

BACHELOR OF BUSINESS ADMINISTRATION

Ignite Your Journey to Business Excellence Here!



4-Year Undergraduate BBA Program at iLEAD Affiliated to Maulana Abul Kalam Azad University of Technology (MAKAUT)

BBA





Management has long been a preferred field for students aspiring to excel in the dynamic world of business. Pursuing a management degree equips individuals with essential managerial and leadership skills, paving the way to success in top-tier corporate roles. Among undergraduate programs, the Bachelor of Business Administration (BBA) stands out as a versatile course, offering a multitude of opportunities. Whether you are aiming for higher studies or preparing for a rewarding career, a BBA will serve as a comprehensive foundation for professional growth and leadership development.

The iLEAD School of Business provides an exceptional BBA program, meticulously crafted to encourage innovative thinking and industry-ready expertise. Our curriculum is designed to bridge the gap between academic knowledge and real-world application, ensuring students gain invaluable hands-on experience. By working on live projects and engaging in practical learning activities during the course, students can develop critical problem-solving abilities and a deep understanding of the business environment.

At iLEAD, we are committed to nurturing future leaders by combining theoretical rigor with practical exposure. Our BBA program not only enhances academic proficiency but also prepares students to navigate the challenges of a competitive global marketplace with confidence and professionalism. Embark on your journey to success with iLEAD's transformative management education.

HRD India Awards:



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

Why Should You Opt for BBA?

- Pursuing a BBA is a great choice for those looking to build a solid foundation in business, develop versatile skills, and explore a wide range of career opportunities.
- BBA is one of the best versatile career paths.
- BBA programs focus on developing leadership and managerial skills.
- Students are introduced to entrepreneurship, empowering them to start their own ventures.
- BBA provides a strong base for pursuing advanced degrees like MBA or specialized certifications.

Advantages of studying BBA at iLEAD

- Winner of **HRD India Awards 2023** in association with The Economic Times for Excellence in Academia.
- iLEAD has been Honoured with the **Stanford Seed Transformation** Program Certificate in 2024.
- 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 a huge digital library.
- Opportunities for internships and networking.
- Merit-based scholarships.
- Live projects and industry exposure.
- 100% placement assistance in top firms.

Draupnir Capital Incubation Centre has introduced the Seed Spark in collaboration with Stanford Seed for entrepreneurs in the early traction stage

Draupnir Capital Incubation Centre at iLEAD:

iLEAD, in partnership with Draupnir Capital, launched the Draupnir Capital Incubation Centre to uplift iLEAD students, graduates, and alumni with resources, capital, and guidance. With support from the State Bank of India, this initiative is dedicated to empowering young startups and transforming the entrepreneurial landscape.

Seed Spark Program by Stanford Seed:

Unlock your startup's potential with Stanford Seed's comprehensive five-month online entrepreneurship program. Designed to empower budding entrepreneurs, the program offers an approach to refining business strategies and igniting innovation for exceptional growth.

Shape your journey toward business brilliance with the Stanford Seed Spark program and fuel your startup's success.



Stanford Seed

iLEAD has successfully completed the 11 month Stanford Seed Transformation Program and is now a certified Seed Company



Career Prospects

- Finance Executive
- Business Development Officer
- Human Resource Executive
- Information Systems Executive
- Marketing Executive
- Sales Executive
- Loan Officer
- 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 of 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

Specializations

- Marketing
- Human Resource
- Finance

Scholarship You Can Avail

Merit-Based Scholarship Available*

For more details, contact our counselors at +91 91631 22222

Educational Loan Partner - HDFC & SBI



**Conditions Applied*

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



Pallabi Chakraborty
BBA (2021-2024)
Org : Airtel



Avinash Sureka
BBA (2020 - 2023)
Org.: ITC



Arjya Mitra
BBA (2021-2024)
Org : Airtel



Rajdwip Dey
BBA (2020 - 2023)
Org : TCS



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



Dishani Mitra
BBA (2021-2024)
Org : British Telecom



Eshita Deb
BBA (2020-2023)
Org : Planet Spark

Placement Partners



AIRTEL



ADANI AHVL



EVEREST INDUSTRIES



BRITISH TELECOM



SONY INDIA



TATA STEEL



ZOMATO



ITC



LIFE DIGITAL SOLUTIONS



LUX INDUSTRIES



PS GROUP



INCFROG



TCS



ERNST & YOUNG



ACCENTURE



GODREJ PROPERTIES



AXIS BANK



RELIANCE RETAIL



NAVAL TATA HOCKEY ACADEMY



LENDEN CLUB



KOLKATA THUNDERBOLTS



NAVKRIT BRAND SOLUTIONS



PLANET SPARK



ZOLO STAYS

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

Workshops & Industrial Visits



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



Industrial Visit to Coca-Cola Factory



Industrial Visit to Mio Amore Factory



Industrial Visit to SA Exports



Master Class on Entrepreneurship by Mr. Suraj Juneja



Session on Entrepreneurship with Mr. Abhishek Rungta (Founder and CEO, INT), Mr. Abhishek Modi (Managing Partner at Shiva Engineering & Vice President at Stanford Seed, South Asia), Mr. Sidharth Pansari (Director of Primarc and President, CREDAI Bengal) along with Mr. Samarjit Guha (Director, Future Hope) as the moderator



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



Workshop with Ms. Ruchika Dhamija (Veteran in the Digital Marketing and Technology Sector)

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



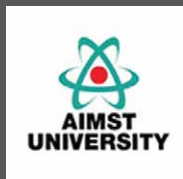
CAPITAL UNIVERSITY
OHIO, USA



NOBLE INSTITUTION
TORONTO, CANADA



COLEMAN COLLEGE
SINGAPORE



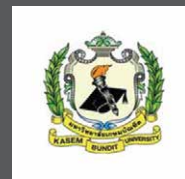
AIMST UNIVERSITY
KEDAH, MALAYSIA



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

Premium Infrastructure



Smart Classrooms



Fountainhead: iLEAD Library



Astro Turf: Rooftop Playground



iFEEL Fitness: Gymnasium

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 got honored with the prestigious Stanford Seed Transformation Program Certificate. 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 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, 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.

Life at iLEAD



Annual Awards 2024



Convocation 2024



Jashn-E-Roshan 2024



Football Tournament 2024



Cricket Tournament



Fitness Event



Farewell 2024



Flashmob by iLEAD Students



Managedia 2024



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