

Course Introduction

Prof. Dr. Dirk Riehle

Friedrich-Alexander University Erlangen-Nürnberg

COSS A01

Licensed under [CC BY 4.0 International](https://creativecommons.org/licenses/by/4.0/)

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

Course Content

1. The software industry

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

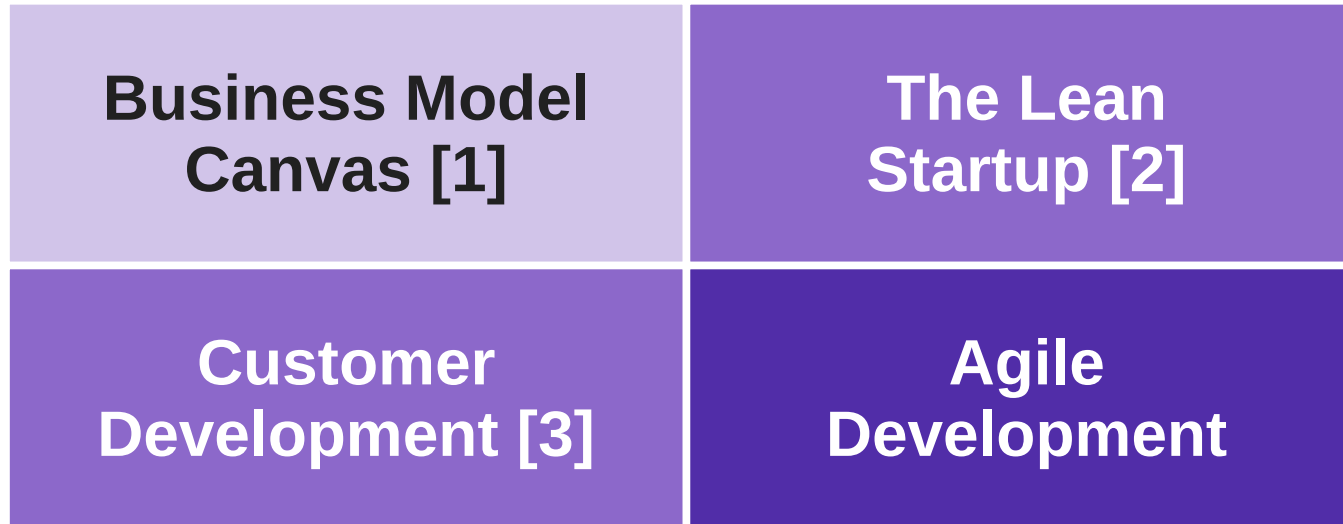
2. Commercial open source

- 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



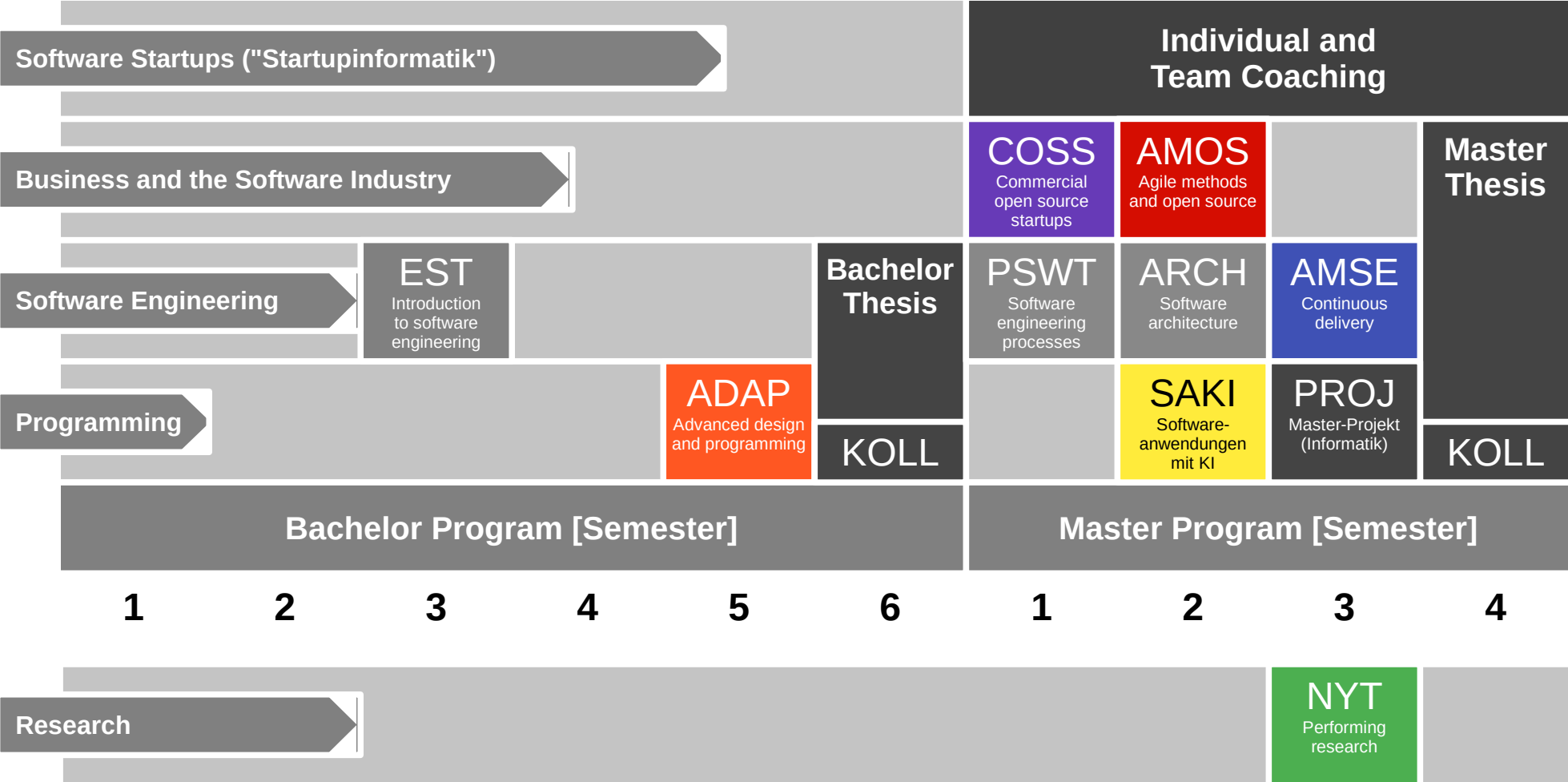
With cleaned-up terminology, and as applied to commercial open source

- [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.

Skills Required for Course

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

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]

- Lecture-time contributions = 50% of total grade
 - Class quizzes = 20%, graded [0..10]
 - Administered for each video lecture
 - Homework = 20%, graded using [0|1]
 - Three homework submissions during course of semester
 - Presentation = 20%, graded using [0|1|2|3]
 - Three presentations in class
 - Final report = 40%, graded using [0..10]
 - Three sections (out of nine) for each of the three roles
- Oral exam = 50% of total grade
 - If both you and we agree on not having an oral exam, it can be dropped
 - If there are questions about a student's performance, we will not drop the oral exam
 - If the oral exam is dropped, the semester contributions become 100% of the grade
 - If you insist on an oral exam, please tell us within two weeks after the last session

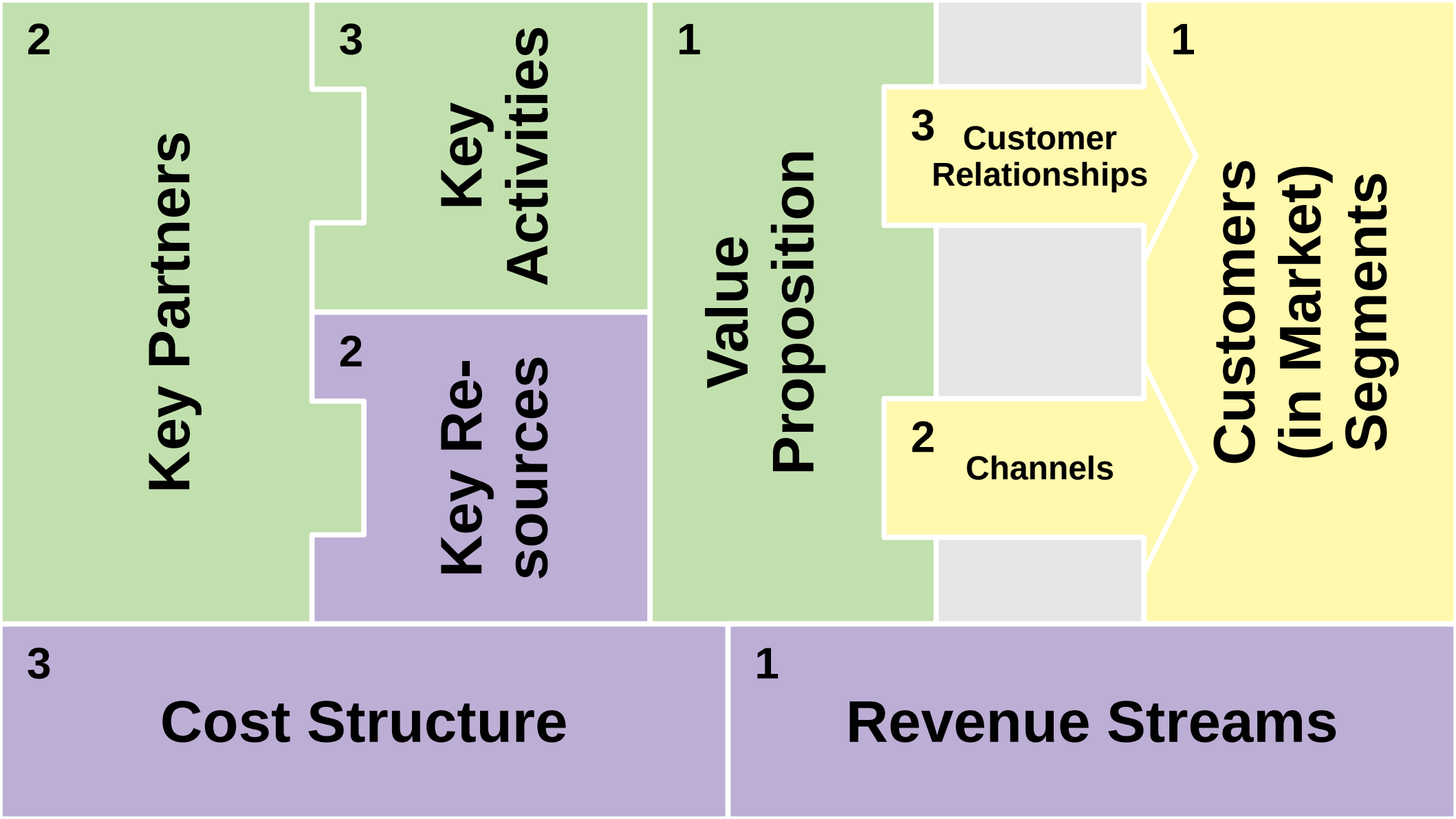
[1] Also see <http://osr.cs.fau.de/teaching/course-resources/grading-schemes-and-scales/>

Class Quizzes

- Each class session starts with a class quiz
 - A quiz will test your understanding of last session's lecture(s)
 - A quiz typically has 5 questions and will last 10 minutes
 - The overall quiz is graded using [0..10] scheme (10 points in total)
- A class quiz will open precisely when class starts
 - The quiz is administered automatically through StudOn
 - It is your job to have reliable Internet access etc.
 - There is no way to make up for a missed quiz
- Please see the StudOn quiz FAQ <https://bit.ly/2JpgjnQ>

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 during the registration period
 - Course registration → <https://campus.fau.de>
 - Course registration is different from course management
 - Course management → <https://studon.fau.de>
- If you cannot register through the course registration system
 - Please follow the instructions at <https://wp.me/PDU66-2bx>
- Otherwise: No grade

No Oral [1] or Written Exam



[1] If both you and we don't want to

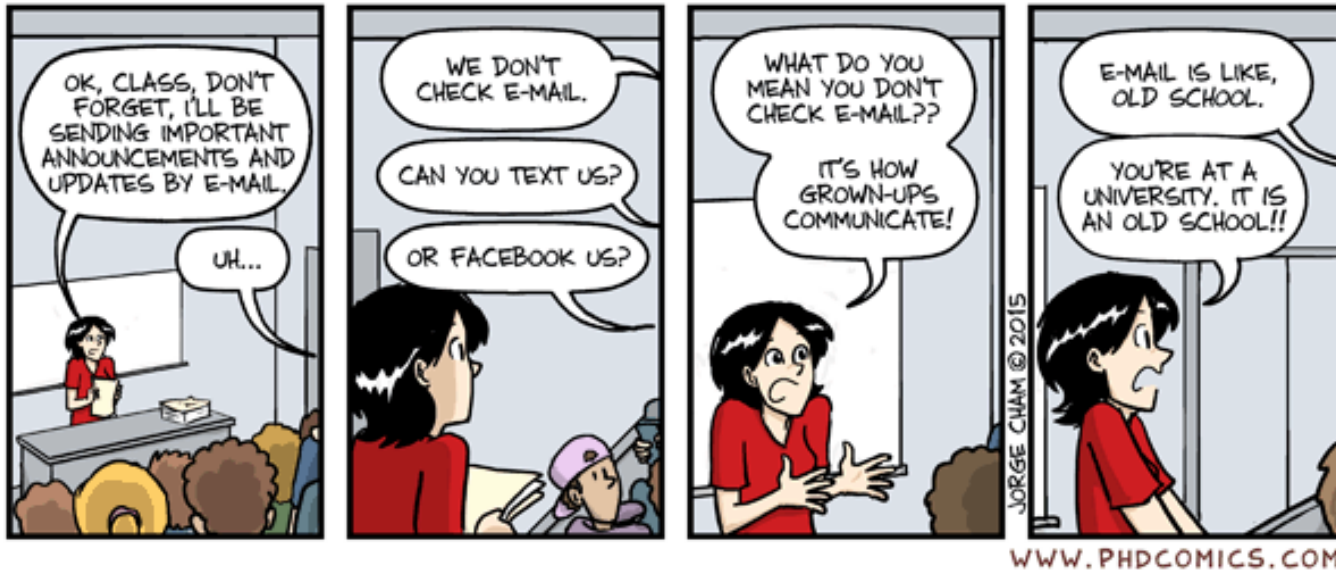
Course Language [1]

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

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

Course Communication

- Announcements by email (through course management system)
- Please ask your questions using the FSI Forum for this course
- For email, use the teaching team alias from the **Course Organization** doc



Course Information

- See **Course Organization** doc at <https://oss.cs.fau.de/oss-coss-course>

Thank you! Questions?

dirk.riehle@fau.de – <https://oss.cs.fau.de>

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

Legal Notices

- Licence
 - Licensed under the [CC BY 4.0 International](#) license
- Copyright
 - © 2020-2021 Dirk Riehle, some rights reserved