



**BBA in**

# ENTREPRENEURSHIP

Classroom to Boardroom - Be the Leader of Your Dreams!

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

## BBA in Entrepreneurship: Transform Your Dreams into Enterprises

According to a NASSCOM-Zinnov report, India ranks third globally—just behind the US and UK—as one of the largest startup ecosystems in the world. With an impressive 50% growth in advanced tech startups, the entrepreneurial spirit among India's youth is becoming stronger than ever.

At iLEAD, we're here to fuel that passion! Our BBA in Entrepreneurship program is designed to transform aspiring students into innovative thinkers and confident leaders. From mastering the intricacies of business frameworks to securing investments and navigating government regulations, this course prepares you to seize the untapped markets and build a network with ideal customers. Recognised as the Best Entrepreneurship Development Program Institute of Kolkata, we are committed to shaping the entrepreneurs of tomorrow. With a wide array of professional courses, we offer tools, knowledge, and industry insights required to succeed in the dynamic business landscape of the recent era.

Enroll in our BBA in Entrepreneurship program and enter the corporate world with unmatched confidence and expertise.

## Why Entrepreneurship?

- Ranked 3rd worldwide, India boasts one of the largest and fastest-growing startup ecosystems.
- By 2025, India's startup ecosystem is projected to hit a valuation of \$1 trillion - So be a part of this revolution!
- Tier 2 and Tier 3 cities of India are emerging as thriving hubs for startups, attracting talent and innovation across the nation.
- According to DPIIT, India has more than 61,400 startups presently.

The entrepreneurial route is no longer an option - it's the future. So the time to start is now!



# Curriculum Highlights: Your Path to Entrepreneurship Success

Our BBA in Entrepreneurship course is designed to create job creators, not job seekers. With exceptional hands-on case studies and an emphasis on real-world business challenges, the curriculum equips you with the essential skills to build and execute successful business plans. Every semester of the course brings new expertise, preparing students to master every key aspect of the business process.

## Here's What You Will Get to Dive Deep into -

- Marketing Management
- Accounting Fundamentals
- 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.

## Stanford Seed

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



# 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**.
- iLEAD has been Honoured with the **Stanford Seed Transformation** Program Certificate in 2024.
- 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.
- Merit-based scholarships.
- Live projects and industry exposure.
- Mentorship and guidance to startup 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 22222

Educational Loan Partner –  
**HDFC & SBI**



*\*Conditions Applied*

### **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.



**DRAUPNIR CAPITAL**  
INCUBATION CENTRE





Future Vista 2024 - 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.



Workshop with Mr. Aswini Bajaj, CEO of Leveraged Growth



Industrial Visit to Coca-Cola Factory



Industrial Visit to Mio Amore Factory



Master Class on Entrepreneurship by Mr. Suraj Juneja



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

## Workshops & Industrial Visits

## 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



**Rajdev Gosai**  
BBA Real Estate Management (2019-2022)  
Org : Growth Games

### 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](http://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



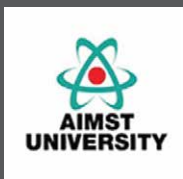
CAPITAL UNIVERSITY  
OHIO, USA



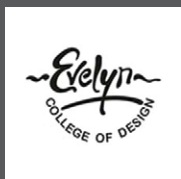
NOBLE INSTITUTION  
TORONTO, CANADA



COLEMAN COLLEGE  
SINGAPORE



AIMST UNIVERSITY  
KEDAH, MALAYSIA



EVELYN COLLEGE OF DESIGN  
KENYA, AFRICA



KATHMANDU UNIVERSITY  
NEPAL



KASEM 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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