



“

*You can do fifty things better,
but finding that one thing
that is worth doing,
finding a problem that is
worth solving is the
real contribution of
an entrepreneur.*

”

Rajendra Srivastava,
Dean and Novartis Professor
of Marketing Strategy and
Innovation,
Indian School of Business



ABOUT TEP

Technology Entrepreneurship Programme (TEP) is a one-year programme offered by the Indian School of Business, and is tailored specifically to build entrepreneurial orientation among young engineering students, to enable them to make the best of knowledge resources.





GOALS

- **Foster an entrepreneurial mindset in engineering students**
- **Mentor and support students**

TEP is made up of both instructional and practical components that help engineering students put their technical skills into practice. As students progress through the programme, they also acquire the tools and methodologies that are useful to solve real-world problems.

TEP has a network of mentors from the technology, design and business sectors, who actively guide students through the various phases of the programme.

PARTNER ORGANIZATIONS

TEP has been developed on the back of a strong partnership between the Indian School of Business (ISB), and the Andhra Pradesh Information Technology Academy (APITA) and Telangana Academy for Skill and Knowledge (TASK).

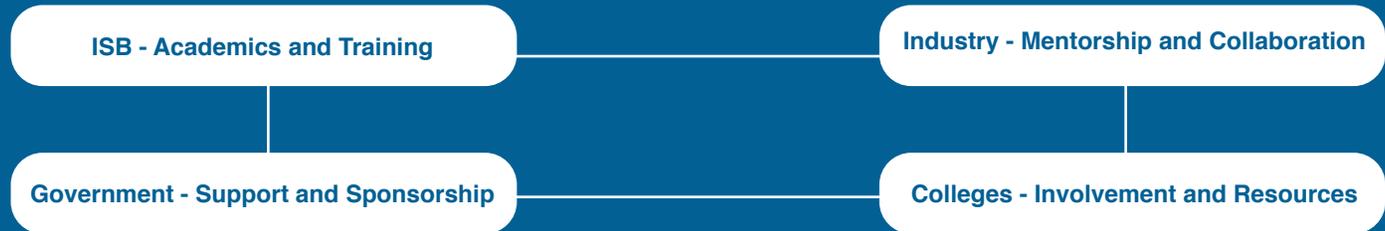
Together, the partners provide constant backing and support to the colleges enrolled in TEP.

The joint venture brings together the best of what each has to offer in the programme: the expertise of a world-class educational institution, supported by the sponsorship of a visionary administration.



TEP ECOSYSTEM

The Technology Entrepreneurship Programme has a strong ecosystem that integrates the involvement of several key stakeholders. Each stakeholder makes important contributions to the overall growth of the student.



Indian School of Business

- Developing new courses on design, innovation and entrepreneurship specifically tailored for TEP
- Faculty development workshops for engineering college professors associated with the programme
- Access to mentors and investors from the industry at various stages of the programme

Government Partners

- Development of infrastructure to support knowledge creation and dissemination
- Commitment to the strengthening and scaling of TEP across both the states

Engineering Colleges

- Enrolled colleges provide necessary support for conducting design thinking workshops and in-person sessions
- Colleges contribute dedicated time and resources required by the programme
- Participating institutions ensure the success of TEP by actively encouraging students to engage in the programme

Industry Partners

- Offer technical and knowledge mentorship during the programme

STUDENTS' HOLISTIC GROWTH

The benefits of TEP are not restricted to classroom learning; enrolled students undergo a well-rounded moulding that prepares them not only for life after college but for the path beyond.

Knowledge and Learning

Gaining new skill-sets in a wide range of managerial issues

Career Readiness

Becoming confident graduates with industry-ready abilities

Mentorship and Support

Learning from the best minds in entrepreneurship and innovation

Co-curricular and Soft skills

Enhancing interpersonal and communication skills and ability to work in teams



TEP COURSE OVERVIEW

TEP has been formulated as a semi-virtual programme having a combination of online and offline modules, which complement the technical training of engineering students with entrepreneurial skill set.

TEP builds on the engineering curriculum and is spread across a duration of around one year.

The classroom experience facilitated by an efficient Learning Management System (LMS) which enables students to access the insights provided by some of the best management educators.

The programme also includes a set of practicum components in which students actively apply classroom concepts and also learn new tools that develop an entrepreneurial mindset.



COURSE CURRICULUM

PHASE 1

COURSE WORK > Basics of Entrepreneurship | Talks by Entrepreneurs

PRACTICUM	>	Design Challenge	Idea Generation	Idea Validation and Iteration
		Encouraging students to evaluate a set of open ended problems and empathize with intended users	Ideating techniques to foster innovative thinking, and creative problem solving	Evaluating technical feasibility, business viability, and desirability

PHASE 2

COURSE WORK > Designing Product and Business Models | Talks by Entrepreneurs

PRACTICUM	>	User Validation	Iteration	Prototype 2.0
		Creating low fidelity prototype using human centered design methodology and collecting feedback from 'real' users	Refining ideas using feedback from the 'real' users	Improving low fidelity prototype

PHASE 3

COURSE WORK > Business Model in Depth | Talks by Entrepreneurs

PRACTICUM	>	Technology Understanding	Technology Feasibility and Validation	Product Refinement
		Mentoring by industry experts on the developed prototype, existing technologies and competitive products	Validating student ideas considering the technical feasibility and cost	Improving the prototype based on technology validation feedback

PHASE 4

COURSE WORK > Managing your Venture | Talks by Entrepreneurs

PRACTICUM	>	Business Plan 101	Pitch 101
		Developing an initial understanding of how to write a business plan	Developing presentation skills to effectively pitch the B-plan

FACULTY

TEP brings together a diverse team of resident and visiting faculty from ISB and other leading business schools across the world. Their experience and insights ensure that the curriculum is relevant and aligned with global trends



Ahmed Timoumi
Indian School of Business



Amit Chauradia
Indian School of Business



Amit Nandkeolyar
IIM Ahmedabad



D V R Seshadri
Indian School of Business



Deepa Mani
Indian School of Business



Hariom Manchiraju
Indian School of Business



Kannan Srikanth
Ohio State University



M Rammohan Rao
Indian School of Business



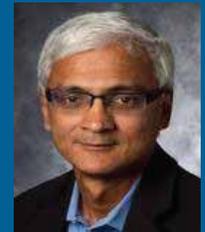
Shyam Sunder
The University of Arizona



Siddharth Singh
Indian School of Business



Sudhir Voleti
Indian School of Business



Sundar Bharadwaj
The University of Georgia

INDUSTRY EXPERTS



L R Natarajan
Visiting Professor,
IIM Udaipur,
Shillong & Indore



Manoj Kothari
Managing Director &
Chief Strategist,
Turian Labs



Pradeep Mittal
CEO,
Greatfour Systems Inc



Sanjay Jesrani
Founder & CEO,
Go North Ventures



Srikanth Sundarajan
General Partner,
Ventureast



“ *Entrepreneurship and innovation are important for the personal development of individuals, competitive advantage of firms and economic development of our nation. For students, TEP which brings together academia, government, and industry is a unique opportunity to acquire an entrepreneurial mindset.* ”

Anand Nandkumar
Associate Professor, ISB
Academic Director, CIE

MENTOR NETWORK

Apart from ISB faculty, TEP engages the expertise of external mentors from technology, business and design sectors. Mentors interact with students through calls (or) virtual sessions, prototyping bootcamps, and mentor clinics.

With several industry giants already on board, ISB is working on building more connections to give TEP students a wealth of resources that can help them make their way across the entrepreneurial journey.

Mentors from different sectors are connected with students through an integrated mentoring platform.

TEP ADVANTAGE

The impact of TEP is far-reaching: ISB's integrated hands-on educational approach not only gives students an opportunity to see their ideas take shape, but also benefits the wider range of stakeholders across the ecosystem.

Impact Analysis

- Improves engineering curricular performance.
- Performance improvement even better among girls and students from smaller cities.
- Improves placement with reputed companies.



STUDENTS TESTIMONIALS



Hari Priya

Technology Entrepreneurship Programme by ISB is the greatest opportunity I ever received. The entire program goes through the life cycle of Creativity, Brainstorming, Prototyping and Product Development



For a technical student to be a technopreneur, it usually takes 6 years (4 years of Engineering + 2 years of MBA). With the help of Technology Entrepreneurship Programme (TEP), offered by the Indian School of Business (ISB), I had gained the skills of being a technopreneur in a span of 4 years. The 2-day workshop on "DESIGN THINKING" had exposed me to develop new skills of analysing a problem



N R Rajya Lakshmi



Nihar Tadichetty

As engineers, all of us are into technology, but TEP has given us an opportunity to go beyond the scope of a typical engineering curriculum. I personally enjoyed the journey right from product ideation to commercialization. Now that the program has culminated with us partnering with an exciting startup, I feel the time and energy we invested on this is definitely worth it."



TEP has helped me gain immense knowledge on what it takes to be an entrepreneur. It helped me to discover ways to market my abilities by giving me hands-on experience on different computer softwares mainly Graphics oriented Video effects (VFX) and Graphic Image designing. I plan on having a startup on LOGO designing



Naga Sri Mouli

TEP ENROLLMENT INFORMATION

ISB strongly encourages engineering colleges with a vision to promote entrepreneurship to enroll in TEP.

Only students of enrolled colleges can be a part of the programme.

Colleges that fulfil the following criteria are eligible to apply for TEP:

- Accredited engineering colleges
- Colleges with dedicated labs (micro-controller labs, design labs, computer labs, etc.) that should be made available to students as needed for the course
- Colleges that can host workshops
- Engineering students who are in the 2nd year 1st semester can apply

Colleges enrolling in TEP should provide administrative support for the programme, and also nominate engineering subject faculty members for mentoring students on technology issues.



CONTACT US

The TEP application form for colleges and students is available at:

www.isb.edu/tep



Only students from enrolled colleges can apply



Technology Entrepreneurship Programme

Centre for Innovation and Entrepreneurship (CIE)

Academic Centre (AC) 2, Level 1

Indian School of Business, Gachibowli, Hyderabad-500 111

Admissions: admissions@tep.isb.edu

Phone: +91 40 2318 7287



Indian School of Business

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Mohali Campus: Knowledge City, Sector 81, SAS Nagar, Mohali 160 062, Punjab

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