



BBA in

ENTREPRENEURSHIP

3 year under graduate degree course of BBA in Entrepreneurship at iLEAD under Maulana Abul Kalam University of Technology (MAKAUT).

REAL ESTATE

3 year under graduate degree program of BBA in Real Estate Management at iLEAD in association with CREDAI Bengal under Maulana Abul Kalam Azad University of Technology (MAKAUT).



ilead.net.in

BBA in Entrepreneurship

In a NASSCOM-Zinnov report, India ranks 3rd in the world after US and UK among the world's largest startup hubs. In the last few years, 50% growth in advance tech startups has been witnessed. This proves that India's youth is gradually taking the entrepreneurial route.

To help these budding entrepreneurs and also create more leaders in the world of business, iLEAD has designed a degree course on entrepreneurship to guide students, make them understand the framework of business, boost their confidence, procure funds for investment, deal with government regulations and most importantly, realize the untapped market or consumer needs to reach the right customers. As **The Best Entrepreneurship Development Program Institute** in Kolkata, we aim to shape the entrepreneur out of an individual.

Why Entrepreneurship?

- The Indian startup ecosystem is the third largest in the world.
- The start up ecosystem in India is expected to reach a valuation of \$1 trillion by 2025.
- India's Tier 2/Tier 3 cities are emerging as potential hubs for start-ups and more professionals are opting for entrepreneurial route.
- As per DPIIT, India has more than 61,400 startups presently.

Highlights of the Curriculum

The degree course of BBA in Entrepreneurship aims at creating job creators rather than job seekers. Case Studies included in the course will make the students understand the road map to execute a business plan. With each passing semester, students will earn proficiency in one part of the business process

- Exploring Small/Home Business with minimum or no capital
- Franchise Business
- New Business Ideas, Waste to Wealth Sustainability Based Business
- E-Commerce and Cyber Security in Small Business
- Digital Marketing & Logistics Planning
- Guerrilla Marketing & Promotional Strategies
- Market and Business Research Methodology for Start-ups
- Business Plans and Roadmap
- Formation of New Establishment and its Requisites
- Budgeting, Sustainability & Growth
- Credit History, Credit Score & Credit Rating and more



BBA in Real Estate

With the real estate sector growing rapidly in the country and slated to contribute almost 15% to the GDP by 2030, there is a dire need of a specialized degree course in real estate to train the aspirants both academically and professionally, who want to make their future career in real estate.

Real estate is no longer about just buildings – It is about creating the future infrastructure of India at par with the global standards. And to reach to that aim, an academic background from a real estate college is a must.

Why Real Estate?

- The projected growth of real estate sector in India is set to bring \$1.3 trillion by the year 2025.
- It is also predicted that the real estate sector alone is going to contribute 15% of the GDP by 2030.
- By 2030, the real estate sector in India is predicted to become the third largest in the world.
- It would grow at the rate of 30% over the next 10 years.
- Almost 75 million employees are required in the sector by 2030

Highlights of the Curriculum

- Development and Management of Real Estate
- Real Estate Fundamentals
- Legal Framework for Real Estate
- Real Estate Valuation
- Real Estate Development Model
- Real Estate Investment Management
- Green Practices in Real Estate
- Maintenance Management
- Real Estate Approval & Sanction
- Construction Management
- Low Cost Affordable Housing & Space Saving Interiors

Career Prospects

- Agents
- Brokers
- Consultant
- Valuation experts
- Housing officer
- Town Planner
- Surveyor
- Project manager and many more



Why Should You Study BBA in Entrepreneurship or Real Estate at iLEAD?

- iLEAD is awarded as the **Best Entrepreneurship Development Program Institute** at the Sankalp Education Awards 2019.
- **100 hours** of exclusive job oriented practical training in the industry for the students will be provided. **50 hours** of the program will include **Personality Development classes & any one short-term course** on either **Event Management, Photography, Digital Marketing, Editing, Design** and one **Foreign Language FREE OF COST (Beginners level only)**. And another **50 hours** to include **industry oriented training program** will be provided in order to make students job ready. The training will include internships, field trips and more.
- To provide students with a more holistic learning experience, iLEAD would provide **40 hours** of certificate course in specialization areas like **HR / MARKETING / FINANCE**. Students can enroll in any one of the specialization courses during their final year. This addition would add more value to their degree program and help the students earn proficiency in the specialization area of their choice.
- For students of real estate, association with **CREDAI Bengal**, would provide great opportunities for internship, training and networking.
- **PS Group** being the major force behind iLEAD provides unmatched exposure to the students of Real Estate.
- **Mr. Pradip Chopra**, Chairman of PS Group and iLEAD, himself is one of the mentors of the Real Estate course providing students unique and distinctive knowledge about the sector.
- Industry experts as guest and adjunct faculty
- Hands on practical experience of working in real projects
- iLEAD's collaboration with 16+ foreign universities including the Colvin Institute of Real Estate Development, USA, expose students to the global industry culture.
- 1, 20,000+ popular, rare and unique books in the library, 20+ journals and periodicals
- Around 5,000+ audio visual content and very large digital library
- Merit Based Scholarships
- Earn While You Learn opportunities
- Live projects and industry exposure
- Mentorship and guidance to start up funding is available for your own startup from iLEAD after the course.

Eligibility Criteria

- Minimum 50% marks or above in Higher Secondary or equivalent examination (CBSE, ISC, A Levels or any other equivalent Board examination) with English as a compulsory subject are preferred.
- Students who are due to appear for Class XII final exams/awaiting results may be given provisional admission depending on their Group Discussion & Personal Interview Scores.

Scholarships you can avail

Merit Based Scholarship Available

For more details, contact our counselors at 9163155555

EMI Facility

For New Students -

10 EMIs @ 3.65% Interest | 8 EMIs @ 3% Interest | 6 EMIs @ 2.5% Interest

Educational Loan Partner –
HDFC and IDFC First Bank

Fee Structure

Registration Amount- ₹50,000

Semester	Fees
First Semester	₹1,25,500 (Admission Fee & 1st Semester Fee)
Second Semester	₹47,000
Third Semester	₹47,000
Fourth Semester	₹47,000
Fifth Semester	₹47,000
Sixth Semester	₹47,000
Total Fees	₹4, 10,500

Admission Procedure

Candidates are to apply directly on college website(www.ilead.net.in) by online process for admission or visit the college premise.



Placements and Internships

The best of companies has participated in on/off campus placements, offering excellent career opportunities to iLEAD students. Starting from mass media and manufacturing sectors, financial sectors to pharmaceutical firms, our students are everywhere.

iLEAD also provides pre-placement training programs so that our students can achieve their aim easily. iLEAD offers exclusive Summer Internship Programs for the Post Graduate and Under Graduate students in their final year. We believe these internship programs also attract an overwhelming response from the corporate world.



Kathakali Mondal
BBA (2020 - 2023)
Org : Ernst & Young Merchant
Banking Services Pvt Ltd



Chandrima Barik
BBA (2020 - 2023)
Org : PlanetSpark



Mahvish Ali
BBA (2020 - 2023)
Org : PS Group



Avinash Sureka
BBA (2020 - 2023)
Org : ITC



Debotrika Mallick
BBA (2019 - 2022)
Org : TATA TC MOTORS



Aakansh Rasaily
BBA (2020 - 2023)
Org : Viral Fission



Rajdwip Dey
BBA (2020 - 2023)
Org : TCS



Labani Manna
BBA (2021 - 2024)
Org : SOTC

Placement Partners



AXIS BANK



BYJU'S



DIAGEO INDIA



DOFF ESTATES



ERNST & YOUNG



ESAB SMALL FINANCE BANK



GODREJ PROPERTIES



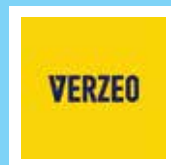
PS GROUP



RELIANCE RETAIL



TATA CONSULTANCY SERVICES



VERZEO



XL DYNAMICS

Earn While You Learn Scheme at iLEAD

iLEAD offers a combination of studies and paid work. This helps the students to gather experience. It is a motivational factor added to the syllabus and is an opportunity for the students to gather firsthand experience via paid work through iLEAD. Some of our present students under the 'earn while you learn' scheme are as follows -



Shivam Makhija
(2020-2023)



Anupa Bagchi
(2021-2024)



Deepsikha Deb
(2021-2024)



Aiema Tauheed
(2021-2024)



Trina Mukherjee
(2021-2024)

Global Connect

iLEAD also has collaborations with 16+ international universities including the Colvin Institute of Real Estate Development, USA. We have signed MOUs (Memorandum of Understanding) with numerous institutes and universities from around the world.



COLVIN INSTITUTE,
UNIVERSITY OF MARYLAND



YUNNAN NORMAL UNIVERSITY
KUNMING, CHINA



CORPORATE UNIVERSITY
GERMANY



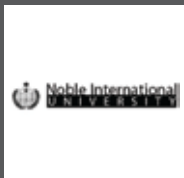
TENNESSEE STATE UNIVERSITY,
NASHVILLE, USA



UNIVERSITY OF DHAKA
BANGLADESH



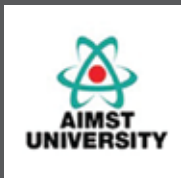
CAPITAL UNIVERSITY
OHIO, USA



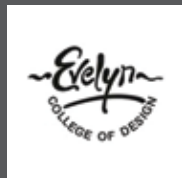
NOBLE INSTITUTION
TORONTO, CANADA



COLEMAN COLLEGE
SINGAPORE



AIMST UNIVERSITY
KEDAH, MALAYSIA



EVELYN COLLEGE OF DESIGN
KENYA, AFRICA



KATHMANDU UNIVERSITY
NEPAL



KASEM BUNDIT UNIVERSITY
BANGKOK, THAILAND



BHUTAN MEDIA &
COMMUNICATIONS INSTITUTE
THIMPHU, BHUTAN



CHRIST UNIVERSITY
BANGALORE, INDIA



JAIN VISHVA BHARATI INSTITUTE
LADNUN, RAJASTHAN



GAEDDU COLLEGE OF
BUSINESS STUDIES
GEDU, BHUTAN



LINCOLN UNIVERSITY
COLLEGE, MALAYSIA



LAW AND MANAGEMENT
BUSINESS SCHOOL
PORT LOUIS, MAURITIUS

Faculty



Mr. Pradip Chopra, Chairman
Years of Experience - 31



Dr. Soumen Chatterjee, Principal
Years of Experience - 25



Dr. Ishita Dutta Roy
Years of Experience - 21



Dr. Nilanjan Ray
Years of Experience - 18



Mr. Aniruddha Kundu
Years of Experience - 11



Mr. Subhadeep Das
Years of Experience - 8



Dr. Priyanka Jaiswal
Years of Experience - 8



Mr. Sourav Kumar Das
Years of Experience - 8



Ms. Pampa Sarkar
Years of Experience - 14



Ms. Urmimala Dey Chakraborty
Years of Experience - 10

About iLEAD

The Institute of Leadership, Entrepreneurship and Development (iLEAD) is rated as the 4th Best Media School in the country by KPMG, adjudged College of The Year in t2 Festopolis 2017, the Best Co Curricular Activity College at Gurukul Awards 2017, Best Entrepreneurship Development Program Institute at the Sankalp Education Awards 2019. iLEAD is affiliated to Maulana Abul Kalam Azad University of Technology, the biggest university of the West Bengal, India. It also has collaborations with 16+ international universities.

We offer degree courses in media, management, design, technology, allied health, tourism and other professional studies both at the undergraduate and postgraduate levels. These courses are designed to make students industry ready to cater to the growing demand of skilled professionals in the respective sectors.

Life at iLEAD



Annual Awards



Convocation Ceremony



Dandiya Night 2023



Sports Event at Managedia



Cricket Tournament 2023



Fitness Event 2023



Farewell



Flashmob by iLEAD Students



Cultural Program at Managedia



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E : info@ilead.net.in W : www.ilead.net.in