



# GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Master of Business Administration

Level: PG

Branch: Innovation, Entrepreneurship & Venture Development

Course / Subject Code: MB01094031

Course / Subject Name : Design Thinking for Startups

W. e. f. Academic Year	2025-26
Semester	1
Category of Subject	Core Course (CC)

<b>Prerequisite:</b>	<b>Not required</b>
<b>Rationale:</b>	This course is designed to introduce students to a structured, user-centric approach to innovation using design thinking. It aims to develop entrepreneurial competencies by emphasizing empathy, creativity, ideation, prototyping, and testing. The subject helps students apply tools such as the Value Proposition Canvas and Product-Market Fit models to identify customer needs and create innovative, feasible, and viable solutions. With a strong focus on experiential learning, the course prepares learners to develop real-world startup ideas that align with customer desirability, business viability, and technological feasibility.

## Course Outcomes:

No.	Course Outcomes	RBT Level
CO1	Explain the principles and frameworks of design thinking in entrepreneurial contexts.	Understand
CO2	Apply empathy-based research techniques to identify customer problems and needs.	Apply
CO3	Develop creative ideas and user-centric solutions using ideation and visual thinking tools.	Create
CO4	Design and test product prototypes aligned with startup goals and user feedback.	Evaluate/Create
CO5	Develop and present a validated product concept with value proposition and market fit.	Create

## Teaching and Examination Scheme:

Teaching Scheme		Examination Scheme	
(in Total Hours (TH) per semester)	Total Credits =TH/30	Assessment Pattern & marks	Total Marks



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L	T	PR	PBL	C	Theory		Tutorial / Practical			
					ESE (E)	PA (M)	PA (I)	PBL (I)	ESE (V)	
30	0	30	30	3	30	20	20	30	0	100

\* Problem Based Learning (PBL) aims to accommodate learning beyond syllabus as per clause 9.4 of NBA manual.

### Course Content:

Unit No.	Content	No. of Hours	Marks
1	<b>Design Thinking Concepts &amp; Frameworks</b> <ul style="list-style-type: none"> <li>● Introduction to Design Thinking: Definition, Purpose, Applications in Business &amp; Startups</li> <li>● Design Thinking Mindset and Core Values</li> <li>● Models of Design Thinking: Double Diamond, Stanford d.school (Empathize, Define, Ideate, Prototype, Test)</li> <li>● Tools: AEIOU Framework, Empathy Mapping, Journey Mapping</li> <li>● Value Proposition Design: Customer Profile, Value Map, Fit</li> <li>● Role of Design Thinking in Scaling Startup</li> </ul>	15	15
2	<b>Product Development</b> <ul style="list-style-type: none"> <li>● <b>Lean Product Process:</b> Target, Need, Value Propositions, MVP, Features &amp; Prototype, Test MVP, Minimum Viable Segment</li> <li>● <b>Product design and Development:</b> Sketches, Wireframes, Working prototype and its methods, Minimum feature Product and Final Product</li> </ul>	15	15
3	<b>Practical Applications and Portfolio Building</b> To provide students with hands-on experience in applying design thinking principles to real-world problems through fieldwork, ideation, prototyping, testing, and final pitch presentation.	30+30	<b>PA(I) + PBL* (I) assessment (50)</b>
		<b>90</b>	

### Suggested Specification Table For Question Paper Design:

Distribution of Theory Marks (in %)					
R Level	U Level	A Level	N Level	E Level	C Level
11%	21%	20%	18%	15%	15%



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\*RM: Remember, UN: Understand, AP: Apply, AN: Analyze, EL: Evaluate, CR: Create (as per revised Bloom's Taxonomy)

## Suggested Learning Resources:

S. No.	Title of Book	Author	Publication with place, year and ISBN
1	Designing for Growth: A Design Thinking Tool Kit for Managers	Jeanne Liedtka & Tim Ogilvie	Columbia University Press, 9780231158381
2	Value Proposition Design: How to Create Products and Services Customers Want	Alexander Osterwalder, Yves Pigneur, Gregory Bernarda, Alan Smith	Wiley, 9781118968055
3	The Lean Startup: How Constant Innovation Creates Radically Successful Businesses	Eric Ries	Penguin UK, 9780670921607
4	The Lean Product Playbook: How to Innovate with Minimum Viable Products and Rapid Customer Feedback	Dan Olsen	Wiley, 9781118960875
5	The Design Thinking Playbook: Mindful Digital Transformation of Teams, Products, Services, Businesses and Ecosystems	Michael Lewrick, Patrick Link, Larry Leifer	Wiley, 9781119467472
6	Design Thinking	Andrew Pressman	Routledge, 9781138824356
7	The Startup Owner's Manual: The Step-by-Step Guide for Building a Great Company	Steve Blank, Bob Dorf	K & S Ranch, 9780984999309
8	Creating and Delivering Your Value Proposition: Managing Customer Experience for Profit	Cindy Barnes, Helen Blake, David Pinder	Kogan Page, 9780749462953

## List of Journals / Periodicals / Magazines / Newspapers / Web resources, etc.

1. Journal of Product Innovation Management (JPIM)
2. International Journal of Design
3. Journal of Business Venturing
4. Design Studies
5. Creativity and Innovation Management



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6. International Journal of Entrepreneurial Behavior & Research

## Software / Learning Websites

- 1 <https://www.strategyzer.com/>
2. <https://www.ideou.com>
3. <https://www.startupindia.gov.in/>
4. <https://www.ycombinator.com/library>
5. <https://launchx.com/resources>
6. <https://cantwait.ideo.com/>
7. <https://www.figma.com>

## CO-PO Mapping

Semester-1	Design Thinking for Startups				
	POs				
Course Outcomes	PO1	PO2	PO3	PO4	PO5
CO1	3	2	2	1	0
CO2	2	2	3	2	2
CO3	2	1	3	2	3
CO4	1	2	3	3	2
CO5	1	2	3	2	3

Legend: '3' for high, '2' for medium, '1' for low and '-' for no correlation of each CO with PO.