



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Vocation

Level: Under Graduate

Branch: Entrepreneurship Development

Course / Subject Code : BV03006071

Course / Subject Name : Most Valuable Product and Product Market Fit

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

Prerequisite:	Desire to Develop Product for the Startup
Rationale:	This will help student to start working on product development for his startup

Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes
01	Identify Product for the startup
02	Develop Most Valuable Product (MVP)
03	Find out best Product Market Fit (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)	
0	0	30	15	0	0	100	100	200

Course Content:

Unit No.	Content	No. of Hours	% of Weightage
1.	Identifying Product	40	20
2.	Working on MVP	80	40
3.	Working on PMF	80	40
	Total	200	100
