



Affiliated to

MAULANA ABUL KALAM AZAD
UNIVERSITY OF TECHNOLOGY,
WEST BENGAL



B.Sc & M.Sc in MEDIA SCIENCE

4 year Undergraduate degree program of
B.Sc in Media Science and a 2 year Postgraduate
degree program of **M.Sc in Media Science** at
iLEAD affiliated to Maulana Abul Kalam Azad
University of Technology (MAKAUT)

www.ilead.net.in

Why You Should Opt For The Media Science Course?

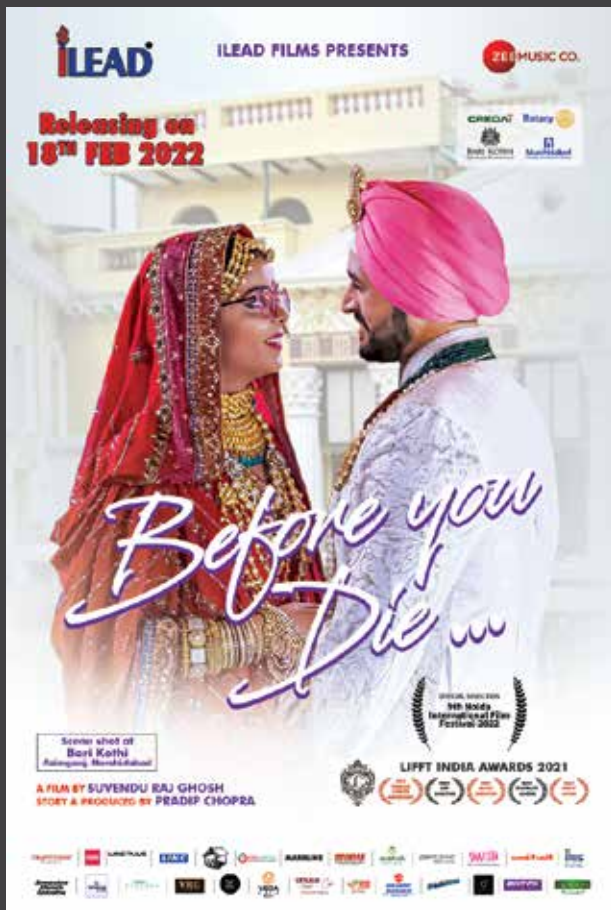
The prospect of the media industry in the near future is extremely bright. It is a sunrise sector for the economy of the country and is set to provide employment to a huge number of skilled individuals.

- By 2026, the media and entertainment industry of India is set to touch the milestone of Rs 4,30,401 crore.
- By 2024, the revenue from advertisement is set to reach Rs 394 billion.
- By 2024, the AVGC sector is set to reach Rs 3 lakh crore.
- Video on demand and live video services in India on the OTT platforms is predicted to reach \$5.12 billion by 2026.

Advantages of Learning Media Science at iLEAD

- Recognized as the Best Media and Mass Communication Institute at Gurukul Awards 2023
- Winner of HRD India Awards 2023 in association with The Economic Times for Excellence in Academia
- It is the 4th Best Media School in India as per KPMG
- At the iLEAD School of Creativity, budding talents are nurtured across media including films, television and advertisement, animation, and design disciplines, fostering innovation and honing skills of tomorrow's creators shaping the next generation visionary artists and professionals
- iLEAD has its own film production vertical known as iLEAD Films which has already produced the Hindi commercial film 'Before You Die.' The movie had a nationwide release on February 2022 across 300 screens. Students of media science also get opportunity to work in iLEAD Films' projects as key crew members. This allows them to get hands on practical experience.
- High-end equipment and upgraded chroma studio for your projects
- Top ranking experts from film and media industry as guest and adjunct faculty
- iLEAD's own film and production units ensure hands-on experience from Day 1
- Your own creations can be showcased to worldwide audience through www.iLEADTV.com
- Funding from iLEAD and other sources can be considered for your own filmmaking project from iLEAD after the course
- **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** in order to make students job ready. The training will include internships, industrial visits and more
- 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
- Opportunities for internships and networking
- Merit Based Scholarships
- 'Earn While You Learn' opportunities
- Live projects and industry exposure
- 100% placement assistance

An Exclusive Exposure To The Knowledge Of Filmmaking



iLEAD is the first media and film institute to produce commercial movies by itself and have its own production vertical, iLEAD Films. iLEAD Films has produced Hindi commercial movie 'Before You Die' with 40 media and film students as key crew members.



iLEAD Films' second commercial release Kusum Ka Biyaah released pan India in 2024. The film received critical acclaim and also distinguished awards from the film fraternity.

Gurukul Awards:

iLEAD has been recognized as the Best Media and Mass Communication Institute at the prestigious 11th Lions Gurukul Awards 2023



HRD India Awards:

iLEAD received the 'Excellence in Academia' Award at HRD India Awards 2023 in association with The Economic Times.





Career Prospects

- Film Director
- Photographer/Videographer
- Executive Producer
- Journalist (Print, Electronic & Web)
- Professional Blogger & Vlogger
- Public Relations & Event Manager
- Editor
- Public Relations Executive
- Social Media Manager
- Content Writer/Strategist/Copy Writer
- Screen Writer and many more



Admission Procedure

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

Eligibility for **B.Sc** in Media Science

- 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 will have to appear for GD and PI at iLEAD. However, they will get admission on clearance of the CET Examination only. Also, all the Academic Credentials of the students need to be approved by the University.

Eligibility for **M.Sc** in Media Science

- Graduation (in any discipline) with option for final year students (yet to appear for their exams) to also apply for provisional admission.
- Post graduates in any discipline.
- Students will have to appear for GD and PI at iLEAD. However, they will get admission on clearance of the CET Examination only. Also, all the Academic Credentials of the students need to be approved by the University.

Highlights From The Courses

B.Sc and M.Sc in Media Science at iLEAD under MAKAUT are comprehensive media courses. The courses have very practical approach towards the curriculum and makes you familiar with every aspect of media so that you can understand your passion better.

- Introduction to Media Technology
- Still Photography & Videography
- Broadcast Media - TV & Radio
- Integrated Marketing Communication
- Film Theory & Film Making
- Print & New Media
- Introduction to Journalism
- Media Research & Analytics



Audio Studio

Scholarship

Merit Based Scholarship Available

For more details, contact our counselors at
9163122222

For New Students :

Educational Loan Partner –
HDFC | SBI



Key Partners :



Ritiya Roy

B.Sc in Media Science
(2020 – 2023)
ABP News



Dwaipayan Mazumder

B.Sc in Media Science
(2020 – 2023)
Eskay Video Pvt. Ltd.



Md Arbaab Khan

B.Sc in Media Science
(2019 – 2022)
Oppo Mobiles India Pvt. Ltd.



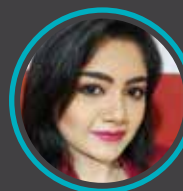
Subhojit Das

B.Sc in Media Science
(2020 – 2023)
Eskay Video Pvt. Ltd.



Satabdi Roy

B.Sc in Media Science
(2020 – 2023)
Candid Communication



Tannishtha Mazumder

M.Sc in Media Science
(2020 – 2022)
News 18 Bangla

Course Fee Structure for B.Sc in Media Science

Registration Amount - ₹ 50,000/-

Semester	Semester Fees
First	₹ 1,26,750 (Admission Fees & 1st Semester Fee)
Second	₹ 57,750
Third	₹ 57,750
Fourth	₹ 57,750
Fifth	₹ 57,750
Sixth	₹ 57,750
Seventh	₹ 57,750
Eighth	₹ 57,750

Total Fees - ₹ 5,81,000/-

Course Fee Structure for M.Sc in Media Science

Registration Amount - ₹ 50,000/-

Semester	Semester Fees
First	₹ 1,34,250 (Admission Fee & 1st Semester Fee)
Second	₹ 65,250
Third	₹ 65,250
Fourth	₹ 65,250

Total Fees - ₹ 3,80,000/-

Seminars, Workshops & Industrial Visits



Storytelling Workshop in Association with Sony India



Fashion Portrait Workshop in Association with Tamron India



Session on New Media with Mr. Sayan Ghosh (Content Creator), Ms. Jhila Gupta (Video Content Creator), Mr. Aritra Ganguli (Content Creator), and Ms. Poorna Banerjee (Founder, Presented by P)



Visit to Kolkata International Film Festival 2024



Session on Traditional Media with Mr. Suman Bandyopadhyay (Asst Professor, NSHM School of Media and Communication), Mr. Gaurav Chakraborty (Actor), Ms. Rita Bhimani (CEO of Ritam Communications) and Ms. Prema Rajaram (Journalist)



Visit to Netaji Indoor Stadium- Image Craft Expo



Visit to TV9 Studio

Celebrities at iLEAD



Darshan Kumar, R. Madhavan and
Aparshakti Khurana



Divya Khosla Kumar and
Yash Dasgupta



Chiranjeev Chakraborty & Zarina Wahab
with Mr. Pradip & Ms. Pragya Chopra



Subhrajit Mitra & Sabyasachi
Chakraborty with Mr. Pradip Chopra



Aryann Bhowmik and Anindya Banerjee



Parambrata Chatterjee

Draupnir Capital Incubation Centre at iLEAD

iLEAD has partnered with Draupnir Capital, a premier private equity advisory firm dedicated to empowering young startups, to launch the Draupnir Capital Incubation Centre at iLEAD.

Draupnir Capital Incubation Centre at iLEAD is exclusively focused on our very own iLEAD students, graduates and alumni, ensuring they receive unparalleled support – be it resources, capital, intellectual property, or administrative guidance.

We've also joined forces with the State Bank of India, amplifying the support network for our budding visionaries. This strategic alliance among iLEAD, Draupnir Capital and the State Bank of India promises a transformative impact on the entrepreneurial landscape.



DRAUPNIR CAPITAL
INCUBATION CENTRE

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 to gather first-hand 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)

Shining Stars



Yuvraj Bagchi
B.Sc in Media Science (2019-2022)
Company : Schbang



Adesh Thapa
M.Sc in Media Science (2021-2022)
Pursuing Higher Studies at
Lancaster University in UK



Bikash Kr. Jha
B.Sc in Media Science (2018-2021)
Company : ZEE Media



Rajdeep Saha
B.Sc in Media Science (2020-2023)
Rugby Player in
Indian National Rugby Team



Rohan Sen
B.Sc in Media Science (2017-2020)
Indian Film Director, Writer and
Actor in Bengali Film Industry



Rudrani Hazra
M.Sc in Media Science (2021-2022)
Pursuing Higher Studies at
University of Greenwich of UK

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



BHUTAN MEDIA &
COMMUNICATIONS INSTITUTE
THIMPHU, BHUTAN



CHRIST UNIVERSITY
BANGALORE, INDIA



JAIN VISHVA BHARATI INSTITUTE
LADNUN, RAJASTHAN



NOBLE INSTITUTION
TORONTO, CANADA



COLEMAN COLLEGE
SINGAPORE



AIMST UNIVERSITY
KEDAH, MALAYSIA



EVELYN COLLEGE OF DESIGN
KENYA, AFRICA



KATHMANDU UNIVERSITY
NEPAL



KASEM BUNDIRI UNIVERSITY
BANGKOK, THAILAND



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 - 50



Dr. Soumen Chatterjee, Principal
Years of Experience - 26



Mr. Soumya Suvra Das, HOD
Years of Experience - 18



Ms. Mom Mitra
Years of Experience - 18



Ms. Aishwarya Chatterjee
Years of Experience - 18



Mr. Anness Bilas Thakur
Years of Experience - 11



Ms. Aradhana Das
Years of Experience - 6



Mr. Ankan Roy
Years of Experience - 6



Ms. Maariyah Siddque
Years of Experience - 8



Ms. Khushboo Shah
Years of Experience - 4



Ms. Shinjini Ghosh
Years of Experience - 11



Mr. Mrityunjoy Saha
Years of Experience - 6



Mr. Shubham Paul
Years of Experience - 9



Ms. Sukanya Das
Years of Experience - 29

About iLEAD

The Institute of Leadership, Entrepreneurship and Development (iLEAD) is a world-class premier institute based in Kolkata. We offer degree courses in media, management, design, technology, allied health, tourism and other professional studies both at the undergraduate and postgraduate levels under the iLEAD School of Business, iLEAD School of Creativity and iLEAD School of Science and Technology. Recognised with Excellence in Academia Award in HRD India Awards 2023 in association with The Economic Times, awarded with the Best Media and Mass Communication Institute at Gurukul Awards 2023, rated as the 4th Best Media School in India by KPMG, recognized by the ASSOCHAM Education Excellence Awards for endeavor to become visible in certain SAARC countries, adjudged College of The Year in t2 Festopolis, the Best Co-Curricular Activity College at Gurukul Awards, Best Entrepreneurship Development Program Institute at the Sankalp Education Awards, iLEAD, is affiliated to Maulana Abul Kalam Azad University of Technology with 16+ international university collaborations.

Life at iLEAD



ANNUAL AWARD 2023



CONVOCATION CEREMONY 2023



DIWALI



CULTURAL PROGRAM AT MANAGEDIA



CRICKET TOURNAMENT



FITNESS EVENT



FAREWELL 2023



SPORTS EVENT AT MANAGEDIA



FLASHMOB BY ILEAD STUDENTS



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