



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Master of Business Administration

Level: PG

Branch: Innovation, Entrepreneurship & Venture Development

Course / Subject Code: MB01094041

Course / Subject Name : Entrepreneurial Mindset & Business Models

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

Prerequisite:	Not required
Rationale:	<p>Entrepreneurial success begins with the right mindset and a strong understanding of how businesses create, deliver, and capture value. This course is designed to help students develop a self-driven, resilient, and opportunity-focused entrepreneurial mindset while equipping them with practical tools to design and validate scalable business models.</p> <ul style="list-style-type: none">• Through the integration of global frameworks like the Business Model Canvas (BMC), Lean Canvas, and Unit Economics, students will learn to apply their creativity and problem-solving abilities to real-world startup challenges. The course also fosters early validation thinking, critical for ideation-stage ventures and MVP/PoC development.• By the end of the course, students will be able to conceptualize their startup ideas with clarity, structure them using business model frameworks, and analyze their revenue logic and cost assumptions with confidence.

Course Outcomes:

No.	Course Outcomes	RBT Level
01	To apply the Business Model Canvas and Lean Canvas tools to structure and visually communicate the key components of a startup idea.	Applying
02	To analyze and differentiate various types of business models, revenue streams, and market approaches relevant to emerging startups.	Analyzing
03	To develop and demonstrate an entrepreneurial mindset characterized by creativity, resilience, risk-taking, and opportunity recognition aligned with early-stage venture creation.	Applying, Creating

Teaching and Examination Scheme:

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



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Master of Business Administration

Level: PG

Branch: Innovation, Entrepreneurship & Venture Development

Course / Subject Code: MB01094041

Course / Subject Name : Entrepreneurial Mindset & Business Models

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	<p>Entrepreneurial Mindset</p> <ul style="list-style-type: none"> ● Understanding Entrepreneurial Mindset: Traits, Behaviors, and Cognitive Patterns ● Growth Mindset vs Fixed Mindset ● Opportunity Recognition & Effectuation Principles ● Risk-Taking and Learning from Failure ● Role of Curiosity, Resilience, and Grit in Entrepreneurs <p><i>Teaching Methods:</i></p> <ul style="list-style-type: none"> ● Real-life founder journeys (case studies) ● Discussions on mindset blockers and enablers ● TED Talks and reflective writing Short personality/mindset diagnostics (e.g., Innovator Profile Quiz) 	15	15
2	<p>Business Models</p> <ul style="list-style-type: none"> ● Introduction to Business Models <ul style="list-style-type: none"> ○ Definition, Characteristics, Importance ○ Difference: Strategy vs Tactics vs Business Model ● Types of Business Models (Product, Platform, Freemium, SaaS, Subscription, etc.) ● Designing a Business Model <ul style="list-style-type: none"> ○ Business Model Innovation ○ Revenue Streams vs Revenue Model vs Business Model ● Business Model and Competitive Advantage 	15	15



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Master of Business Administration

Level: PG

Branch: Innovation, Entrepreneurship & Venture Development

Course / Subject Code: MB01094041

Course / Subject Name : Entrepreneurial Mindset & Business Models

	<ul style="list-style-type: none"> ● Business Model and Failure Patterns <p><i>Tools & Resources:</i></p> <ul style="list-style-type: none"> ● Strategyzer Book (Osterwalder) ● Indian Startup Examples for each model type ● Harvard Business Model Navigator 		
3	Suggestive Practicals Hands on workshop on BMC Canvas, Lean Canvas, Startup Story Mapping Assignments on Create BMC for a real-life local startup, Analyze a failed startup's business model, Prepare 2-page report on how entrepreneurial mindset influenced a founder (any startup)	30+30	PA(I) + PBL* (I) assessment (50)
		90	

Suggested Specification Table For Question Paper Design:

Distribution of Theory Marks (in %)					
R Level	U Level	A Level	N Level	E Level	C Level
10%	20%	25%	20%	15%	10%

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

Suggested Learning Resources:

S. No.	Title of Book	Author	Publication with place, year and ISBN
1	Business Model Generation: A Handbook for Visionaries, Game Changers & Challengers	Alexander Osterwalder & Yves Pigneur	Wiley, New Jersey, 2010. ISBN: 978-0470876411
2	The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation	Eric Ries	Crown Business, New York, 2011. ISBN: 978-0307887894
3	The Startup Owner's Manual: The Step-by-Step Guide for Building a Great Company	Steve Blank & Bob Dorf	Wiley, Hoboken, 2012. ISBN: 978-1119690689
4	Business Model Navigator: 55 Models That Will Revolutionize Your Business	Oliver Gassmann, Karolin Frankenberger, Michaela Csik	Pearson Education 978-1292065816
5	Business Models for Dummies	Jim Muehlhausen	Wiley 978-1118612651



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Master of Business Administration

Level: PG

Branch: Innovation, Entrepreneurship & Venture Development

Course / Subject Code: MB01094041

Course / Subject Name : Entrepreneurial Mindset & Business Models

6	Start-up Sutra	Rohit Prasad	Hachette India ISBN: 9789350096851
---	----------------	--------------	---------------------------------------

CO-PO Mapping

Semester-1	Entrepreneurial Mindset & Business Models				
	POs				
Course Outcomes	PO1	PO2	PO3	PO4	PO5
CO1	3	2	2	1	2
CO2	2	3	3	1	1
CO3	2	3	3	1	3