GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master of Business Administration (IEV), 1st Semester
Subject Name: Crafting Value Proposition (CVP)
Subject Code: 1519402

With effective from academic year 2019-20

Learning Outcomes: Value Proposition Design helps you tackle a core challenge of every business — creating compelling products and services customers want to buy. Value Proposition Design is for anyone who has been frustrated by business meetings based on endless conversations, hunches and intuitions, expensive new product launches that blew up, or simply disappointed by the failure of a good idea. Value Proposition Design gives you a proven methodology for success, with value propositions that sell, embedded in profitable business models.

Course Duration: The course duration is of **20 sessions of 60 minutes each.**

Course Content:

Unit No	Content	No. of Sessions	50 Marks (External Evaluation)
I	**Basics of Value Propositions: Definition and concept** **The Canvas** The Customer Profile, Value Map and Fit **Design** Prototyping Possibilities, Starting Points, understanding Customers, Making Choices, Finding the Right Business Model, Designing in Established Organizations	10	25
II	**Test** What to Test, Testing Step-by-Step, Experiment Library, Bringing It All Together **Evolve** Create Alignment, Measure and Monitor, Improve Relentlessly and Reinvent Yourself Constantly.	10	25

Pedagogy:

- ICT enabled Classroom teaching
- Case study
- Practical / live assignment
- Interactive class room discussions

Evaluation: Students shall be evaluated on the following components:

A	**Internal Evaluation**	**(Internal Assessment- 30 Marks)**
	• Continuous Evaluation Component (endorsed by mentors)	20 marks
	• Class Presence & Participation	05 marks
	• Quiz	05 marks
B	**Mid-Semester examination**	**(Internal Assessment-20 Marks)**
C	**End –Semester Examination**	**(External Assessment-50 Marks)**

Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Alexander Osterwalder; Gregory Bernarda; Yves Pigneur; Alan Smith; Trish Papadakos	Value Proposition Design: How to Create Products and Services Customers Want	John Wiley & Sons, 2014	2014 or Latest Edition
2	Cindy Barnes, David Pinder, Helen Blake	Creating and Delivering Your Value Proposition	Kogan Page Special Priced Titles;	First or Latest Edition
3	Lisa D Dennis	Value Propositions that SELL: Turning Your Message into a Magnet that Attracts Buyers	Mind Your Business Press (2018)	Latest Edition

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

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