



**BBA in**

# ENTREPRENEURSHIP

4 year undergraduate degree course of BBA in Entrepreneurship at iLEAD affiliated to Maulana Abul Kalam Azad University of Technology (MAKAUT).



[ilead.net.in](http://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.

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 degree course of BBA in Entrepreneurship will equip you in the best possible manner for the corporate sector.

## 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 from 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

- Marketing Management
- Basics of Accounting
- Quantitative Methods & Techniques
- Managerial Economics
- Financial Management
- Services Marketing
- Supply Chain Management
- Production & Operations Management
- Cloud Computing and E Commerce
- Venture Ideation
- Business Modelling & Planning

## 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 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.

## HRD India Awards:



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



# Why Should You Study BBA in Entrepreneurship at iLEAD?

- Winner of HRD India Awards 2023 in association with The Economic Times for Excellence in Academia.
- 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, industrial visits and more.
- 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.
- 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.

## Scholarship you can avail

### Merit Based Scholarship Available

For more details, contact our counselors at +91 91631 55555

Educational Loan Partner –  
**HDFC & SBI**



## 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

## 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
<b>Total Fees</b>	<b>₹5,04,500</b>

## Admission Procedure

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



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.)



Workshop with Mr. Aswini Bajaj (CEO, Leveraged Growth)



Industrial Visit to Coca Cola Factory



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



Session on 'Shaping Young Entrepreneurial Minds 2023' with Mr. Abhirup Banerjee (HR Coach, International Keynote Speaker)



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

## 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 sector, financial sector 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



**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



**Rajdip Dey**  
BBA (2020 - 2023)  
Org : TCS



**Labani Manna**  
BBA (2021 - 2024)  
Org : SOTC

### Key Partners



AIRTEL



ADANI AHVL



EVEREST INDUSTRIES



PLANET SPARK



ZOLO STAYS



THE RAJBARI 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)

## 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



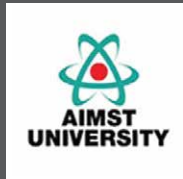
CAPITAL UNIVERSITY  
OHIO, USA



NOBLE INSTITUTION  
TORONTO, CANADA



COLEMAN COLLEGE  
SINGAPORE



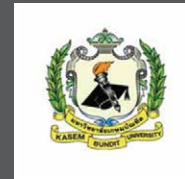
AIMST UNIVERSITY  
KEDAH, MALAYSIA



EVELYN COLLEGE OF DESIGN  
KENYA, AFRICA



KATHMANDU UNIVERSITY  
NEPAL



KASEM BUNDIR 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 - 9



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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