

**File No.CTE-ACD1/5/2022-ACADEMIC-I**  
**GOVERNMENT OF TELANGANA**  
**DEPARTMENT OF TECHNICAL EDUCATION**

From

To

Navin Mittal, I.A.S.  
The Commissioner of Collegiate &  
Technical Education, Vidya Bhavan,  
Nampally, Hyderabad

The Principals of Professional  
Colleges(Engg/Pharmacy/MBA/MCA)  
/ Degree Colleges/ Polytechnics in  
the State

Sir/Madam,

Sub:- TECHNICAL EDUCATION -Enrolment for Skilling programmes offered by  
ISB in collaboration with SBTET- Request-Regarding.

Ref:- MoU between ISB and State Board of Technical Education &  
Training(SBTET), Hyderabad

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This is to inform that a MoU has been signed between Indian School of  
Business (ISB), Hyderabad and State Board of Technical Education & Training,  
(SBTET), Hyderabad under the control of Government of Telangana State, to roll  
out skilling programmes in the following areas:

- 1. Business Literacy Programme**
- 2. Behavioral Skills Programme**
- 3. Digital Literacy Programme and**
- 4. Entrepreneurial Literacy Programme**

The salient features of the above skilling programmes are as follows:

- i. The curriculum is developed by ISB.
- ii. It is offered through a mix of asynchronous recorded sessions by  
world class institution ISB faculty and Industry Experts in  
partnership with SBTET.
- iii. Programmes are offered in self-paced Learning Management  
System (LMS) which is part of Digital Ecosystem of ISB and provides  
skilling recommendations to potential students, market intelligence  
and integration with employment marketplaces of the Government.
- iv. The time duration for completion of each skilling programme is 40  
hours with a maximum duration of 3 months.
- v. The curriculum is open for enrolment for all years of Students.
- vi. The Certificate will be issued jointly by SBTET, in collaboration with  
ISB.

The enrolment of students for Phase-I and Phase-II skilled programmes  
will commence from 31-03-2022.

The schedule of commencement of the said skilled programmes is as  
follows:-

| Sl.<br>No | Phase    | Name of the Skilled Programme         | Date of commencement         |
|-----------|----------|---------------------------------------|------------------------------|
| 1.        | Phase-I  | Business Literacy Programme           | 15 <sup>th</sup> April, 2022 |
| 2.        |          | Behavioral Skills Programme           |                              |
| 3.        | Phase-II | Digital Literacy Programme            | 15 <sup>th</sup> May, 2022   |
| 4.        |          | Entrepreneurial Literacy<br>Programme |                              |

The cost of each above mentioned skilling programme is Rs 2360-00  
payable online to ISB, Hyderabad.

The enrolled students to the above skilling programmes will thus have the opportunity of learning new skills at an affordable cost.

The Brochure/Flyer is attached herewith for ready reference.

For further information, the students may be advised to visit following websites: <https://www.isb.edu> or <https://sbtet.telangana.gov.in>

In this connection, it is requested to bestow your personal attention in giving wide publicity among the students of your College, to enrol for the above skilling programmes offered by ISB in joint collaboration with SBTET so as to avail the best opportunity to learn from the faculty of world class premier institution i.e. ISB.

Encl: Brochure/Flyer

Yours faithfully,

**Signed by Navin Mittal**

**Date: 25-03-2022 12:00:26**

Commissioner

**Reason: Approved**



**MEMORANDUM OF UNDERSTANDING**  
**BETWEEN**  
**STATE BOARD OF TECHNICAL EDUCATION AND TRAINING**  
**GOVERNMENT OF TELANGANA**  
**AND**  
**INDIAN SCHOOL OF BUSINESS**

*This Memorandum of Understanding (MoU)) must be mutually signed by both the parties*

**State Board of Technical Education and Training** constituted by Government of Telangana, will hereafter be referred as SBTET, which expression unless it be repugnant to the context or meaning thereof shall mean and include its successors and assigns as **First Party to this MoU**.

**And**

**Indian School of Business** having Registered Office at Indian School of Business, Gachibowli, Hyderabad, 500 111 (hereafter referred to as "ISB"), which expression unless it be repugnant to the context or meaning thereof shall mean and include its successors and assigns) as the **Second Party of this MoU**.

Both together hereafter singularly referred to as "the Party" and collectively referred to as "the Parties".

- A. **The First Party - SBTET** was created under the authority of Government of Telangana as an adjunct office of the Department of Technical Education. While the Technical Education Department concentrates more on the administration and developmental aspects, the Board works towards framing policies for Technical Education, reviews and revise the syllabi as per requirements of the society, supervises teaching in technical institutions, conduct examinations and award Certificates, imparts training for the teachers of technical institutions, besides others. The major areas, which the Board would be required to cover in the functions, are - Curriculum and Academic Standards, Examinations, Inspection and Affiliation, Liaison with industry, Growth and Development of Technical Education.

- B. **The Second Party – ISB**, is a top-ranked global B-school offering world-class management education with many firsts to its credit – the youngest school ever to consistently rank among the top global MBA programmes, the first South Asian B-school to receive the international AACSB accreditation, one among the largest providers of Executive Education in Asia, and the most research productive Indian Management Institution.
- C. **Both the Parties** have decided to collaborate to offer skilling programmes with a joint certification issued to the participants on successful completion based on the suggested terms & conditions stated in this scope of work.

**NOW, THEREFORE, IN CONSIDERATION OF THE MUTUAL COVENANTS HEREIN CONTAINED, THE PARTIES HEREBY AGREE AS FOLLOWS:**

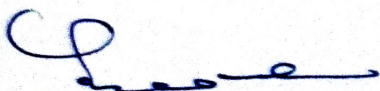
This MOU defines development and implementation of four skilling programmes on Business Literacy, Behavioural Skills, Digital Literacy and Entrepreneurial Literacy. ISB has designed these interventions as detailed in the below sections. These programmes would be delivered through Centre for Executive Education (CEE) at ISB

These skilling programmes will ultimately transition from a standalone Learning Management System (LMS) to being part of a *"Digital Ecosystem – Employment & Skilling Initiative"* developed by the ISB. The digital ecosystem will provide skilling recommendations to potential students, market intelligence and integration with employment marketplaces of the government.

**1. PROGRAMME DETAILS**

ISB will develop and deliver the curriculum of four skilling programmes – **Business Literacy Programme, Behavioral Skills Programme, Digital Literacy Programme and Entrepreneurial Literacy Programme**, through a mix of asynchronous recorded sessions by ISB faculty and Industry Experts, and partner with SBTET in deploying these programmes in Learning Management System (hereby referred to as LMS).

- **Behavioral Skills Programme:** A 40-hour asynchronous learning Behavioural Skills programme is targeted at different citizen groups ranging from students to MSME employees to unemployed youth. The courses will seek to enhance the effectiveness of interpersonal interactions of individuals and empower them with skills required to work effectively in organizations, including addressing different challenges.
- **Business Literacy Programme:** A 40-hour asynchronous learning Business Literacy programme that is targeted at different citizen groups ranging from undergraduate students to MSME employees to unemployed youth. The programme comprises courses on business foundations and the modern business environment, business functions and management of firms.



- **Digital Literacy Programme:** A 40-hour asynchronous learning programme that is targeted at student groups who are pursuing higher education and who are seeking core technology related employability skills, covering AI, Data Sciences, Blockchain, Digital Marketing, Text Analysis, Social Computing, Data Visualization & Communications. The programme comprises three main categories – Disruptive Technologies, IT Strategy & Management and Business Intelligence.
- **Entrepreneurial Literacy Programme:** A 40-hour asynchronous learning programme that is targeted at students who wish to put their business ideas into practice. The programme provides participants with entrepreneurial orientation, approaches & behaviors to enhance mindsets, understand start-up development pipeline, identifying market problems, needs & opportunities, developing a business model, attracting & retaining talent, building teams, basics of finance & marketing, operations management, digital education, raising capital and protecting one's intellectual property.

ISB and SBTET will jointly implement the four skilling interventions as described in **Annexure 1, 2, 3 & 4** and SBTET will drive the enrollment of learners across the four skilling programmes.

### Finances

ISB shall run this programme on its LMS and collect student fee on its platform. It will share revenue with SBTET on a monthly basis as per the number of students after successful completion for the below programmes. The mutually agreed rate per enrollment with ISB is given below and mentioned as per the agreed proposal enclosed with this MoU Document. The price includes enrolment and certification fees. Learners would be certified upon successful completion of the programme.

| S.No. | Programme Name                     | Duration in Hrs. | ISB Fee per Enrollment in INR | SBTET Fee Per Enrollment in INR | GST@18% | Total Fee per Enrollment Including all taxes in INR |
|-------|------------------------------------|------------------|-------------------------------|---------------------------------|---------|-----------------------------------------------------|
| 1     | Business Literacy Programme        | 40               | 1,400                         | 600                             | 360     | 2360                                                |
| 2     | Behavioral Skills Programme        | 40               | 1,400                         | 600                             | 360     | 2360                                                |
| 3     | Digital Literacy Programme         | 40               | 1,400                         | 600                             | 360     | 2360                                                |
| 4     | Entrepreneurial Literacy Programme | 40               | 1,400                         | 600                             | 360     | 2360                                                |

The pricing for the four programmes are exclusive of all taxes if applicable at the time of raising the Invoice.

## **PROGRAMME RATES AND SCHEDULE**

- 1.1. The Pricing for Business Literacy Programme with joint certification is 2,360 INR per candidate (Rs.1,400/- for ISB and Rs.600/- for SBTET + GST).
- 1.2. The Pricing for Behavioral Skills Programme with joint certification is 2,360 INR per candidate (Rs.1,400/- for ISB and Rs.600/- for SBTET + GST).
- 1.3. The Pricing for Digital Literacy Programme with joint certification is 2,360 INR per candidate (Rs.1,400/- for ISB and Rs.600/- for SBTET + GST).
- 1.4. The Pricing for Entrepreneurial Literacy Programme with joint certification is 2,360 INR per candidate (Rs.1,400/- for ISB and Rs.600/- for SBTET + GST).
- 1.5. Based on the enrollments, ISB will share reports and make payments on a monthly basis to SBTET.
- 1.6. The Parties will coordinate and exchange necessary materials to help the Project go live from two months of signing of this agreement.

## **2. JOINT CERTIFICATION**

2.1 Below Joint certification by **ISB** and **SBTET** would be awarded to the participants upon successful completion of any of or all the four programmes. Such certifications will allow for participants to showcase their skills on various platforms:

- Business Literacy programme certification
- Behavioural Skills programme certification
- Digital Literacy programme certification
- Entrepreneurial Literacy programme certification

## **TERMS OF THE AGREEMENT**

3.1 The AGREEMENT shall be effective from the date of execution and shall remain in force for a period of 2 years unless terminated earlier in accordance with the provision of this AGREEMENT or completion of the obligations mentioned under this Agreement.



### 3. DELIVERABLES & REPORTING

#### 4.1 Deliverables By ISB

##### 4.1.1 Programme Launch:

ISB will take two months from the signing of this agreement to design and deliver the programmes. All content delivery would be online through Learning Management System (LMS) designed and maintained by ISB.

The programmes can be accessed by the learners through Learning Management System (LMS) after registering on the website. LMS will host all the pre- reading material, Video content of all courses, Assessments and post reading material.

ISB to release the payments to SBTET monthly as per the enrolments tracked on LMS.

##### 4.1.2 Impact Assessment and Skilling Policy:

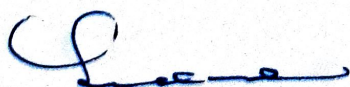
- ISB will track enrolments as well as effect surveys toward impact assessment for improvement of programme design and development of skilling policies. The schedule of impact assessments will be provided separately.
- ISB will design all the necessary survey instruments (baseline surveys and two impact assessment surveys) on timely basis.
- ISB will test and host the required baseline survey and impact surveys for all the participating learners through its LMS.

##### 4.1.3 Digital Ecosystem – Employment & Skilling Initiative

The skilling programmes will ultimately transition from a standalone Learning Management System (LMS) to being part of a **“Digital ecosystem – Employment & Skilling Initiative”** developed by ISB. The digital ecosystem will provide skilling recommendations to potential students, market intelligence and integration with employment marketplaces of the government.

#### 4.2 Deliverables By SBTET:

- SBTET will play the vital role of marketing and disseminating information about the four programmes to all citizens in the state.
- SBTET will also play the key role of integrating the programmes with existing human capital development efforts (for example, incorporating all four programmes into the curricula of all graduating students). Certificates will be issued accordingly.
- SBTET, on best effort basis try for learners at scale covering four programmes per year, starting from the 2022 calendar year until the end of December 2024.
- SBTET to guide and direct the interested learners to enroll in the programmes on the LMS website.



#### **4. PROMOTION, BRANDING & PUBLISHING**

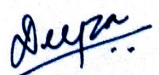
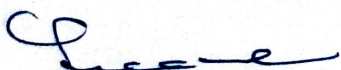
- 4.1.** It is agreed and understood that all press releases or other public communications of any sort relating to this Agreement, or the transactions contemplated between the Parties, including the method of release of the publication, other than the announcement herein, shall be subject to the mutual approval of ISB & SBTET.
- 4.2.** The Parties shall own their respective creations, trademarks, copyrights, and other intellectual property rights. To the extent this Agreement envisages permitted use of each other's logo, mark or name, the Party to which such logo, mark or name belongs shall be deemed to have licenses such permitted use to the other Party under this Agreement. Notwithstanding, Parties will take the written consent of the other Party, before using other Party's name, logo, or mark
- 4.3.** Before any publication is made, the written approval of the other Party shall be obtained

#### **5. OBLIGATION OF THE PARTIES**

- 5.1.** The Parties agree to display ISB and SBTET logos on its resource materials, annual report(s), newsletters, and its website. To this extent, both Parties shall ensure that the intellectual property rights of each other is not used for any unauthorized purposes.
- 5.2.** ISB will design all the necessary survey instruments (baseline and two impact surveys) on timely basis.
- 5.3.** ISB will test and host the required baseline and impact surveys for all participating learners through the learning portal.
- 5.4.** ISB to share all the data corresponding to the learners' demographics, learning and performance statistics, and their responses on the baseline and impact surveys.
- 5.5.** SBTET and ISB will exercise reasonable skill, care, and diligence in the performance of the AGREEMENT.

#### **6. TERMINATION**

- 6.1.** Each Party has the right to terminate this AGREEMENT by giving 1 Month advance notice to the other Party or on a mutually agreeable basis. This Agreement may be terminated by ISB by giving 1 month notice in writing to SBTET and vice versa. In such event, SBTET shall make all payment to ISB for the registered enrollments and certificates as per the LMS until the date of termination notice. ISB will disburse only those amounts for the confirmed enrollments if any until the date of notice.



6.2. On termination of the Agreement by SBTET, ISB shall ensure that all the enrolment fees amount disbursed by SBTET till such date shall be duly utilized in accordance with the terms of this Agreement till and including the date of conclusion of the notice period. ISB will be discharged from its responsibilities only on completion of its obligations as mentioned in this agreement.

Without prejudice to the foregoing, steps shall be taken to ensure that the termination of this Agreement will not compromise or discriminate against any of the activities undertaken. In the event of termination by ISB, ISB will not disburse back the enrolment fees amount already utilized.

## 7. INDEMNITY

The parties hereby agree to indemnify and hold each other, its directors, employees and other officers harmless at all times from any loss, claim, prejudice, damage, costs, taxes, duties, penalties, interest thereon or expenses of any kind including reasonable attorney's fees and legal costs to which the other party may be subjected:

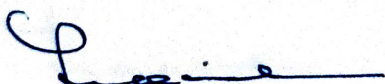
- 7.1. by virtue of a breach of this Agreement and Schedulers therein
- 7.2. by virtue of a breach of the representations and warranties made by the Parties
- 7.3. by virtue of any contravention and/or non-compliance on the part of the Parties with any laws, ordinance, regulations, and codes as may be applicable from time to time
- 7.4. on account of any act of negligence, fraud, misfeasance, or misuse of funds, and undertakes to fully compensate the other party
- 7.5. on account of any damages, claims and future liability arising out of the execution of the Project and any other related claims including but not limited to matters such as construction quality, compliance of government approvals, manpower hired by them, compliance of applicable laws including labor laws, safety, etc.

## 8. OTHER TERMS & CONDITIONS

**8.1. Amendment:** The AGREEMENT shall be amended only by written mutual consent of both the Parties to the AGREEMENT

**8.2. No relationship:** Nothing in this AGREEMENT shall constitute or be deemed to constitute a partnership between the Parties, not render the other the agent of the other for any purpose whatsoever. Neither Party shall have the right or authority, to assume, create or have the power to bind the other Party to contract or create any liability or obligation, express or implied, against, in the name of, or on behalf of another party

**8.3. Force Majeure:** A party shall be excused from performing its obligations under this AGREEMENT to the extent its performance is delayed or prevented by a Force Majeure Event. For the purposes of this clause, "Force Majeure Event" means



circumstances beyond reasonable control of a Party, including but not limited to change in government policy, fire, flood, epidemic, act of God, war and riot. In case the Force Majeure Event continues for a period exceeding thirty (30) days, either Party shall have the right to terminate this AGREEMENT with immediate effect.

**8.4. Notices:** All notices, reports and receipts shall be in writing and shall be deemed duly given on (i) the date of personal or courier delivery; (ii) the date of transmission by telecopy or other electronic transmission service, provided a confirmation copy is also sent no later than the next business day as in (i), or confirmation of receipt is received, or (iii) the date of receipt by any other means of delivery.

The address for service of notice to the respective Parties is as given below:

**Deputy Dean,  
Center for Executive Education & Digital Learning  
Indian School of Business  
Gachibowli, Hyderabad - 500 111  
Telangana, India**

**Secretary  
State Board of Technical Education and Training (SBTET)  
Tankbund Road, Hyderabad - 500063**

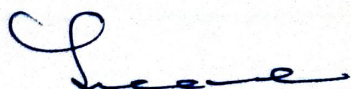
Either party may change its mailing address by written notice to the other Parties in accordance with this paragraph. The parties may also later decide upon sharing each other's email ID for such notices etc.

## **9. COMPLIANCE & REGULATIONS**

9.1 The parties represent and warrant they currently comply with all applicable domestic for foreign anti-bribery or anti-corruption laws, including those prohibiting the bribery of Government Officials, and will remain in compliance with all applicable laws; that It will not authorize, offer or make payments directly or indirectly to any Government Official; and that no part of the payments received (whether compensation or otherwise) from each other will be used for any purpose that could constitute a violation of any applicable laws.

## **10. CONFIDENTIALITY**

10.1. The Parties shall keep all data or information disclosed by each other in connection with this Agreement, confidential, use it only for the purpose of this Project, protect it from unauthorized use, reproduction, access and damage or destruction and employ the same degree of care as it would employ to protect its own confidential information. Under such an eventuality wherein the information is required to be shared with statutory bodies, each of the party must intimate to the other party of such disclosure at least 5 days before submitting the information to the statutory bodies.



**10.2.** The Parties shall not during or after the termination of the AGREEMENT disclose to any third party any confidential information arising from the AGREEMENT (other than in the proper of their duties hereunder or as may be required by a court or arbitration panel of competent jurisdiction) except with the prior written permission from the other party.

**10.3.** For the purposes of this clause "Confidential Information" shall mean information relating to proprietary, technological, economic, financial, legal, administrative business or technical matters of both Parties.

## **11. GOVERNING LAW & JURISDICTION**

This Agreement shall be governed by and constructed in accordance with the laws of India, without giving effect to its choice of laws rules shall be submitted to the exclusive jurisdiction of the courts of Hyderabad.

## **12. DISPUTE RESOLUTION**

The Parties shall resolve any dispute amicably and if any dispute remains unresolved then it shall be settled by arbitration, by a single arbitrator to be appointed by the Parties. The venue of arbitration shall be in Hyderabad. The arbitration shall be conducted under the provisions of the Indian Arbitration and Conciliation Act, 1996 or any statutory modification of re-enactment thereof for the time being in force and the award of such Arbitrator shall be final and binding upon the Parties hereto.

**IN WITNESS WHEREOF**, the duly authorized representatives of the Parties have caused this Agreement to be executed on the date first written above:

**For & On behalf of**  
**Indian School of Business**



**Professor Deepa Mani**  
Deputy Dean  
Indian School of Business



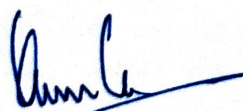
**For & On behalf of**  
**SBTET**



**Dr C Srinath**  
Secretary  
SBTET



**Witnesses:**



**DNV Kumara Guru**  
Director External Relations  
Indian School of Business



**B Srinivas**  
Joint Secretary  
SBTET



## ANNEXURE - 1

### **Business Literacy Programme**

**Programme Introduction:** Business Literacy programme gives learners across all educational backgrounds, industries and organizations, the means to contribute & improve their firm's performance. The idea of this programme is to teach the learners about a business, how its success is measured, and how they make an impact. By the end of the programme, learners are expected to develop an ability to use financial and business information to understand and make decisions that help organizations achieve success. With the business environment becoming more competitive & faster-paced, expectations of employers have changed from the employees just doing their job to contribute to the company's success and have bottom-line accountability.

**Programme Summary:** A 40-hour asynchronous learning programme that is targeted at different citizen groups ranging from undergraduate students to MSME employees to unemployed youth. The programme comprises courses on business foundations and the modern business environment, business functions and management of firms.

**Programme Mode of Delivery:** This self-paced programme consists of 40 hours of asynchronous learning modules that will be deployed in the Learning Management System (LMS).

## ANNEXURE - 2

### **Behavioral Skills Programme**

**Programme Introduction:** Behavioural Skills programme is a compelling workplace training strategy to impart the most sought out career skills. It is an essential component for all organizations and institutions globally. It involves a blend of skills essential for managing interpersonal relationships, being emotional intelligent, building effective communications and addressing conflicts. For any change in approach to occur, a behaviour change must happen. Some skills are in-built, and some must be imbibed. Together, these skills allow employees to perform and work well with each other. Challenging behaviours at work can cause stress, loss of productivity, loss of revenue, low morale, and disturb the work culture and performance of employees. This programme helps individuals analyse their present behaviour patterns and equips them with new skills required to develop new habits and eventually attain better results.

**Programme Summary:** A 40-hour asynchronous learning programme is targeted at different citizen groups ranging from students to MSME employees to unemployed youth. The courses will seek to enhance the effectiveness of interpersonal interactions of individuals and empower them with skills required to work effectively in organizations, including addressing different challenges.

**Programme Mode of Delivery:** This self-paced programme consists of 40 hours of asynchronous learning modules that will be deployed in the Learning Management System (LMS).



### **ANNEXURE - 3**

#### **Digital Literacy Programme**

**Programme Introduction:** A 40-hour asynchronous learning programme that is targeted at student groups who are pursuing higher education and who are seeking core technology related employability skills, covering AI, Data Sciences, Blockchain, Digital Marketing, Text Analysis, Social Computing, Data Visualization & Communications. The programme comprises three main categories – Disruptive Technologies, IT Strategy & Management and Business Intelligence.

**Programme Mode of Delivery:** This self-paced programme consists of 40 hours of asynchronous learning modules that will be deployed in the Learning Management System (LMS).

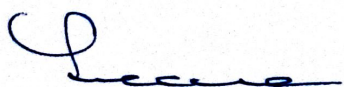
### **ANNEXURE - 4**

#### **Entrepreneurial Literacy Programme**

**Programme Introduction:** A 40-hour asynchronous learning programme that is targeted at student who wish to put their business ideas into practice. The programme provides participants with entrepreneurial orientation, approaches & behaviors to enhance mindsets, understand start-up development pipeline, identifying market problems, needs & opportunities, developing a business model, attracting & retaining talent, building teams, basics of finance & marketing, operations management, digital education, raising capital and protecting one's intellectual property.

**Programme Mode of Delivery:** This self-paced programme consists of 40 hours of asynchronous learning modules that will be deployed in the Learning Management System (LMS).

###





STATE BOARD OF TECHNICAL  
EDUCATION AND TRAINING  
TELANGANA



# Skilling programmes – Implementation Plan



## SKILLING PROGRAMMES - SBTET & ISB

### Skilling Programmes

### Beneficiaries

### Mode

### Provider

### Learning Objectives

#### Behavioral Skills



Equipping participants with essential skills in communication, developing personality & mindsets, presentation & networking, business-workplace etiquette, and digital fluency

#### Business Literacy



Equipping participants with essential business knowledge in Accounting, Economics, Marketing, Statistics, Finance, Strategy, Operations, OB, and Information Systems

#### Digital Literacy



Empowering rural citizens with information about the internet, social and digital media, digital banking & services, productivity programs & digital marketing

#### Entrepreneurial Literacy



Providing participants with entrepreneurial orientation, approaches & behaviours to enhance mindsets, sales & customer service skills, managing money & leveraging digital tools



Students

## Skilling Programmes



ISB CEE has developed the curriculum of four skilling programmes – **Business Literacy, Behavioral Skills, Digital Literacy** and **Entrepreneurial Literacy**.



### Schedule

**Phase I** - Business Literacy and Behavioral Skills - 15<sup>th</sup> April 2022

**Phase II** - Digital Literacy & Entrepreneurial Literacy - 15<sup>th</sup> May 2022



### Mode

A mix of **asynchronous recorded sessions** by ISB faculty and Industry Experts, and partner with SBTET in deploying these programmes in **Learning Management System (LMS)**.



### Enrollments & Payments

Total of **25,900** -100 'most potential' students are chosen from each of 259 affiliated colleges with SBTET - college administration uploads & registers the students on LMS portal. ISB gives instant access to start the courses.

# Business Literacy Program - Phase I



## Curriculum - 40 hours

Excludes Graded Assessment - 30 mins per course

### Foundational Learning (18 hours)

Accounting Fundamentals (3)

Microeconomics (3)

Macro Economics (2)

Statistics and Data Analytics (4)

Critical Thinking (3)

Management of Organizations  
(3)

### Functional Learning (9 hours)

Corporate Finance (3)

Marketing Management  
(3)

Operations Management  
(3)

### Management Learning (13 hours)

Strategies for Digital  
Economy (4)

Negotiation Analysis (3)

Competitive Strategy (3)

Project Management (3)

## Curriculum - 40 hours

Excludes Graded Assessment - 30 mins per course

### Managing Self (17 hours)

#### Communication Skills

- Effective Oral & Non-Verbal Communication (5)

#### Personality Dev & Mindsets

- Inculcating Growth Mindset (2)
- Leadership & Emotional Intelligence (3)
- Building Self-Awareness (2)

#### Technology Fundamentals

- Introduction to Technology (3)
- Being a responsible netizen (2)

### Managing Interpersonal Interactions (11 hours)

#### Presentation and Networking

- Leader as Influencer & Collaborator (2)
- Presentation and Public Speaking (2)
- Art of Networking (2)
- Working with Empathy (3)
- Building your Personal Brand (2)

### Working Effectively in Organizations (12 hours)

- Critical & Integrative Thinking (2)
- Effecting Change (1.5)
- Intro to Productivity Programs (2.5)
- Negotiation Analysis (3)
- Art of Storytelling (3)

## Curriculum - 40 hours

Excludes Graded Assessment - 30 mins per course

### Disruptive Technologies (6 hours)

Artificial Intelligence  
(4)

Blockchain (2)

### IT Strategy & Management (23 hours)

Accounting Fundamentals (3)

Digital Business Models (2)

Design Thinking & Digital Products (4)

Business Value of Technology (4)

Digital Marketing & SEO (4)

IT Project Management (4)

Working Effectively in Teams (2)

### Business Intelligence (11 hours)

Data Science Fundamentals (5)

Data Visualization & Data Communications (2)

Text Analysis & Social Computing (4)

## Curriculum - 40 hours

Excludes Graded Assessment - 30 mins per course

- Entrepreneurial Orientation (2hrs)
- Understanding the Start-Up Development Pipeline (2hrs)
- Identifying Market Problems, Needs & Opportunities (3hrs)
- Developing a Business Model (3hrs)
- Attracting & Retaining Talent (3hrs)
- Building Teams (3hrs)
- Basics of Finance (5hrs)
- Marketing Fundamentals (5hrs)
- Operations Management (5hrs)
- Digital Education (3hrs)
- Raising Capital (3hrs)
- Protecting your Intellectual Property (3hrs)

## SBTET to:

- Communicate and disseminate information about the four programmes to all students in the state through official note, press release, website, social media and other relevant channels.
- To direct the affiliated colleges and associated students to enroll for programmes.
- Incorporate the four programmes into the curricula of all the graduating students in the affiliated colleges in the State.
- ISB shall run this programme on its LMS and collect student fee on its platform. It will share revenue with SBTET on a monthly basis as per the number of students after successful completion for the below programmes. The mutually agreed rate per enrollment with ISB is given below and mentioned as per the agreed proposal enclosed with this MoU Document. The price includes enrolment and certification fees. Financial T & A as per the MoU.

# Skilling programmes - Implementation Plan



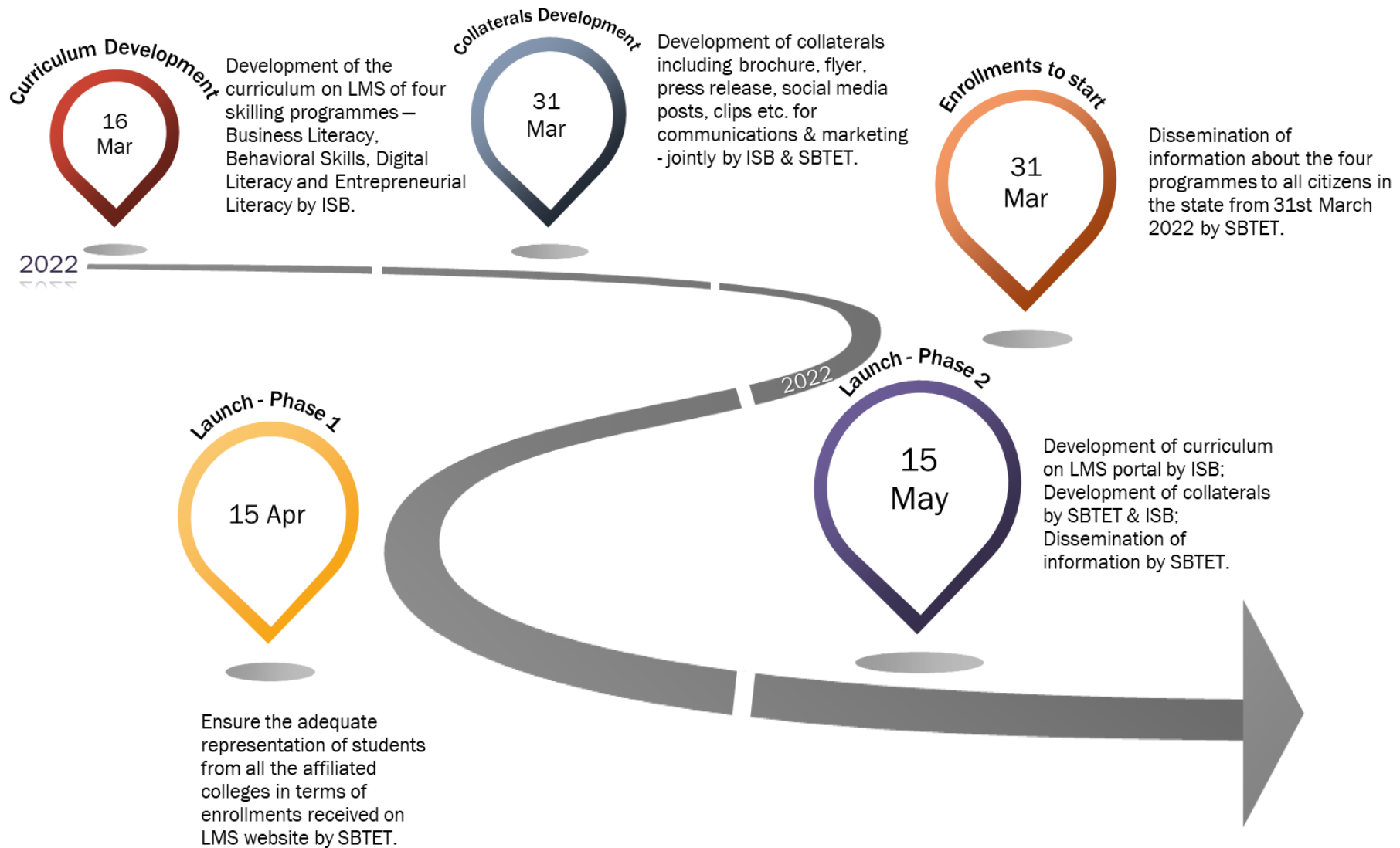
## Finances:

| S.No. | Programme Name                     | Duration in Hrs. | ISB Fee per Enrollment in INR | SBTET Fee Per Enrollment in INR | GST@18% | Total Fee per Enrollment Including all taxes in INR |
|-------|------------------------------------|------------------|-------------------------------|---------------------------------|---------|-----------------------------------------------------|
|       |                                    |                  |                               |                                 |         |                                                     |
|       | Business Literacy Programme        | 40               | 1,400                         | 600                             | 360     | 2360                                                |
| 2     | Behavioral Skills Programme        | 40               | 1,400                         | 600                             | 360     | 2360                                                |
| 3     | Digital Literacy Programme         | 40               | 1,400                         | 600                             | 360     | 2360                                                |
|       | Entrepreneurial Literacy Programme | 40               | 1,400                         | 600                             | 360     | 2360                                                |

## Next steps

- Confirm the date of official launch of the Phase I of the skilling program.
- Jointly develop a communication collaterals including brochure, flyer, press release, social media posts, clips etc.
- Ensure the desired representation of students from all the affiliated colleges in terms of enrollments through college administration received on LMS.

# SBTET & ISB - Skilling programmes - Milestones



# Thank You

