

Course Syllabus

ISAT 480: AGILE DEVELOPMENT FOR LEAN STARTUP

Spring 2015 – 3 credits – Section 1

COURSE AND INSTRUCTOR INFORMATION

Meeting Times: W 7:30pm-9:00pm
Instructors: Morgan C. Benton, Ph.D. & Nicole Radziwill, Ph.D., MBA
Office: ISAT/CS 124 & 325
Phone/SMS: Nicole at 703.835.6336 (SMS or Email 24/7)
Email: bentonmc@jmu.edu
radziwnm@jmu.edu (OR nicole.radziwill@gmail.com if urgent)
Office hours: By appointment

NATURE OF COURSE CONTENT

This class focuses on the elements of agile software development that have been integrated into entrepreneurship, including agile modeling and "lean startup". You will explore various topics of interest selected by you and/or the instructor, working on one project selected by the instructors and one project selected by you and your team, iterating as many times as necessary to produce suitable end products that describe your business model and the value you are planning to deliver.

GOALS OF THE COURSE

Description and Goals

In this course you will learn:

- 1) what a *good proposal* looks and feels like, so that you will be able to begin producing them,
- 2) what a *business model* is and why it is important,
- 3) how to begin *innovating* on a business model, and
- 4) how to apply the "lean startup" concept of *Minimum Viable Product* to a project of your choosing.

REQUIREMENTS & POLICIES

Resources

We will read the following four books and discuss them as a group to inform the production of proposals and other artifacts for this class:

Lean Startup by Eric Ries (2011)

http://www.amazon.com/gp/product/0307887898/ref=as_li_tl?ie=UTF8&camp=1789&creative=390957&creativeASIN=0307887898&linkCode=as2&tag=qualandinnowe-20&linkId=KF6ZTR5V67V4EAF2

Business Model Innovation Factory by Saul Kaplan (2012)

http://www.amazon.com/gp/product/1118149564/ref=as_li_tl?ie=UTF8&camp=1789&creative=390957&creativeASIN=1118149564&linkCode=as2&tag=qualandinnowe-20&linkId=2Q2GENZ7KFUN6J6B

Business Model Generation by Alex Osterwalder (2012)

http://www.amazon.com/gp/product/0470876417/ref=as_li_tl?ie=UTF8&camp=1789&creative=390957&creativeASIN=0470876417&linkCode=as2&tag=qualandinnowe-20&linkId=CLARKLOTVSURQ6NE

Value Proposition Design by Alex Osterwalder (2014)

http://www.amazon.com/gp/product/1118968050/ref=as_li_tl?ie=UTF8&camp=1789&creative=390957&creativeASIN=1118968050&linkCode=as2&tag=qualandinnowe-20&linkId=N4CRG62RZMEZGY43

Course Format

You will work independently (or with your team) to develop project deliverables as required by any external schedule constraints (e.g. from clients). You will help plan, schedule, and participate in meetings with your advisor, sponsor, and team as required to fulfill your project milestones.

Other Course Policies

Course policies regarding inclement weather, academic honesty, adding/dropping courses, disability and religious observance accommodations may be found at <http://www.jmu.edu/syllabus/>.

METHODS OF EVALUATION

Grading

Your grade in this course is ultimately based on **our opinion of your professionalism** as you participate, learn key concepts germane to the development of your project and how to apply them to problem solving in the context of your project, demonstrate your ability to explain the key concepts, and produce an end-of-course deliverable. With that in mind, our opinion will be based on the following:

- Active participation and professionalism each week
- Formulating an appropriate artifact to demonstrate learning in this class
- Quality and clarity of final written and oral deliverables