Course pm

Headline: DIT595, Industrial Best Practice, VT19

Examiner: Dr. Miroslaw Staron
Course responsible: Dr. Miroslaw Staron
Course Assistants/supervisors: Corrado Motta, Khaled Al Sabbagh
Lecturer: Dr. Miroslaw Staron

Course content (learning objective):

This course introduces the student to the theory and practice of business development in IT. We will learn how to engage in business collaboration with industrial partners, how to develop business plans, what kind of business models exists and how to plan the release of a product. The collaboration models discussed in the course are particularly suited for degree projects and small action research projects (up to one year in length with up to two researchers).

The learning objectives of the course are:
Knowledge and understanding

- comprehend industrial problems and identify academic research objectives that can solve practical problems
- define a task relevant to the software engineering domain
- describe current trends and challenges in the software development industry

Skills and abilities

- distinguish between academic research topics and industrial development problems
- plan for an investigation of this task within a software development company
- relate and report on academic findings and knowledge to an industrial audience

Judgement and approach

- investigate the task within a software development company, i.e. perform interviews with industry and academic contacts, arrange with company meetings/observations etc.
- report on the solution of the task to an academic audience

Course structure/course implementation (Organization, Course distribution)

The course is organized in lectures and individual supervision sessions. The lecture titles are in the schedule section below.

Individual supervision is conducted after lecture 3 when you are supposed to start writing the written report.

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Examination forms:

The course is assessed through a written report. The written report is composed of a number of parts which are developed during the course by the students. The goal is that each part of the written report is done in sequence and there is a feedback on the direction/content of each part in the supervision section.

Course Literature:

The literature is the list of research articles and is filled in during the course.

1. Heilmaier catechism: http://www.todaysengineer.org/2012/Feb/Heilmeier.asp

2. Gorchek et al.: http://www.wohlin.eu/software06.pdf

3. Börjesson et al. http://doi.ieeecomputersociety.org/10.1109/MS.2011.49

5. Example of open innovation: http://innovationskontorvast.se/ikv/wp-content/uploads/2013/08/IKV-Blue-Paper-Open-Innovation-1.0.pdf

6. Writing business plan, the basics, Harvard Business School Press, https://cb.hbsp.harvard.edu/cbmp/content/5344BC-PDF-ENG

7. How to write a great business plan, Harvard Business School Press, https://cb.hbsp.harvard.edu/cbmp/content/97409-PDF-ENG

8. Intellectual Assets Inventory och Intellectual Asset Verification: http://innovationskontorvast.se/ikv/utvecklingsprojekt/open-resources-on-innovation-management-in-academia

9. Why the Lean Start-Up Changes everything: https://cb.hbsp.harvard.edu/cbmp/content/R1305C-PDF-ENG

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Schedule:

The schedule for the whole semester is:

1. 2018-01-21, 10-12: Lecture 0: Introduction (Miroslaw)
2. 2018-01-21, 13-15: Lecture 1: Value proposition (Miroslaw)
3. 2018-01-28, 10-12: Lecture 2: Business case and business model (Corrado)
4. 2018-01-30, 13-15: Exercise: Business case and business model (Corrado + Khaled)
5. 2018-02-04, 10-12: Lecture 3: Build-Measure-Learn and The Lean Start-up (Miroslaw)
6. 2018-02-06, 13-15: Lecture 4: Business plan (Corrado)
7. 2018-02-11, 10-12: Exercise: Business plan (Corrado + Khaled)
8. 2018-02-13, 13-15: Lecture 5: Visual analytics and release planning (Miroslaw)
9. 2018-02-18, 10-12: Lecture 6: Roadmapping (Miroslaw)
10. 2018-02-20, 13-15: Lecture 7: Planning your project (Miroslaw)
11. 2018-02-25, 10-12: Lecture 8: Communication (Miroslaw)
12. 2018-02-27, 13-15: Supervision: Business case and business model (Corrado + Khaled)
13. 2018-03-04, 10-12: Supervision: Business case and business model (Corrado + Khaled)
14. 2018-03-06, 13-17: Supervision: Business plan (Corrado + Khaled)
15. 2018-03-11, 10-12: Lecture 9: Ethical considerations (Miroslaw)
16. 2018-03-13, 13-15: Lecture: Summary and course conclusion (Miroslaw)

Deadlines for parts of the written report:
15/2 – Deadline assignment 1
1/3 – 0th deadline for the written report
16/3 – final deadline for the written report

Student representatives:

Student representatives in the Course Evaluation.

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Additional information:

During the course, we will do a lot of small exercises and therefore you need to bring your laptop with you.

For the visual analytics lecture (Lecture 5), you need to install Tableau (www.tableau.com). The tool has an academic license, you need to apply here (using your university account): www.tableau.com/studentlicense

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