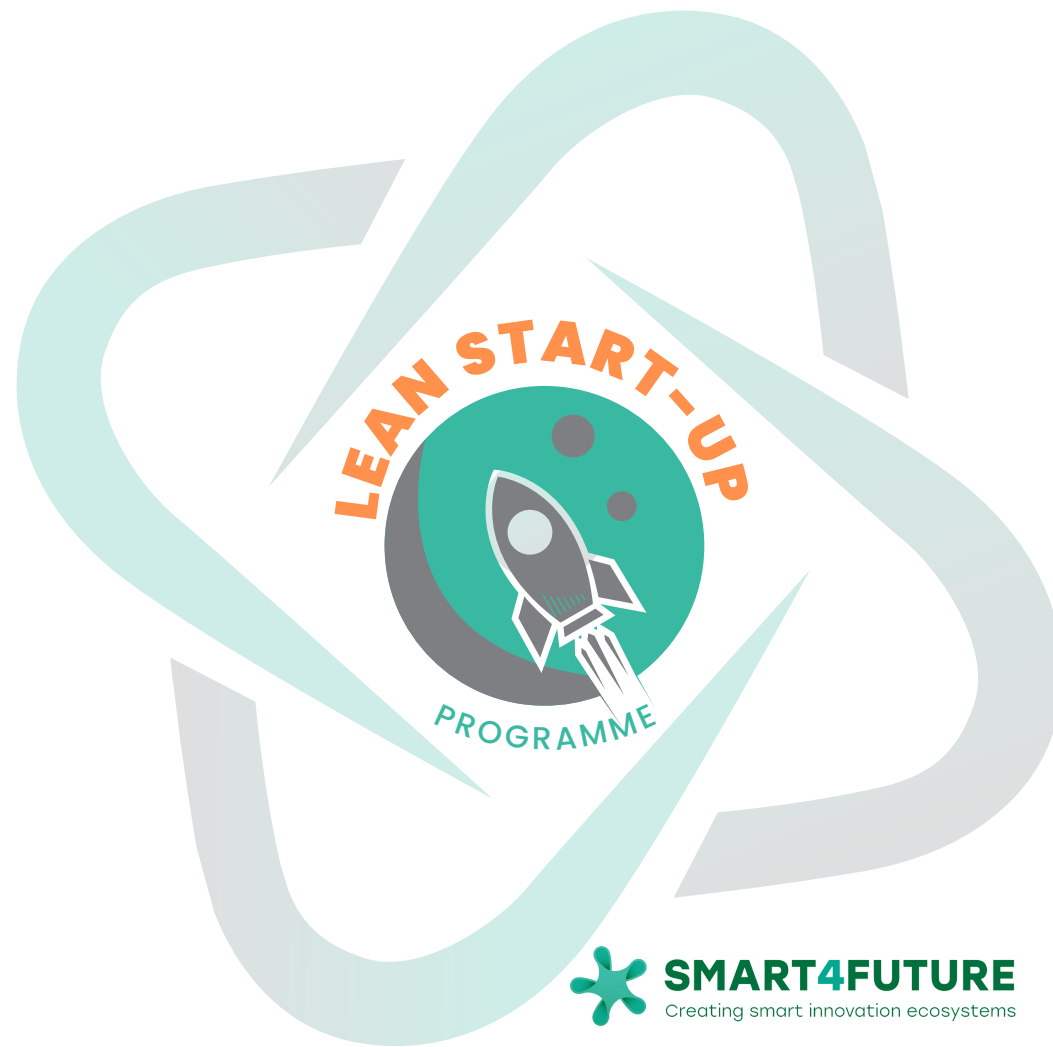


Lean Start-Up Programme



Sabancı
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UNIVERSITÀ DEGLI STUDI DI NAPOLI
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Programme Stages

4 Stages

 Stage I – Awareness

 Stage II – Empowerment

 Stage III – Validation

 Stage III – Sustainable Growth

Each stage is divided into **4** modules



Innovation roadmap



Business Concepts



Organisational Strategy/
Strategic Management



Project Portfolio Management

56 Learning Units



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Stage I - Awareness

4 Modules

14 Units

I. Innovation Roadmap

1. An environment conducive to innovation.
2. Creativity & Design Thinking.
3. Ambition and desire for success.

II. Business Concepts

4. Types of innovations with examples.
5. The tools used in the open innovation process.
6. Industry 4.0.
7. Business models.

III. Operational Strategy Strategic Management

8. Strategic thinking.
9. Corporate strategy and goals.
10. Mission and vision of the company.
11. Organizational structure aligned with strategy.

IV. Project Portfolio Management

12. Innovation roadmap.
13. Digital marketing and social media.
14. Generating new ideas - a creative process.



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Stage II- Empowerment

4 Modules

14 Units

I. Innovation Roadmap

1. Leadership and management styles that favour and inhibit innovation processes.
2. Openness to change and orientation toward the future.
3. The role of the customer in the innovation process.

II. Business Concepts

4. Basic methods of market research.
5. The search for milestones.
6. eBusiness.
7. Innovation strategy.

III. Operational Strategy Strategic Management

8. Building a team.
9. Capturing and sharing knowledge within the organization.
10. Prototyping and modelling.
11. Minimum profitable product.

IV. Project Portfolio Management

12. Risk management.
13. Quality management.
14. Time management.



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Stage III- Validation

4 Modules

14 Units

I. Innovation Roadmap

1. Reflexivity - learning and improving through successes and failures.
2. Decision making process.
3. Product positioning.

II. Business Concepts

4. Analysis of competitive advantages.
5. Monitoring the strategy.
6. Measuring the impact of strategy implementation.
7. Effective communication, intranets, and the use of tools.

III. Operational Strategy Strategic Management

8. Management of virtual teams.
9. Analysis of constraints.
10. Crisis situations.
11. The balance of intellectual capital.

IV. Project Portfolio Management

12. Measurements of innovation success.
13. Analysis of market trends.
14. Idea management system.



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Stage IV - Sustainable Growth

4 Modules

14 Units

I. Innovation Roadmap

1. Business ethics and social responsibility.
2. Risk tolerance analysis.
3. Blue and red ocean strategy.

II. Business Concepts

4. Megatrends and resulting new business areas.
5. Focusing on future markets.
6. Instruments of strategic management.
7. Recognition of the company.

III. Operational Strategy Strategic Management

8. Strategies for knowledge management.
9. Management of trust in the organization.
10. Attracting resources.
11. Building a network of contacts.

IV. Project Portfolio Management

12. Innovation capacity of the team.
13. Business scale up.
14. Automation of business processes.



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