

# BBA

**ILEAD**<sup>®</sup>



- 🎓 4 Year UG degree program
- 🎓 MAKAUT affiliated BBA Programme
- 🎓 Learn Management, Marketing, Finance, HR & Analytics
- 🎓 AI-Powered Business Learnings
- 🎓 100% Placement Assistance

WHERE BUSINESS  
EDUCATION MEETS  
**INDUSTRY**



Admission Open →

# WELCOME TO iLEAD

**Based in Kolkata**, iLEAD is one of the leading institutes for BBA education, known for its industry-focused teaching and strong career orientation. The institute blends core business management learning with practical exposure and AI-enabled tools, ensuring students are prepared to handle real-world industry challenges with confidence, clarity, and competence.

- » Industry-based business education with hands-on practical exposure
- » AI-enabled learning to improve research, analysis, and business planning
- » Smarter presentations, reports, and strategic insights across management functions
- » Improved productivity through real-world application of AI in marketing, finance, HR, and operations

## Our Leadership



*Our students don't just leave with degrees—they leave with a sense of purpose, a spirit of entrepreneurship, and a passion to make a difference. That is what employers see, and that is what sets them apart.*

**Pradip Chopra**  
Chairman,  
iLEAD



*We foster a spirit of entrepreneurship and transformation at iLEAD. Our students are not just job-seekers—they are change-makers equipped to create opportunities and lead impactful careers*

**Pragya Chopra**  
Executive Director,  
iLEAD

# Launch Your Career With a BBA Degree

Business management is the base for every successful organisation. A BBA programme allows students with necessary knowledge for handling business operations like finance, marketing or more.

This field offers a mix of leadership, analytical thinking and decision-making skills. By working on live projects and internships, students get exposure to the real business world and how work challenges are faced. BBA offers multiple career options like Human Resource Management, Finance or Marketings for students to choose from.

## What Makes BBA Degree the Right Choice

- » Every organization requires trained business and management professionals
- » Strong demand for leadership, analytical, and managerial skills
- » Opportunities to work with corporates, startups, and global organisations
- » Growing relevance of AI-enabled business and data-driven decision-making
- » Ideal foundation for entrepreneurs, managers, and future business leaders

## Proven Academic Leadership

- » Excellence in Academia Awards at HRD India Awards 2023.
- » 52,780+ Hours of Teaching Experience.
- » 120,000+ Books in Library.
- » 200+ Awards & Recognitions.
- » Collaboration with Stanford Seed.
- » Best Entrepreneurial Development Programme Institute at the Sankalp Education Awards 2019.



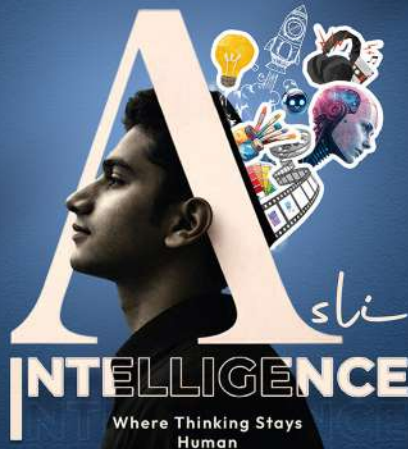


**Think Smart. Lead with**

# Asli Intelligence

**At iLEAD**, Asli Intelligence means knowing how to work with AI without losing your own thinking. Students learn to use AI tools to support research, planning, and analysis, while developing judgment, creativity, and leadership skills.

**STEP INTO  
THE POWER  
OF**



- » Use AI tools for business research and planning
- » Apply prompt engineering for better ideas and analysis
- » Improve market insights and strategic thinking
- » Enhance presentations, reports, and problem-solving

## AI for Real-World Learning

With the changes in technological front, iLead uses AI into business education, to increase learning outcomes.

- » AI-enabled research, data analysis, and business planning
- » Smarter presentations, reports, and strategic insights
- » Real-world application of AI across marketing, finance, and operations

# Turning Your BBA into a Career

A BBA degree equips you with the skills and confidence to step into the professional world with clarity. Whether you want to manage businesses, lead teams, work with brands, or build something of your own, this degree opens doors to diverse career paths.

## Career Opportunities

- » Business Development Executive
- » Marketing Executive / Coordinator
- » Sales Manager / Relationship Manager
- » Operations Executive / Operations Manager
- » Entrepreneur / Startup Founder

## Our Hiring Network

- » Corporate & Multinational Companies
- » Banking, Finance & Insurance
- » Marketing & Advertising Agencies
- » IT & Technology Companies
- » E-commerce & Retail

**From Campus to  
Career →**

**Learning at iLEAD** goes beyond the classroom. Through internships, live projects, and industry interactions, students gain real world exposure that builds confidence and prepares them for professional roles from day one.

## Seed Spark Program by Stanford Seed

The Stanford Seed Spark Program supports young entrepreneurs through expert guidance and global insights. This structured online initiative helps students refine business ideas, accelerate growth, and build sustainable ventures.



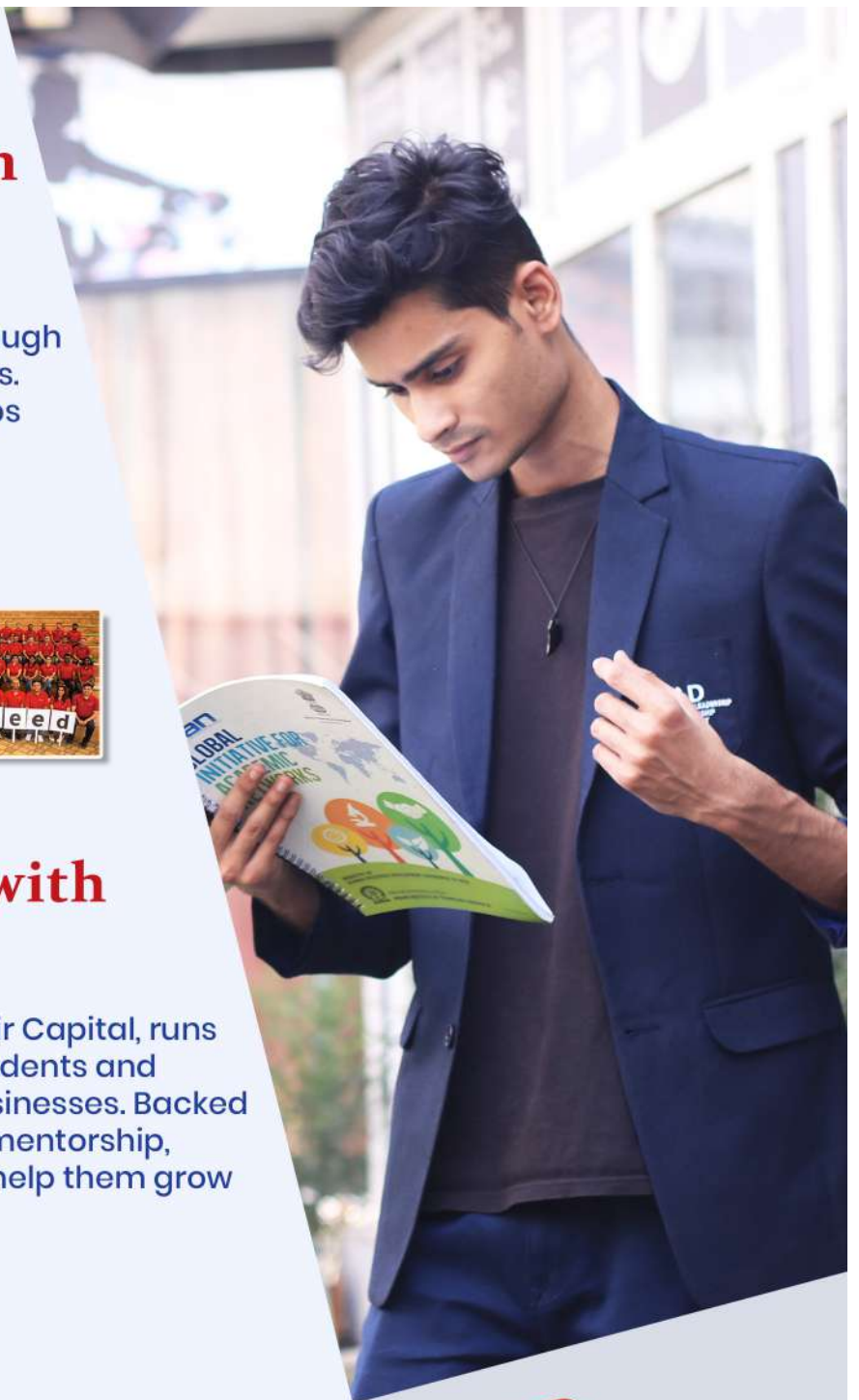
## Our Collaboration with Draupnir Capital

**iLEAD**, in collaboration with Draupnir Capital, runs an incubation centre that helps students and alumni turn their ideas into real businesses. Backed by the State Bank of India, it offers mentorship, resources, and funding support to help them grow in their career.



### Start Strong with a BBA at **iLEAD**

- » Step into entry-level roles across corporates, startups, and service sectors.
- » Earn INR 5 LPA onwards, based on your skills and readiness.
- » Gain confidence through industry-focused training in business and marketing.
- » Move smoothly from campus life to the professional world.



## Our Alumni



**Arjya Mitra**  
BBA (2021-2024)  
Airtel



**Avinash Sureka**  
BBA (2020-2023)  
ITC



**Kathakali Mondal**  
BBA (2020-2023)  
EY



**Pallabi Chakraborty**  
BBA (2021-2024)  
Airtel



**Rajdwip Dey**  
BBA (2020-2023)  
TCS



**Sakshi Chowdhury**  
BBA (2021-2024)  
Adani Group



**Eshita Deb**  
BBA (2020-2023)  
Planet Spark



**Dishani Mitra**  
BBA (2021-2024)  
British Telecom

## Our Recruitment Network



# Learning Beyond Classrooms

**iLEAD** provides a future-ready campus built to inspire learning, creativity, and collaboration. With advanced technology, thoughtfully designed spaces, and industry-grade infrastructure, the campus supports hands-on training, innovation, and overall student well-being.

# Building Business Minds on Campus

**Seminars at iLEAD** connect students with industry experts and real world insights. Hosted in interactive spaces with high performance systems and industry standard software, these sessions encourage discussion, collaboration, and practical learning beyond the classroom.



BSE (formerly Bombay Stock Exchange) 2025



Field visit at TURTLE FACTORY



NEW TOWN KOLKATA DEVELOPMENT AUTHORITY 2025



Meet Mr Richard Gallagher



National Entrepreneurship Day



Future Vista



Field Visit at Mio Amore Factory



Money & Startups A Power Packed Session at iLEAD



Crack Interview Hack



## How to Apply

The admission process at iLead is made to be simple, transparent and student-focused. Here are the steps to follow:

### Step 1: Online Application

Applicants must fill out the online application form available on the official iLEAD Kolkata website with the required details.

### Step 2: Selection Process

Admissions are conducted through a Common Entrance Test (CET) followed by a Group Discussion and Personal Interview (GD-PI) for all programs.

### Step 3: Merit List & Admission Confirmation

Based on performance in the selection rounds, iLEAD publishes a merit list. Selected candidates can confirm their admission by paying the required fee at the designated admission receipt centre.

## Scholarships & Fee Assistance

iLEAD offers merit-based and need-based scholarships to help deserving students pursue quality education without financial stress. T&C apply.



**iLEAD**  
**ANNUAL DAY & AWARDS '26**  
FEBRUARY 5<sup>th</sup>, 2026



## Experience Learning in Action

At **iLEAD**, learning goes far beyond books and lectures. Through industry events, expert talks, seminars, and guest sessions, students get a clear understanding of how the professional world works.



▶ **START YOUR JOURNEY  
WITH US TODAY**




Practical Learning for  
Future Business Professionals

  
**ILEAD**<sup>®</sup>

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