



# GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Vocation

Level: Under Graduate

Branch: Entrepreneurs Development

Course / Subject Code : BV04006031

Course / Subject Name : Product Development for Start Up

w. e. f. Academic Year:	2025-26
Semester:	4
Category of the Course:	Core Courses

<b>Prerequisite:</b>	<b>Desire To Learn</b>
<b>Rationale:</b>	This course will help student to understand Prototyping and other critical elements of Product Development.

### Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes
01	Understanding of the concept of Prototyping and Agile development
02	Explain the Elements to be considered as part of Product Offering
03	The concept and importance of Procurement for Product Development
04	Learning of Strengthening Supply Chain for a strong product delivery

### 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

Unit No.	Content	No. of Hours	% of Weightage
1.	<b>Prototyping</b> Introduction, Definition, Benefits, Challenges	12	30
2.	<b>Agile Development</b> Introduction, Definition, Benefits, Challenges	12	30
3.	<b>Product ( TECHNOGY) &amp; Product (OFFERING)</b>	12	20



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	Introduction to Product ( TECHNOGY) & Product (OFFERING), Building a strong technology, Elements to be considered as part of Product Offering		
4.	<b>Procurement for Product Development and Product Delivery</b> Introduction to Procurement for Product Development, Key aspects highlighting the significance of Procurement, Introduction to Supply Chain, Strengthening Supply Chain for a strong product delivery	12	20
	<b>Total</b>	<b>48</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) Open source software and website:

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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