



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Vocation

Level: Under Graduate

Branch: Entrepreneurship Development

Course / Subject Code : BV02006021

Course / Subject Name : Business Model

w. e. f. Academic Year:	2024-25
Semester:	2
Category of the Course:	Core Course

Prerequisite:	Desire to learn
Rationale:	Student will identify how a business model creates, deliver and captures value to sustain the organization.

Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes
01	To learn and understand various business models
02	To learn and understand various elements and challenges of value proposition
03	To understand the basics of start up
04	To learn and understand the key components of business pitching

Teaching and Examination Scheme:

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks				Total Marks
L	T	PR	C	Theory		Tutorial / Practical		
				ESE (E)	PA / CA (M)	PA/CA (I)	ESE (V)	
3	0	0	3	50	0	0	0	50

Course Content:

Unit No.	Content	No. of Hours	% of Weightage
1.	INTRODUCTION TO BUSINESS MODEL: Definition of Business Model, two parts of Business model, four dimensions of business model, need for business model, components of business model, types of business model, difference between Business Model and Business Plan, Reasons of failure of Business Model	10	25
2.	CREATING VALUE PROPOSITION: Elements of a Good Value Proposition Challenges in developing value proposition	11	20



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Vocation

Level: Under Graduate

Branch: Entrepreneurship Development

Course / Subject Code : BV02006021

Course / Subject Name : Business Model

3.	ANALYSING BUSINESS MODEL: Business Model Canvas Testing & Validating Business Models Common mistakes to avoid	12	30
4.	LEAN STARTUPS AND BUSINESS PITCHING: Learn how to make a start up Learning of business pitching Key components of business pitching Types of business pitching	12	25
Total		45	100

Suggested Specification Table with Marks (Theory):

Distribution of Theory Marks					
R Level	U Level	A Level	N Level	E Level	C Level
15	30	10	5	-	-

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)

References/Suggested Learning Resources:

1. ICAI Modules for Self-Paced Modules SET D
2. The Lean Startup
3. The Startup Owner's Manual
4. The Entrepreneur
5. MBA @ 16
6. Entrepreneurship, Startup India & standup India (2nd edition) by Pranabaananda Rath & Sarjue Pandita, published by Lexicon Publishing House, New Delhi

(b) Open source software and website:

1. Entrepreneur
2. Harward Business Review
3. Journal of Small Business Management
4. Small Business Economics

Teaching Method:

1. Case Discussion
2. Projects and Assignments
3. Class Participation, quizzes, etc.

* * * * *