

BACHELOR OF BUSINESS ADMINISTRATION



4 year undergraduate degree at iLEAD affiliated to Maulana
Abul Kalam Azad University of Technology (MAKAUT)

BBA





Management has always been a stream for those students who have aspirations to make it big in the world of business. Studying management has empowered individuals with managerial skills that eventually made them reach the top positions in the corporate sector.

Bachelor of Business Administration or BBA is an undergraduate management degree course that opens a lot of avenues for students aspiring to get leadership positions in organisations. From going into higher studies to getting into a job, BBA can lead you to both. The future career opportunities are going to span and get more digitized in the coming years. But despite the disruption of technology, BBA may still prove to be an all rounder course for an individual.

The iLEAD School of Business offers a diverse array of professional management courses tailored to nurture young minds and equip them with practical industry knowledge.

Our BBA course curriculum is designed in a manner that provides practical experience to the students and they get hands-on experience of working in real projects during the tenure of their course only.

HRD India Awards:



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

Why you should opt for BBA?

- As per a report by the Project Management Institute (PMI) 2017, India will require almost 70 lakhs project manager by 2027.
- As per PMI, trained professionals earn 25% more than untrained managers.
- As per a TiE Global report, India to have 60,000 startups by 2025.

Advantages of studying BBA at iLEAD

- Winner of HRD India Awards 2023 in association with The Economic Times for Excellence in Academia.
- Best Entrepreneurship Development Program Institute at the Sankalp Education Awards 2019
- Industry experts as guest and adjunct faculty.
- Hands on practical experience of working in real projects.
- iLEAD's collaboration with 16+ foreign universities expose students to the global industry culture.
- 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). Another 50 hours will be including industry oriented training program in order to make students job ready. The training will include internships, industrial visits 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.
- 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 in top firms.

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

Career Prospects

- Finance Executive
- Business Development Officer
- Human Resource Executive
- Information Systems Executive
- Marketing Executive
- Sales Executive
- Loan Officer and more
- Research and Development Manager

Sectors wherein you can find jobs are

- Banks
- Marketing Research Organizations
- Educational Institutes
- Business Consultancies
- Multinational Companies
- Financial Organizations
- Export Companies and more

Eligibility

- 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.

Highlights from the Course

A BBA course can enhance the knowledge and skill of the students to make them industry ready. The course curriculum is designed in a manner that provides practical experience to the students and they get hands-on experience of working in real projects during the tenure of the course.

- Micro and Macro Economics
- Operations Management
- Financial Management & Risk Analysis
- Marketing Management
- Human Resource Management
- Organizational Behaviour
- Sales & Distribution
- Elements of Taxation
- Project Management
- Data Analytics Skills for Managers
- Management Accounting
- Business Intelligence
- Customer Relationship Management
- Summer Internship Project
- Research Project

Specialisations

- Marketing
- Human Resource
- Finance

SCHOLARSHIP you can avail

Merit Based Scholarship Available

For more details, contact our counselors at 9163155555

Educational Loan Partner - HDFC & SBI



Placements and Internships

The best of companies have 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.



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



Pallabi Chakraborty
BBA (2021-2024)
Org : Airtel



Sajid Naushad
BBA (2020-2024)
Org : Planet Spark



Avinash Sureka
BBA (2020 - 2023)
Org : ITC



Eshita Deb
BBA (2020-2024)
Org : Planet Spark



Sakshi Chowdhury
BBA ENT (2021-2024)
Org : Adani Group



Rajdwip Dey
BBA (2020 - 2023)
Org : TCS



Labani Manna
BBA (2021 - 2024)
Org : SOTC

Placement Partners



AIRTEL



ADANI AHVL



EVEREST INDUSTRIES



PLANET SPARK



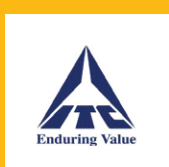
ZOLO STAYS



THE RAJBANI BAWALI



NAVKRIT BRAND SOLUTIONS



ITC



LIFE DIGITAL SOLUTIONS



LUX INDUSTRIES



PS GROUP



INCFROG

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 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)



Session on Management with Dr. Indranil Mukhopadhyay (Senior Associate Vice President, Dept of HR, TCS, Kolkata), Mr. Subir Roy (Business Analyst and Entrepreneurship Expert, Entrepreneurship Development Institute of India), and Mr. Joydeep Gupta (Leader of the Cloud Services Team, IBM India Pvt. Ltd.)



Industrial Visit to Coca Cola Factory



Workshop with Mr. Aswini Bajaj, CEO, Leveraged Growth



Industrial Visit to SA Exports



Workshop on Entrepreneurship by Mr. Rahul Agarwal, Founder, Ideal Insurance Brokers Pvt. Ltd.



Ms. Rowan Ainsworth (Australian Consul-General, Kolkata), and Ms. Sumana Banerjee (Project Manager for UK Research and Innovation- Global Challenges Research Fund at iLEAD on World Tourism Day 2023)

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
Seventh Semester	₹47,000
Eighth Semester	₹47,000
Total Fees	₹5,04,500

Admission Procedure

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

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



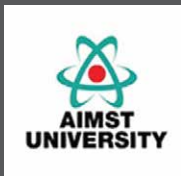
CAPITAL UNIVERSITY
OHIO, USA



NOBLE INSTITUTION
TORONTO, CANADA



COLEMAN COLLEGE
SINGAPORE



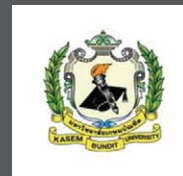
AIMST UNIVERSITY
KEDAH, MALAYSIA



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 - 50



Dr. Soumen Chatterjee,
Principal
Years of Experience - 26



Dr. Ishita Dutta Roy,
Vice-Principal
Years of Experience - 22



Dr. Priyanka Jaiswal
HOD
Years of Experience - 9



Mr. Aniruddha Kundu
Years of Experience - 12



Ms. Pampa Sarkar
Years of Experience - 15



Mr. Sourav Kumar Das
Years of Experience - 3



Dr. Archita Chatterjee
Years of Experience - 15



Ms. Piyali Chatterjee
Years of Experience - 14



Mr. Debashis Roy
Years of Experience - 8

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 Awards 2023



Convocation 2023



Diwali



Sports Event at Managedia



Cricket Tournament



Fitness Event



Farewell 2023



Flashmob by iLEAD Students



Cultural Program at Managedia



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Near Vishwakarma Building, Kolkata 700046
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E : info@ilead.net.in W : www.ilead.net.in