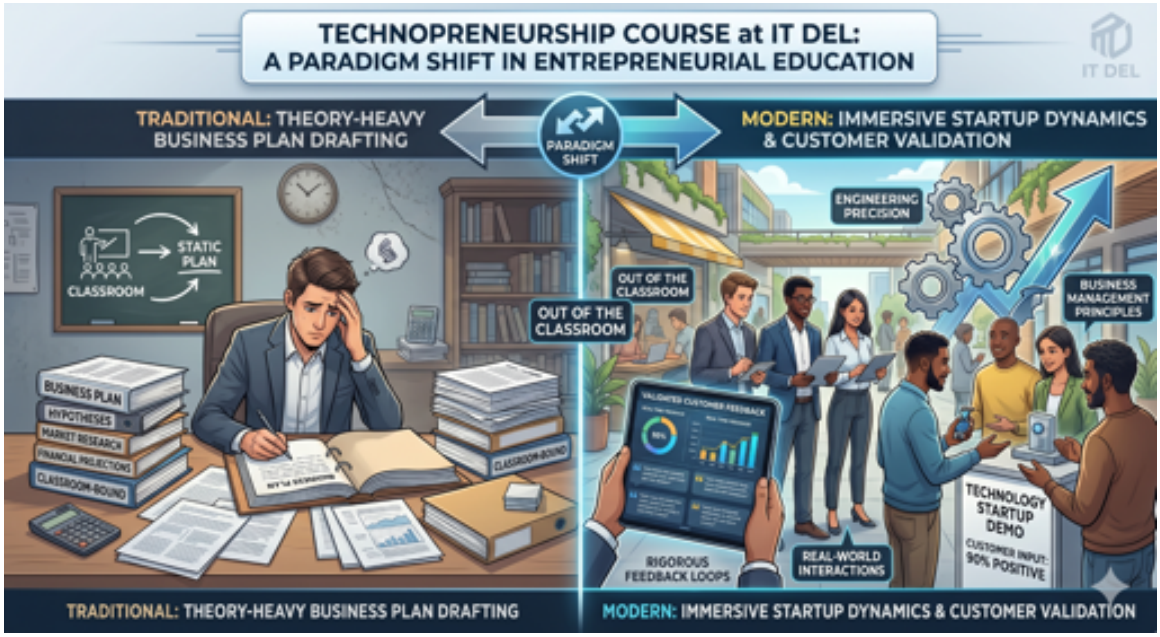
Course Evaluation Report: Technopreneurship (TIS3001)

Course Code: TIS3001
Credit Load: 3 SKS

Main Lecturer: Devis Wawan Saputra
Pedagogical Approach: Project-Based Learning & Discovery Learning

I. Executive Summary

The Technopreneurship course represents a paradigm shift in how entrepreneurial education is delivered at IT Del. By intentionally moving away from traditional, theory-heavy business plan drafting, the course immerses students in the high-pressure, real-world dynamics of building a technology startup. Bridging engineering precision with business management principles, the curriculum forces students out of the classroom to interact with actual customers, validating their hypotheses through rigorous market feedback.



II. Core Methodologies and Frameworks

The curriculum is anchored by several industry-standard frameworks that guide students from ideation to product execution:

- The Lean Startup Methodology: Students are taught that startups operate under conditions of extreme uncertainty. The core engine of the class is the Build-Measure-

Learn feedback loop, teaching students to accelerate their learning process by testing falsifiable hypotheses.

- Customer Development: Students must engage in extensive customer discovery to validate three crucial layers: the problem, the market, and the product. They learn to distinguish between the 'Problem Space' (underserved customer needs) and the 'Solution Space' (the product and its features).
- The Business Model Canvas (BMC): Instead of static documents, teams use the BMC to map out and continuously iterate on nine key building blocks, including Value Propositions, Customer Segments, Channels, and Revenue Streams.

III. Practical Application & Deliverables

To ensure concepts are firmly rooted in direct application, the course requires students to execute specific, hands-on deliverables:

1. Value Proposition & Product-Market Fit

Students utilize the Product-Market Fit Pyramid to align their target customer's underserved needs with their product's value proposition, feature set, and user experience (UX). They conduct competitive testing and utilize tools like Five-Second Tests and interactive prototypes to gather rapid user feedback.

2. Minimum Viable Product (MVP) Creation

Teams are tasked with building MVPs to begin the learning process as quickly and cheaply as possible. The course stresses that an MVP is not about launching a fully polished application, but rather the smallest possible experiment required to validate core business assumptions.

3. Actionable Metrics (AARRR Framework)

A pivotal assignment in the course requires students to analyze the AARRR Pirate Metrics of an existing Android application. Students must move beyond vanity metrics and define concrete strategies for:

- Acquisition
- Activation
- Retention
- Referral
- Revenue

IV. Course Modules Breakdown

Phase	Key Concepts Covered	Application / Activity
Foundation	Lean Startup Principles, Business Model Canvas intro.	Exploring local community problems to identify a viable startup idea.
Validation	Customer Segments, Value Proposition, Lean UX.	Conducting customer interviews, defining archetypes/personas, creating landing page smoke tests.
Execution	Agile Development, MVP, UI/UX Prototyping.	Translating wireframes into interactive mockups (e.g., using Figma/Canva) and running usability tests.
Growth	Pirate Metrics (AARRR), Startup Economics.	Analyzing customer acquisition costs, lifetime value, and iterating the BMC

		based on market data.

V. Strategic Value and Outcomes

The TIS3001 course structure successfully democratizes entrepreneurship for students across diverse academic majors. By standardizing the workload (SKS) while elevating the practical application, students experience firsthand the sociological and technological challenges of building a product. The ultimate measure of success in this course is not just a functioning mobile application, but the demonstration of 'Validated Learning'—proving empirically that a team has discovered valuable truths about a startup's present and future business prospects.