

INTRODUCING ENTREPRENEURIAL MBA

FIRST TIME
IN THE HISTORY
where **students'**
idea is the
syllabus

YOU CAN LEARN
BUSINESS ONLY BY DOING IT

From Day 1 the student
builds her/his own business



LEAD COLLEGE OF MANAGEMENT

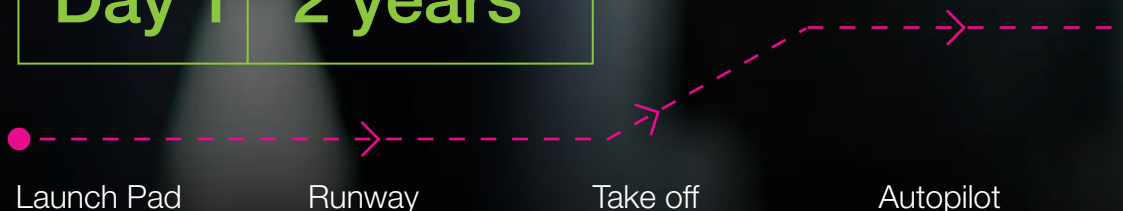
www.lead.ac.in

COME OUT OF THE CAMPUS WITH AN EMPIRE

Idea drives the world. Entrepreneurship builds the future. It is the time to pause the usual and augment aspirations with positive changes. LEAD, the distinct institution in Kerala having the track record of 100% career placement with maximum CTC offers, is coming up with a revolutionary Entrepreneurial Management Programme for selected talents. Students can come up with their own business idea and once selected, they can start executing it from day one of the programme. LEAD will provide them all kinds of assistance that include project development, capital sourcing, technical support, legal execution, company registration, branding, copyright registration and client base building. They will meet experts and consultants, make factory visits and make all kinds of arrangements to kick-start the project. By two years, their business will reach a profitable success along with having a well-recognised MBA certificate. The selection is purely based on their project interest, skills and capacity.

GIVE JOBS AFTER YOUR STUDY

Day 1 | 2 years





A REVOLUTION IN BUSINESS STUDIES FIRST TIME IN THE WORLD

PROGRAMME ELIGIBILITY

The aspirant should have:

- A feasible, scalable and exceptional business idea
- Very good leadership quality and integrity
- Substantial learning ability
- High endurance and readiness to work hard
- Family consent for business start up
- A Bachelor's degree in any discipline from a recognized institution with minimum 50% in aggregate or an equivalent grade. Candidates in their final year can also apply.
- Qualifying test score in any of KMAT/CMAT/CAT

PROGRAMME BENEFITS

Like a close associate, LEAD will provide all necessary guidance and assistance to set up and start their own business.

- Financial support through bank loan or investors
- Preparation of complete project report
- Feasibility study preparation
- Liaison with Cost Accountant, CA and legal consultants
- Licensing and Licensee approval and other support
- Facilitating marketing, operational and distribution channels
- Strategies for making the business successful
- Availing advice and support from industrial leaders
- Getting lessons from failed entrepreneurs
- Networking with 100+ successful business personalities
- Leverage help and services from like-minded classmates

IDEA > ENDURANCE > LEAD > LEADER

SELECTION PROCEDURE

The selection will be based on aspirations and eligibility. The aspirants should ensure their family consent in choosing the business. The candidates will be shortlisted based on their entrepreneurial plans and other related interests. As of now the institute plans to select four students each from all districts in Kerala with a maximum 60 students in the batch.

*If you have a dream, people will help you achieve your dream
If you don't have a dream, you help others achieve their dreams"*

-Want to be an employer or an employee?

FEE STRUCTURE

The Total Fee for the Academic year 2022- 2024 will be Rs. 5,00,000/- (Rupees FIVE LAKH Only)

ABOUT LEAD

LEAD, with an acronym derived from 'Leadership & Entrepreneurship Academy Dhoni' is one of the institutions that stands out from the rest with its unique methodologies in education.

Located at Dhoni, Palakkad, LEAD continues to stand as the preferred destination of management aspirants and it is the 2nd ranked MBA College in Kerala by The Times of India for the last three consecutive years. LEAD is listed along with six IIMs, VIT Vellore, Symbiosis, SRM, BITS Ranchi by Business India in India's best B School Ranking. It is also the youngest college from Kerala to be awarded in the Management category by NIRF.

LEAD College of Management is AICTE (All India Council for Technical Education) approved and it is affiliated to the University of Calicut having NAAC (National Assessment and Accreditation Council) accreditation, ACBSP membership and AACSB association.

LEAD envisions creating an academic environment where the highest standards of academics and professionalism are met besides the expectations of all stakeholders are consciously addressed.

As an institution that constantly adapts curriculums suiting the fast-changing world and systems, LEAD believes in leading for the best.

