



Affiliated to
MAULANA ABUL KALAM AZAD
UNIVERSITY OF TECHNOLOGY,
WEST BENGAL



ilead.net.in



BBA in Travel And Tourism Management

100%
Placement
Guarantee

4 year undergraduate degree course at iLEAD affiliated to Maulana Abul Kalam Azad University of Technology (MAKAUT) in association with One Rep Global





BBA in **Travel And Tourism Management**

The tourism industry in India now is projected to contribute about 16.5 trillion to the GDP of the country. India has approximately 7.2 million annual foreign visitors and 1,731 million domestic tourists across the country.

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.

Why **Travel and Tourism?**

- Almost 1.6 million new jobs were created in India by the tourism sector in 2023.
- India's travel and tourism sector is expected to reach USD 36.8 trillion by 2033.
- The Union Budget of 2019-2020 ascertained that the Indian Government will build 17 'iconic tourist sites' in the country to draw more tourists.
- By the year of 2028, it is expected that international tourists in India will amount to 30.5 million.

Highlights **From The Course**

- Tourism Geography
- Tourism Economics
- Tourism Products and Marketing
- Introduction to Hotel Operations
- Travel Agency & Tour Operation Management
- Tourism Planning and Policy
- Destination Management
- Entrepreneurship in Tourism
- Eco-Tourism
- Transport in Travel & Tourism

Industrial Visits & Seminars

iLEAD provides the best possible exposure to the students in the form of industrial visits and seminars. These exposures help in enhancing their practical knowledge. Some of our industrial visits and seminars include the following-



iLEAD Students Participating in Eastern Region Quiz by Ministry of Tourism at Victoria Memorial



Trip to Aircraft Museum



Trip to Netaji Bhawan



Field Trip to Kolkata International Book Fair



Visit to SOTC Limited



Future Vista - Session on Career Prospects in Tourism



Field Trip to Rajbari Bawali



Visit to Alipore Jail Museum



Visit to Balmer Lawrie



Visit to Indian Museum



Visit to Raj Bhawan



Visit to Victoria Memorial

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.



Why You Should Study at iLEAD?

- Winner of HRD India Awards 2023 in association with The Economic Times for Excellence in Academia.
- iLEAD's collaboration with **One Rep Global** will provide opportunities for best industrial training, experience, exposure and networking to students.
- **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 and any one short term course on either Event Management, Photography, Digital Marketing, Design, Editing and one Foreign Language FREE OF COST (Beginners level only)**. And another **50 hours** to include **industry-oriented training program** provided by **One Rep Global** in order to make students job ready. The training will include internships, industrial visits and more.
- **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.
- 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
- Heritage Walks
- Merit Based Scholarships
- Earn While You Learn opportunities
- Live projects and industry exposure
- 100% Placement Guarantee

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 student 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.

Career Prospects

- Holiday Representative
- Hotel Manager
- Tour Manager
- Tourism Officer
- Tourist Information Centre Manager
- Travel Agency Manager
- Conference Centre Manager
- Customer Service Manager
- Event Manager
- Marketing Executive
- Sales Executive
- Outdoor Activities/ Education Manager
- Operations Manager
- Heritage Museums
- Community Outreach Management
- Museum Administration
- Heritage Manager
- Heritage Planner/Technician
- Heritage Site Guide
- Heritage Tourism Operator and more.



Course Fee Structure

Registration Amount- 50,000/-

Semester	Fees
First Semester	₹1,02,900((Admission fees & 1st Semester Fee)
Second Semester	₹39,420
Third Semester	₹39,420
Fourth Semester	₹39,420
Fifth Semester	₹39,420
Sixth Semester	₹39,420
Seventh Semester	₹39,420
Eighth Semester	₹39,420
Total Fees	₹4,28,840

Scholarships You can Avail

Merit Based Scholarship Available

For more details, contact our counselors at 9163155555

Educational Loan Partner – **HDFC & SBI**



Admission Procedure

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

Faculty



Mr. Pradip Chopra,
Chairman
Years of Experience - 50



Dr. Soumen Chatterjee,
Principal
Years of Experience - 26



Hemant Mediratta
Years of Experience - 31



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



Dr. Priyanka Jaiswal
HOD (Management)
Years of Experience - 9



Mr. Ansh Bilas Thakur
Years of Experience - 11



Mr. Debashis Roy
Years of Experience - 8



Ms. Khushboo Shah
Years of Experience - 4



Mr. Kaustav Nag
Years of Experience - 2

Key Partners



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



Global Connect

iLEAD 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. The MOU aims at international projects and exchange of students, faculty, scholars and resource sharing programs based on the principles of equality and reciprocity, fairness and voluntariness.



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 BUNDIRT 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

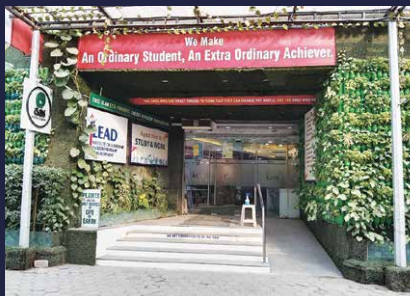


LAW AND MANAGEMENT
BUSINESS SCHOOL
PORT LOUIS, MAURITIUS

Infrastructure



CLASSROOM



ENTRANCE



SPORTS COMPLEX



LIBRARY



CAFETERIA



GYM

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.

About One Rep Global

One Rep Global is a sales and marketing organisation that offers a 360 degree approach and bespoke solutions to luxury hotels, travel, luxury lifestyle and wellness brands. We are a one stop solution across multiple disciplines offering sales representation, creative studio services, digital marketing and public relations. Driven by a team of experienced, pedigreed travel professionals and hoteliers from Oberoi Hotels, Four Seasons, Leading Hotels of the World, Ananda in the Himalayas, Taj Hotels, Shangrila and Small Luxury Hotels of the World who are passionate, possess in depth relationships and most importantly are result oriented.

113J, Matheswartola Road, Topsia,
Near Vishwakarma Building, Kolkata 700046
P : +91.33.40182000 / 02 M : +91.91631 55555
E : info@ilead.net.in W : www.ilead.net.in