



# GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Vocation

Level: Under Graduate

Branch: Entrepreneurship Development

Course / Subject Code : BV03006031

Course / Subject Name : Introduction to Product Development for Startups

w. e. f. Academic Year:	2025-26
Semester:	3
Category of the Course:	Core Course

<b>Prerequisite:</b>	<b>Desire to Learn</b>
<b>Rationale:</b>	This course will help student to develop understanding of what is MVP and PMF and how to develop MVP and find out best PMF.

### Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes
01	Understand the concept of <b>Minimal Viable Product</b> (MVP)
02	Understand the concept of <b>Product Market Fit</b> (PMF)
03	Understand how to develop MVP
04	Understand how to find the best PMF

### 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	-	-	-	50

### Course Content:

Unit No.	Content	No. of Hours	% of Weightage
1.	<b>Minimal Viable Product (MVP)</b> Introduction, Definition, Developing MVP, Considerations for new entrepreneurs <b>while developing MVP.</b>	12	40
2.	<b>Product Market Fit (PMF)</b> Introduction, Definition, Competitive Advantages <b>gained from</b> PMF, Challenges in finding the best PMF	12	40
3.	<b>MVP to PMF Journey</b> Real life Examples of startups:	12	20



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	<b>Total</b>		<b>100</b>

## Suggested Specification Table with Marks (Theory):

Distribution of Theory Marks					
R Level	U Level	A Level	N Level	E Level	C Level
15	15	5	5	5	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:

### (a) Books:

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

### (b) Journals & magazines suggested:

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

### Teaching Method:

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

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