



Affiliated to

MAULANA ABUL KALAM AZAD  
UNIVERSITY OF TECHNOLOGY,  
WEST BENGAL



BBA in

# Hospital Management

Creating the Next Generation  
of Healthcare Leaders

-  4-Year Undergraduate Degree Programme
-  MAKAUT-Affiliated BBA in Hospital Management
-  Learn Hospital Operations, Healthcare Marketing, HR & Medical Administration
-  AI-Enabled Learning for Healthcare & Hospital Systems
-  100% Placement Assistance in Hospitals & Healthcare Organizations



Admissions Open  
for **2026**





## Start Your Journey in Healthcare Management

Based in Kolkata, iLEAD offers a BBA in Hospital Management with industry-driven learning and a strong career focus. The programme develops practical skills in operations, administration, and management, preparing students for real-world roles in healthcare organizations.

### 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
- Improved productivity through intelligent business tools
- Smarter presentations, reports, and strategic insights
- Real-world application of AI across hospital marketing, and operational management

## This is What Our Leader Says



**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."*

# Launch Your Healthcare Management Career

Hospitals and healthcare organizations require skilled professionals to manage operations, administration, and patient services efficiently. The BBA in Hospital Management equips students with the knowledge and skills to handle hospital operations, healthcare marketing, human resources, and medical administration.

This field develops leadership, analytical thinking, and decision-making abilities important for the healthcare industry. Through live projects, internships, and real-world exposure, students learn to navigate challenges and make informed decisions. Graduates can pursue diverse career paths in hospital administration, healthcare operations, health marketing, and management roles across public and private healthcare sectors.

## What Makes BBA Degree the Right Choice

- Acquire leadership, analytical and managerial skills for healthcare
- Work with hospitals, startups or global health organizations
- Apply AI-based tools and drive decision making in healthcare
- Build a foundation for roles in hospital administration and management
- Become a future leader in healthcare industry



# 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.



Annual Day



Convocation



Football Tournament



Farewell



Jash-E-Roshan



Managedia



Meraki



Future Vista

# Academic Excellence You Can Trust

-  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
-  Merit-based Scholarship



# Asli Intelligence for Smarter Hospital Leadership

Leverage AI tools to strengthen healthcare decision-making, streamline hospital operations, and support effective management while keeping human judgment and leadership at the centre.

- Use AI tools for business research and healthcare planning
- Apply smart prompting techniques to generate better insights and informed decisions
- Improve operational efficiency, resource allocation, and workflow management
- Strengthen strategic thinking for hospitals, clinics, and healthcare services
- Enhance presentations, reports, and problem-solving in real hospital environments
- Interpret healthcare data responsibly while maintaining patient confidentiality and ethics

STEP INTO THE  
**POWER**  
OF

**A** *Asli* **I** *ntelligence*

Think Real. Do Better.



# Shaping Healthcare Leaders of Tomorrow

A BBA in hospital management equips you with the skills and confidence to enter the healthcare industry with clarity and purpose. Whether you choose to manage hospital operations, or build your own healthcare ventures, this programme opens doors to diverse and rewarding career paths in the healthcare industry.

## Career Opportunities

- Hospital Administrator
- Operation Executive
- Front Office and Facility Manager
- Healthcare Operations Coordinator
- Clinical Service Coordinator
- HR Executive in Hospitals
- Talent & Staff Coordination Manager
- Hospital Billing & Revenue Executive



## Careers in Healthcare Management

- Hospital Administrator
- Operation Executive
- Patient Service Manager
- Healthcare Operation Coordinator
- HR Executive in Hospital
- Patient Relationship Manager
- Health Insurance and Claim Coordinator
- Quality Assurance Executive



# Your Journey into Healthcare Management



Learning at iLEAD goes beyond the classroom. Students of BBA in hospital management gain real world exposure through internships, live projects and industry interactions.

## Our Collaboration with Draupnir Capital



iLEAD and Draupnir Capital present the Draupnir Capital Incubation Centre, supported by the State Bank of India. Students and alumni gain mentorship, resources, and funding to transform ideas into successful ventures.

## Seed Spark Program by Stanford Seed

The five-month Stanford Seed Spark Program guides emerging entrepreneurs with expert mentorship and global insights, helping refine ideas, accelerate growth, and build sustainable businesses.



## Step Into Healthcare Careers

- iLEAD helps you get noticed by top hospitals and healthcare firms.
- Begin in entry-level roles with hands-on training.
- Initial pay usually starts at INR 5 LPA or above.
- Build real-world skills for hospital management.
- Move smoothly from learning to working life.



# Learning Inside the Healthcare System

Interactive hospital visits that connect students with real operations and professionals.



Outreach camp on world health day



Visit to Peerles hospital



Visit to B.P. Podder



Visit to Desun Hospital



Visit to S.P. Digonastic

## Connecting Talent with Opportunity



Ruby General Hospital and Cancer Centre



Millennium Health Care



RINS Neuro & Superspeciality Hospital



IRISH Hospital



Rameswara nursing home










Reliable Diagnostics



# Experience Healthcare learning at iLEAD

iLEAD offers a healthcare based learning environment designed to support practical learning, collaboration and professional growth. With modern infrastructure, technology enabled classroom and industry relevant facilities, hospital management students get exposure for real world healthcare management challenges.

## Learn Inside a Real Healthcare Setup

-  Modern classrooms equipped with interactive teaching tools and healthcare management simulations.
-  Specialized healthcare labs and hospital management simulation centres for practical learning.
-  Well-equipped anatomy labs to help students understand medical fundamentals and healthcare workflows.
-  In-house Intensive Care Unit (ICU) setup offering real-world exposure to critical care environments and hospital operations.
-  Training spaces for medical documentation, hospital communication, and healthcare administration practices.
-  High-performance systems with industry-standard hospital management software and healthcare analytics tools.
-  Collaborative learning spaces designed for teamwork, case studies, and real-world problem solving.



# 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.



**World Health Day  
Celebration Seminar**



**Workshop with  
Mr. Dhrubojyoti Mishra**  
Manager , HR, Lead Bellevue Clinic



**Saba Iqbal Workshop**



**Session with  
Ms. Sumana Kundu sil**  
Patient Experience Head of CMRI Hospital



**Session with Dr. Safi Ikbal Siddique**  
Consultant Neurosurgeon at ILS Hospital and Medical Director  
at RINS Superspeciality Hospital

# 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, except M.Sc. For MSc programs, selection is based on the MAKAUT CET, followed by GD-PI.

## 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 and Fee Assistance

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



T&C apply.



# BBA in Hospital Management


Learning the Business of Care


A career-focused programme which combines academic learning with practical healthcare exposure.

**Start Your Journey  
with Us Today**



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 [www.iLEAD.net.in](http://www.iLEAD.net.in)

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