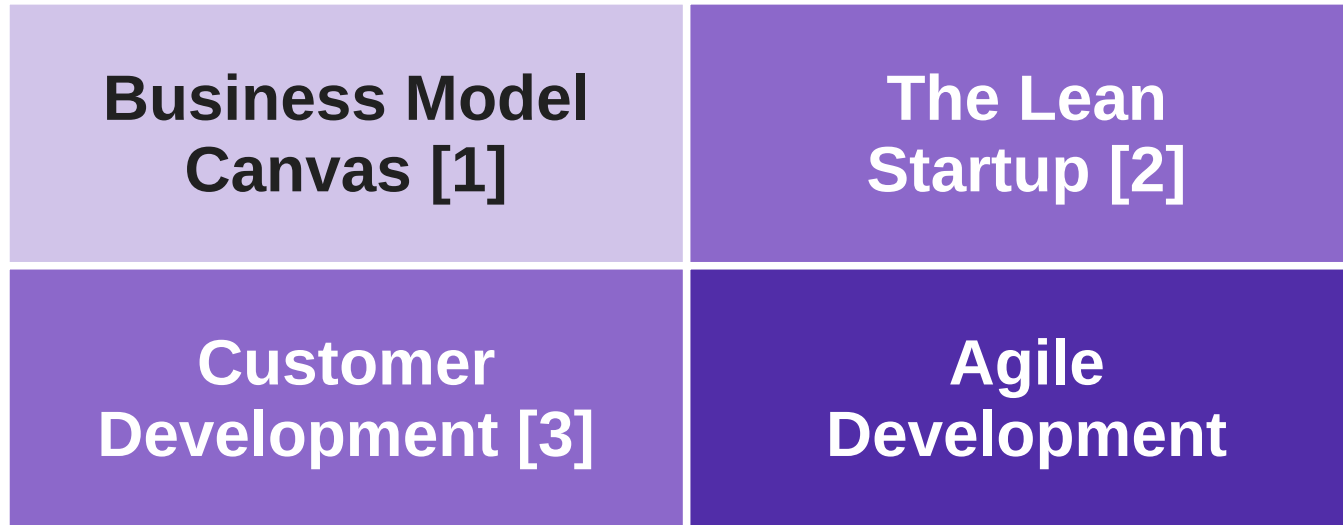
## 2. Commercial open source

- Open source software
- Open source projects
- Commercial open source
- Cloud computing strategies

## 3. University spin-offs

- Software startups
- Research vs. startup
- The university spin-off
- Fundraising

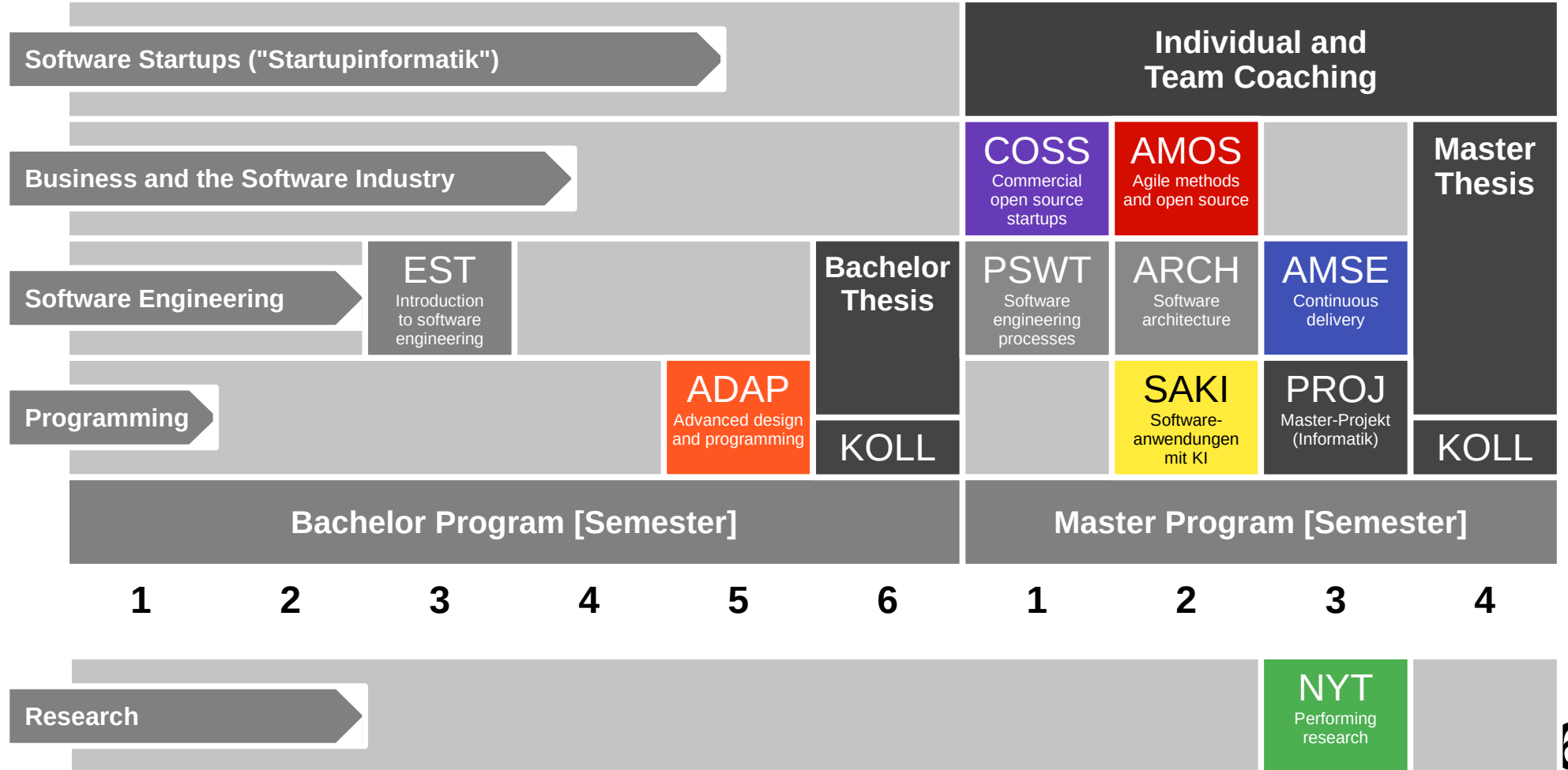
# Practitioner Literature Base of the Course



**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]

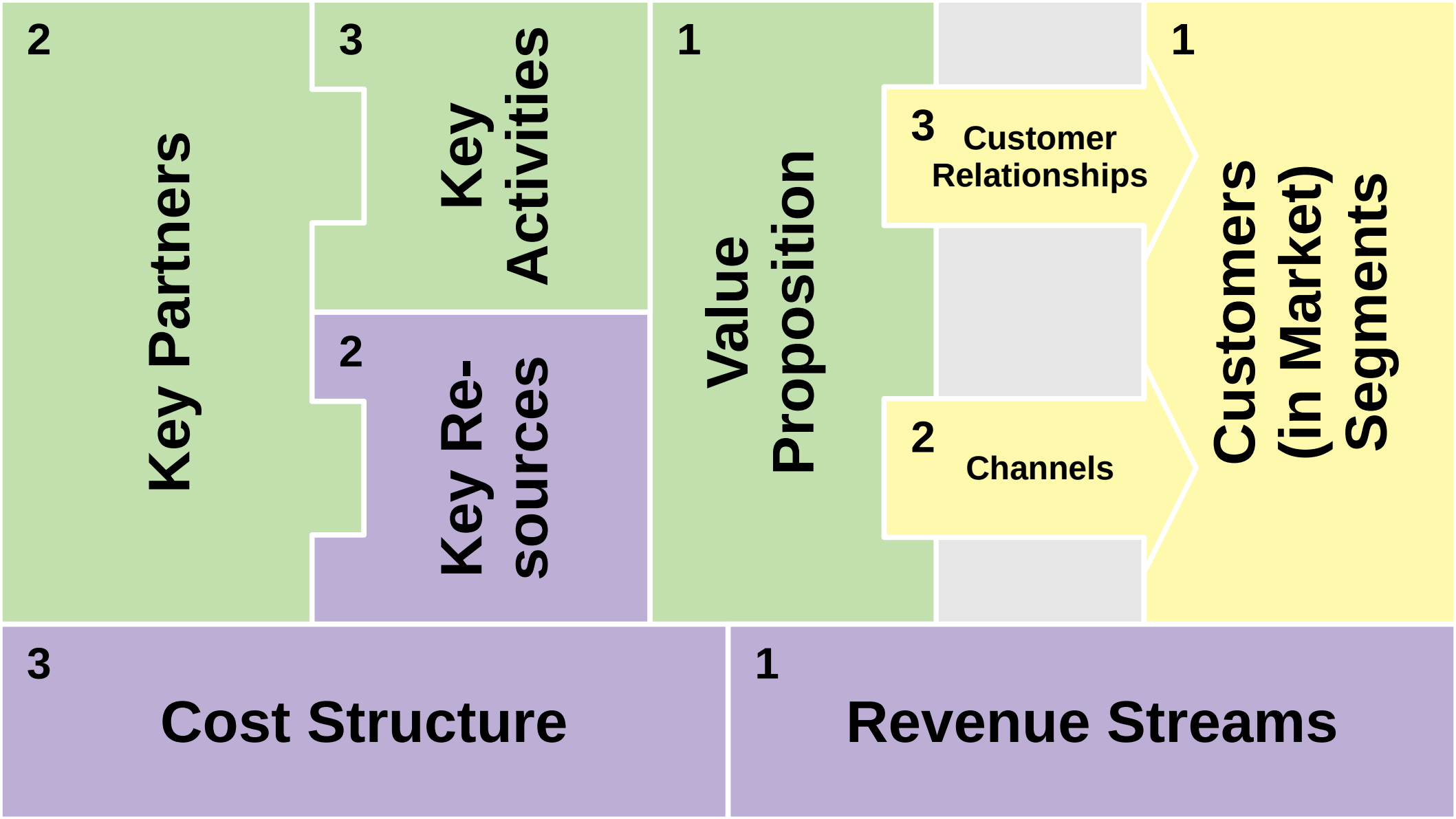
- Class quizzes = 10%, graded [0..10]
  - Administered for each video lecture
- Homework = 10%, graded using [0|1]
  - Three homework submissions during course of semester
- Presentation = 10%, graded using [0|1|2|3]
  - Three presentations in class
- Final report = 20%, graded using [0..10]
  - Three 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 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



# Homework Schedule Overview

## 1. Homework bundle 1

- a) Customers (in market) segments
- b) Value proposition
- c) Revenue streams

## 2. Homework bundle 2

- a) Channels
- b) Key partners
- c) Key resources

## 3. Homework bundle 3

- a) Customer relationships
- b) Key activities
- c) Cost structure

## 4. Final report

# Receiving a Grade for the Course

- If you want to receive a grade
  - You must register through the course registration system
- If you cannot register through the course registration 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?

[dirk.riehle@fau.de](mailto:dirk.riehle@fau.de) – <http://osr.cs.fau.de>

[dirk@riehle.org](mailto:dirk@riehle.org) – <http://dirkriehle.com> – [@dirkriehle](#)

# Credits and License

- Original version
  - © 2020 Dirk Riehle, some rights reserved
  - Licensed under [Creative Commons Attribution 4.0 International License](#)
- Contributions
  - None yet