



# BBA IN ENTREPRENEURSHIP

**BUILDING FOUNDERS,  
INNOVATORS &  
BUSINESS LEADERS  
OF TOMORROW**

- 🎓 4-Year Undergraduate Degree Programme
- 🎓 MAKAUT-Affiliated BBA in Hospital Management
- 🎓 Learn Startup Creation, Business Strategy, Marketing, Finance & Innovation
- 🎓 AI-Enabled Learning for Business & Startup Ecosystems
- 🎓 100% Placement & Entrepreneurship Support

**ADMISSIONS OPEN**





WELCOME TO

# iLEAD

**START YOUNG. BUILD BOLD. LEAD WITH iLEAD.**

**BBA in Entrepreneurship** empowers students to turn ideas into businesses. With a strong focus on practical learning, mentorship, and industry collaborations, the programme ensures students are ready to navigate the real world of startups and entrepreneurship. Students also gain hands-on exposure to business planning, innovation, and venture development. This helps them build the confidence to create, lead, and grow their own ventures.

## THIS IS WHAT OUR LEADERS SAY



**PRADIP CHOPRA**  
CHAIRMAN, iLEAD





"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."

**PRAGYA CHOPRA**  
EXECUTIVE DIRECTOR, 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."



## ACADEMIC EXCELLENCE YOU RELY ON

-  Excellence in Academia Awards at HRD India Awards 2023
-  52,780+ Hours of Teaching Experience
-  120,000+ Books in Library
-  200+ Awards & Recognitions



# BUILDING THE FOUNDATION FOR ENTREPRENEURSHIP

Entrepreneurship is about identifying opportunities, solving real problems, and building sustainable businesses. The BBA in Entrepreneurship equips students with the knowledge and skills required to ideate, plan, launch, and manage ventures in competitive markets.

The programme develops leadership, analytical thinking, and strategic decision-making abilities essential for entrepreneurs and business innovators. Through live projects, startup simulations, internships, and real-world exposure, students gain practical experience in navigating business challenges and turning ideas into successful ventures.



## AI-ENABLED LEARNING FOR ENTREPRENEURS

With rapid technological advancements, iLEAD integrates AI into business education to enhance learning and entrepreneurial thinking. Students use AI tools for market research, data analysis, smarter business planning, and better decision-making, improving productivity and innovation in real startup environments.

### WHY

## BBA IN ENTREPRENEURSHIP IS THE RIGHT CHOICE

- 💡 Develop entrepreneurial mindset, leadership, and problem-solving skills
- 💡 Learn how to build, validate, and scale business ideas
- 💡 Work with startups, corporates, family businesses, and innovation-driven organizations
- 💡 Apply AI-based tools for smarter business planning and decision-making
- 💡 Build a strong foundation for careers as entrepreneurs and business leaders



# LIFE AT iLEAD

iLEAD is a ragging-free environment where juniors, seniors, and faculty mentors work in close, supportive relationships. Students are encouraged to collaborate and grow together, creating a culture where everyone feels safe to participate, speak up, and belong.

Beyond academics, campus life stays vibrant through events, festivals, workshops, competitions, and interdisciplinary collaborations. These experiences help students discover confidence, find their voice, and step onto their own stage, regardless of background or prior exposure.

Here, students explore interests, refine talents, and often Discover their Ikigai, the intersection of passion, skill, and purpose.

With strong peer and mentor support, iLEAD students pushed boundaries and earned over 250 awards across inter-college and industry-recognised platforms last year.





# ENTREPRENEURIAL LEARNING POWERED BY

# Asli Intelligence

iLEAD integrates Asli Intelligence into entrepreneurship education to strengthen analytical ability, strategic planning, and business execution. Students are trained to use AI tools ethically while retaining human leadership at the core.

- 💡 Apply AI tools for research, analysis, and planning
- 💡 Enhance problem-solving and decision-making capabilities
- 💡 Improve business communication and strategic reporting
- 💡 Support marketing, financial, and operational planning
- 💡 Develop responsible and informed entrepreneurial leadership

STEP INTO THE  
**POWER OF**

**Asli Intelligence**

Think Real. Do Better.



# BUILDING LEADERS FOR MODERN BUSINESS

The BBA in Entrepreneurship at iLEAD equips students with the mindset, skills, and confidence needed to build and grow successful ventures. From ideation to execution, the programme prepares students to tackle real business challenges, identify opportunities, and lead with purpose.

Whether launching startups, expanding family businesses, or contributing to fast-growing organizations, graduates are ready to pursue diverse and rewarding careers within the business and innovation ecosystem.



## CAREER OPPORTUNITIES

- 💡 Entrepreneur / Startup Founder
- 💡 Co-Founder / Venture Partner
- 💡 Business Development Manager
- 💡 Product & Growth Executive
- 💡 Startup Operations Manager
- 💡 Digital Marketing Manager
- 💡 Strategy & Innovation Executive



## ENTREPRENEURIAL OPPORTUNITIES

- 💡 Technology and Product-Based Companies
- 💡 Digital Marketing and Growth Agencies
- 💡 E-commerce, D2C, and Online Marketplaces
- 💡 FinTech, EdTech, HealthTech, and AgriTech
- 💡 Venture Capital and Startup Consulting Firms



# OUR COLLABORATION WITH DRAUPNIR CAPITAL

In partnership with Draupnir Capital, iLEAD offers a dedicated incubation centre that supports student-led startups with expert mentorship, business resources, and funding opportunities, empowering founders to build scalable and impactful ventures.



# SEED SPARK PROGRAM BY STANFORD SEED

The Stanford Seed Spark Program offers students global exposure to entrepreneurial best practices.

This immersive program helps students refine business ideas, gain international insights, and develop sustainable growth strategies.



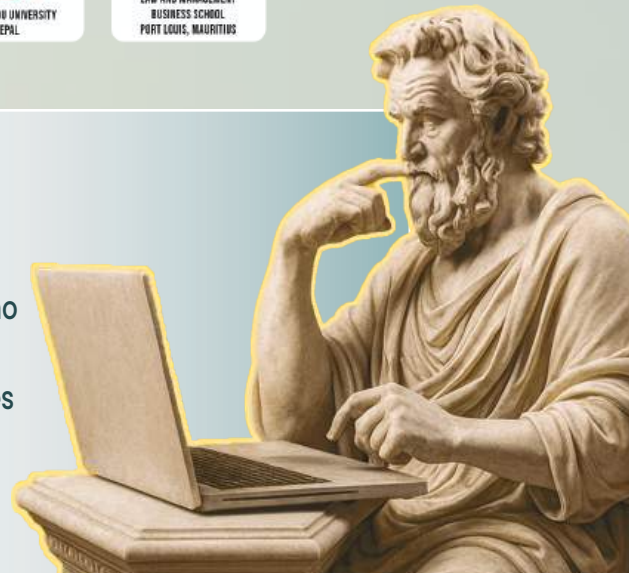
# GLOBAL CONNECT



# FROM IDEAS TO STARTUPS

The BBA in Entrepreneurship at iLEAD is designed for students who want hands-on exposure to the startup ecosystem.

From ideation to execution, students engage with real challenges through projects, mentorship, and industry engagement.



## OUR ALUMNI.

# THEIR VENTURES. THEIR IMPACT

Here are some of our alumni who have built successful ventures and impactful careers, turning their ideas and learning at iLEAD into real-world achievements.



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



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



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



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



**Rajdip 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

## INDUSTRY ASSOCIATIONS & RECRUITERS

Our industry partners and recruiters actively engage with iLEAD students through internships, mentorship, and career opportunities across diverse sectors.



# AN ENTREPRENEURIAL LEARNING ENVIRONMENT

The iLEAD campus offers an environment where academic learning blends seamlessly with practical exposure. BBA in Entrepreneurship students benefit from facilities designed to support collaboration, creativity, and applied business learning.

The campus encourages meaningful engagement between students, faculty, and industry helping learners grow into confident and capable entrepreneurs.



## THE iLEAD LEARNING ENVIRONMENT

- 💡 Smart Classrooms equipped with digital learning tools make classes more interactive and engaging.
- 💡 Media, Chroma & Audio Studios help students practice presentations, pitching, and creative storytelling.
- 💡 Computer & Analytics Labs provide hands-on exposure to business software, research tools, and data analysis.
- 💡 A Green Campus built with recycled materials and sustainable design promotes responsible and future-focused leadership.
- 💡 Open learning spaces, auditoriums, and collaborative areas encourage presentations, discussions, and idea sharing among students.



# 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.



# HOW TO APPLY

The admission process at iLEAD is made to be simple, transparent and student-focused.

HERE ARE THE STEPS TO FOLLOW:

01

## Apply Online

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

02

## Selection Round

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

03

## Merit List & Confirmation

Based on 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.





# SHAPING THE NEXT GENERATIONS OF FOUNDERS


START YOUR JOURNEY  
WITH US TODAY



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Near Axis Bank, Topsia,  
Kolkata, West Bengal, 700046

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 iLEAD Kolkata

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