



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Vocation

Level: Under Graduate

Branch: Entrepreneurship Development

Course / Subject Code : BV02006051

Course / Subject Name : Business Model Practices

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

| | |
|----------------------|-------------------------------------------------------------------------------------------------------------------------------------|
| Prerequisite: | Desire to learn |
| Rationale: | Development of Business Model Canvas helps student to understand the business ecosystem and design a model to sustain the business. |

Course Outcome:

After Completion of the Course, Student will able to:

| No | Course Outcomes |
|----|------------------------------------------------|
| 01 | Practices of core values |
| 02 | To understand the vision and mission statement |
| 03 | Practices of making good brand |

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) | |
| 0 | 0 | 2 | 1 | 0 | 0 | 20 | 30 | 50 |

Course Content:

| Unit No. | Content | No. of Hours | % of Weightage |
|--------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|----------------|
| 1. | Develop a Business Model Canvas (BMC) of your choice of business. Identify each component of BMC and state reasons behind the component. | 30 | 50 |
| 2. | Identify one existing entrepreneur and one startup who are facing problems in the market. Study their present BMC and develop a new BMC for their startup to make profits. | 30 | 50 |
| Total | | 60 | 100 |
