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Guide for developing the lecture

This exercise is developed for an optional workshop of the Master's Degree in Management Engineering. The title of the lecture is "PRETOTYPING – Measuring the goodness of your business ideas".

The intended learning outcome of the lecture is "know prEtotyping techniques".

This learning activity planning can be divided into 2 parts:

- Previous to the lecture (asynchronous learning):

The educator provided a pre-lecture material to the students one week before the lecture consisting of an extract of Chapter 1 and Chapter 2 from the book "Pretotype it.[1]". Since the students didn't know the topic, the pre-lecture material is useful for giving them the context of the lesson.

- Previous to the lecture (course scripting):

The educator has to prepare the material for the lesson. The lecture developed starts from two different sets of questions (inquiry-based learning approach) to be shared with the students at the beginning of the lecture. The two sets will be given to two different groups of students, formed before starting.

The SFLM has been used by the educator in this phase to extract the questions to build the two sets, giving to the SFLM as input the whole book "Pretotype it.".

- During the lecture (synchronous learning):

The activity has the following script:

1. The educator divides the students into two groups (5 minutes)
2. The educator assigns the two set of questions to the two groups and illustrates them, explaining them and answering to any doubts (15 minutes)
3. The students work in groups to answer the questions and synthetize their finding (they are free to use every source of knowledge) (1 hour)
4. Then, there will be a moment of sharing, discussion and reflections about the questions (and answers) of the two groups (30 minutes)
5. At the end of the lecture, the educator proposes to the students some slides illustrating the answers to the questions, trying to converge towards a common vision (30 minutes)

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[1] Savoia, A. (2011). Pretotype it. Make sure you are building the right it before you build it right.