



# GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Master of Business Administration

Level: PG

Branch: International Business

Course / Subject Code: MB02094061

Course / Subject Name : Capstone Project-2

W. e. f. Academic Year	2025-26
Semester	2
Category of the Course:	Core Course (CC)

## Teaching and Examination Scheme:

(in Total Hours (TH) per semester)					Total Credits =TH/30	Assessment Pattern & marks					Total Marks
L	T	PR	PBL*	TH	C	Theory		Tutorial / Practical			
						ESE (E)	PA (M)	PA (I)	PBL (I)	ESE (V)	
0	0	120	120	240	8	0	0	0	60	140	200

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

## Capstone Project – 1 (CP-1): Ideation and Proof of Concept (PoC)

**Semester Focus:** Problem Identification & Idea Validation

**Learning Stage:** Foundation Phase

### Key Tasks

- Identify real-world problems using field research.
- Validate the problem using user/stakeholder input.
- Ideate using design thinking.
- Develop a basic PoC with sketches, wireframes, or mockups.

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10. Environmental / Industry / Internal Analysis
11. Literature Review / Prior Art Search
12. Problem Definition / Opportunity Mapping
13. Market Analysis & Internal Marketing Plan
14. Competitor Analysis / Matrix
15. Limitations in Existing Solutions / Challenges
16. Proposed Solution & Key Features
17. Structure of Proposed Mechanism
18. Estimated Cost for PoC/Prototype
19. Perceived Challenges
20. Work Done – Results & Discussion
21. Canvases (Ideation, Value Prop, BMC, etc.)
22. Proof of Concept (Sketches, SRS, Wireframes)
23. Conclusion & Future Scope
24. Achievements / Implementations (if any)
25. Team Details with Skill Sets
26. Mentor Validation (by 3 domain experts)
27. Bibliography
28. Appendices

## **Capstone Project – 2 (CP-2): Prototype Development / MVP**

**Semester Focus:** Prototype Testing & Feasibility

**Learning Stage:** Product Realization Phase

### **Key Tasks**

- Convert PoC into a functional prototype.
- Create wireframes and system design documents.
- Pilot test features with initial users.
- Document findings and refine solutions.

### **Same Report Structure as CP-1, with deeper focus on:**

- Functional product development
- User experience and interface
- User testing feedback
- Basic UI/UX and system flow documentation
- Budget and feasibility study



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## Capstone Project – 3 (CP-3): Business Model & Go-to-Market Plan

**Semester Focus:** Market Strategy & Financial Modelling

**Learning Stage:** Validation Phase

### Key Tasks

- develop Business Model Canvas (BMC).
- Identify customer personas and acquisition strategies.
- Build pricing strategy and cost structure.
- Design Go-To-Market plan.
- Collect early customer validation.

### Same Report Structure as CP-1, with additional elements:

- Go-to-Market (GTM) strategy section
- Business model deep-dive with numbers
- Revenue streams & cost breakdown
- MVP implementation metrics

## Capstone Project – 4 (CP-4): Startup Report for Market Development

**Semester Focus:** Startup Scaling & Market Readiness

**Learning Stage:** Execution Phase

- Consolidate CP1 to CP3 into a unified startup journey.
- Document strategic roadmap and business readiness.
- Include funding, partnerships, or early revenue data.
- Prepare investor pitch deck and scale-up plan.

### Report Structure Includes:

- Full startup dossier (from ideation to execution)
- Growth strategy and scalability plan
- Funding plan (bootstrapping, grants, SISF, etc.)
- Final product validation and marketing approach
- Investor pitch deck (Annexure)

### Formatting Guidelines for All Semesters



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- **Font:** Times New Roman
- **Title:** 16 pt | **Subtitles:** 14 pt | **Text:** 12 pt
- **Spacing:** 1.5 line spacing
- **Margins:** Left – 1.5 inch, Others – 1 inch
- **Paper:** A4, Printed on both sides
- **Binding:** Spiral
- **Submission:** 1 Hard Copy + PDF Soft Copy

## Evaluation Parameters (200 Marks per Semester)

Parameter	Weightage
Design Thinking & Creativity	20%
Market Study & Challenges	20%
PoC/Prototype/MVP Progress	20%
MVP Readiness & Canvases	10%
Participation in Incubation Programs	10%
Presentation & Q&A Skills	10%
Report Writing Quality	10%

- **Internal Viva:** 60 marks
- **External Viva (GTU):** 140 marks

## Capstone Project - 1 (CP-1): Ideation & Proof of Concept (PoC)

**Focus:** Problem discovery, ideation, initial validation

**Total Marks:** 200 (Internal: 60, External: 140)

Parameter	Weightage (%)	Remarks
Problem Identification & Opportunity Mapping	20%	Depth of understanding of user needs, research rigor



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Application of Design Thinking Framework	20%	Use of canvases, creativity, empathy mapping
Market & Stakeholder Validation	15%	Surveys, interviews, problem-solution validation
Quality of PoC (Sketches, Wireframes, Use Cases)	15%	Technical clarity, feasibility, documentation
Presentation & Communication	10%	Clarity, storytelling, use of visuals
Report Quality & Structure	10%	Structured writing, originality, referencing
Mentor & Peer Engagement	10%	Responsiveness, attendance, learning attitude

## Capstone Project - 2 (CP-2): Prototype Development / MVP

**Focus:** Prototype building, early user testing

**Total Marks:** 200 (Internal: 60, External: 140)

Parameter	Weightage (%)	Remarks
Technical Quality of Prototype / MVP	25%	Functionality, usability, interface
System Design & Documentation	20%	Flow diagrams, wireframes, architecture
Feedback from Pilot Users / Stakeholders	15%	Evidence of testing, iteration
Innovation & Value Proposition Clarity	10%	Uniqueness, problem-solution fit
Risk & Cost Analysis	10%	Resource use, challenges anticipated
Presentation (Demo + Viva)	10%	Demo readiness, Q&A handling
Report & Annexures	10%	Neatness, clarity, completeness



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## Capstone Project - 3 (CP-3): Business Model & Go-to-Market Strategy

**Focus:** Business viability, market entry, financial model

**Total Marks:** 200 (Internal: 60, External: 140)

Parameter	Weightage (%)	Remarks
Business Model Canvas + Strategy	20%	Complete BMC with interlinkages
Market Research & Competitive Analysis	20%	Customer segmentation, value differentiation
Revenue, Cost, Pricing & Break-even Plan	20%	Financial assumptions and logic
Legal & Operational Readiness	10%	Registration, IP, compliance (basic)
Go-to-Market (GTM) Plan	10%	Channels, branding, early traction
Pitch Deck & Investor Readiness	10%	Visual appeal, storytelling, logic
Report & Presentation	10%	Documentation + oral defense

## Capstone Project - 4 (CP-4): Startup Report for Market Development

**Focus:** Startup consolidation, investor readiness, market launch

**Total Marks:** 200 (Internal: 60, External: 140)

Parameter	Weightage (%)	Remarks
Final Startup Dossier (Journey CP1–CP4)	20%	Coherence, growth, consistency
Product-Market Fit & Traction	20%	Pilot users, MOU, early revenues, etc.
Financial & Growth Projections	15%	Revenue model, funding strategy
Investor Pitch (Deck + Delivery)	15%	Clarity, viability, investment appeal
Go-to-Market Execution	10%	Branding, digital presence, onboarding
Learning Reflection & Challenges	10%	Pivoting, resilience, risk response
Final Report Quality	10%	Layout, annexures, citations, visual clarity