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

PHASE 2

COURSE WORK
- Designing Product and Business Models
- Talks by Entrepreneurs

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

PHASE 3

COURSE WORK
- Business Model in Depth
- Talks by Entrepreneurs

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

PHASE 4

COURSE WORK
- Managing your Venture
- Talks by Entrepreneurs

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

“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
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.
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.

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.
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 fulfill 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

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