



BBA+
at iLEAD



BBA+ at iLEAD: Unlocking the Power of EXTRAordinary

Welcome to the future of business education at iLEAD, where we redefine the standards with our innovative BBA+ program. Designed to transcend the ordinary, our BBA+ course is a game-changer in the field of management, offering a unique blend of AI-integrated curriculum, dual certification, personalized mentorship, and unparalleled career support.

- 4 Year UG Degree Program
- Affiliated to MAKAUT
- Dual Certification
- Learn Management with AI-Integrated Curriculum, Personalized Mentorship, Exclusive Sessions and Resources and Unparalleled Career Support
- Practical Exposure and Relevant Diploma Courses
- 100% Job Guarantee on Completion of Internal Evaluation
- Admissions Open for 2024

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.



Recognized with the 'Gold' position under the category of Excellence in 'Green Tech & Sustainable Practices' at the Economic Times' TechEDU India Awards 2024



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



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



Recognised with 'Silver' Position under the Category of 'Excellent Leadership-Graphic & Animation Design School' at Edutainment Awards 2024

Elevate Your BBA+ Experience with -



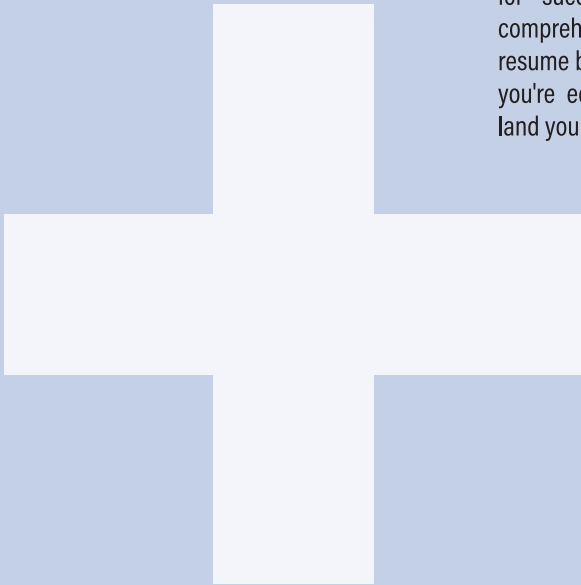
1. **AI-Integrated Curriculum:** Our curriculum is not just about learning; it's about preparing you for the challenges of today's digital age. With an AI-integrated curriculum, we equip you with the skills and knowledge to thrive in the dynamic business landscape.
 - Blended Learning: Experience the best of online and offline learning with our blended approach, ensuring you get the most out of your educational journey.
 - Dual Certification: Earn dual certification from MAKAUT and iLEAD, a testament to the quality and value of our program.
2. **New-Age Diploma Programs:** Dive deeper into your passion with our 6-month diploma programs in specialized areas such as AI Integrated Digital Marketing, Sports Management, Tea Management, Investment Management, and Real Estate Management.





Unlock Premium Prospects

- 3. Personalized Mentorship:** Benefit from personalized mentorship from industry experts who will help you navigate the complexities of your chosen field and shape your academic journey for success.
- 4. 360-Degree Career Support:** Prepare yourself for success in the job market with our comprehensive career support services. From resume building to mock interviews, we ensure you're equipped with the necessary tools to land your dream job.
- 5. Practical Exposure:** Gain invaluable hands-on experience by shadowing top executives like the Chief Marketing Officer, Chief Operating Officer, and even the Chief Executive Officer during the program. This opportunity offers insights into high-level decision-making and strategic operations.
- 6. Job Guarantee:** Secure your future with our job guarantee upon successful completion of internal evaluation, providing you with assurance and confidence as you embark on your career path.



Access to Exclusive Resources

7. Exclusive Sessions and Resources:

Participate in exclusive sessions led by professors from Ivy League institutions and utilize over 15 Harvard Business Case Studies and Simulations to enhance your learning experience.

8. Short-Term Courses That Would Be Funded by iLEAD:

- Introduction to Financial Markets: Indian School of Business (Coursera)
- Construction Finance: Columbia University (Coursera)
- Developing an Entrepreneurial Mindset: Michigan State University (Coursera)
- Financial Projections for early-stage startups: Coursera project network
- Python for Finance: Beta and CAPM: Coursera project network
- Organizational Design: Know your organization: Coursera project network
- Develop Company Website with Wix: Coursera project network
- Human Resource Management: HR for People Managers: Coursera project network





Session on Management with Mr. Sayanta Sengupta (Presenter, Star Sports), Mr. Ankan Banerjee (Assistant Professor & Coordinator, IISWBM), Mr. Joy Moitra (Senior Director, Consulting Services), Mr. Arabinda Sahu (Ex Senior Vice President II & Circle Head, Axis Bank) and Mr. Samarjit Guha (Director, Future Hope) as the Moderator



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



Mr. Arturo Lavelle (Director of Unimarconi University of Italy) at iLEAD

Faculty



Mr. Pradip Chopra,
Chairman



Dr. Soumen Chatterjee,
Principal



Dr. Ishita Dutta Roy,
Vice-Principal



Mr. Sanjay Bhattacharya
Head, iLEAD School of Business



Mr. Hemant Mediratta,
CEO, Eleven Inc



Mr. Indrajit Bhalotia
Director, Protouch Sports and
Professional Golfer

Fee Structure

Registration Amount- ₹80,000

Semester	Fees
First Semester	₹1,50,000 (Admission Fee & 1st Semester Fee)
Second Semester	₹1,10,000
Third Semester	₹1,10,000
Fourth Semester	₹1,10,000
Fifth Semester	₹1,10,000
Sixth Semester	₹1,10,000
Seventh Semester	₹1,10,000
Eighth Semester	₹1,10,000
Total Fees	₹10,00,000

Admission Procedure

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

SCHOLARSHIP you can avail

Merit Based Scholarship Available

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

Educational Loan Partner - **HDFC & SBI**



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



CHRIST UNIVERSITY
BANGALORE, INDIA



BHUTAN MEDIA &
COMMUNICATIONS INSTITUTE
THIMPHU, BHUTAN



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

Key Partners



PS GROUP



ELEVEN INC



TEA VISION TRUST



IIRWM



PROTOUCH SPORTS



PWC



AIRTEL



ADANI AHVL



TATA CONSULTANCY SERVICES



ITC



NAVAL TATA HOCKEY ACADEMY



EVEREST INDUSTRIES



GODREJ & BOYCE



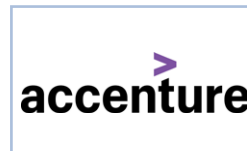
THE APEEJAY GROUP



ERNST & YOUNG



LUX



ACCENTURE



NAVKRIT BRAND SOLUTIONS



PLANET SPARK



ZOLO STAYS



CROWD IT



PRSI



SOTC



LENDEEN CLUB



TATA STEEL



TOI



CORIZO



BENBOX



EAST WARD



RECRUIT CRM

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. iLEAD is conferred the award for Excellent Leadership – Graphic & Animation Design School (Silver Category) at the Edutainment Awards 2024 and recognized with the 'gold' position under the category of 'Excellence in Green Tech Sustainable Practices' at the Economic Times TechEdu India Awards 2024.

iLEAD is also recognized with Excellence in Academia Award in HRD India Awards 2023 in association with The Economic Times and awarded with the Best Media and Mass Communication Institute at Gurukul Awards 2023. We are rated as the 4th Best Media School in India by KPMG, recognized by the ASSOCHAM Education Excellence Awards for endeavour to become visible in certain SAARC countries, adjudged College of The Year in t2 Festopolis, the Best Co-Curricular Activity College at Gurukul Awards, and the 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.



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