

**LEAD**  
LEAD COLLEGE  
AUTONOMOUS

# MBA PROGRAMME

**2026-2028**

**REAL WORLD  
EXPERIENCES IN  
BUSINESS LEADERSHIP**



Affiliated to  
University of Calicut



Approved By  
AICTE



NAAC  
Accredited



Member of  
ACBSP



Member of  
AMDISA



Gold  
Membership



HLACT  
UK Membership

For Admissions: **+91 94977 13693** | **admissions@lead.ac.in**

## — About us

**LEAD College** is an independent, autonomous institution with a legacy of 15 years of academic excellence. Affiliated to **University of Calicut** and approved by **AICTE**, we offer a two- year, full time, residential MBA programme designed to empower future business leaders. Our campus is located in a prime location close to major urban amenities .

### Specialisations ( MBA - 2 years | Dual Specialisation )

- Marketing Management
- Finance Management
- Human Resources Management
- Business Analytics
- Entrepreneurship -Innovation & Entrepreneurship
- Operations- Logistics Management & Supply Chain Management

## — Placement Policy

Students of 2026 batch will be placed in a company with a minimum salary of Rs. 5 LPA (CTC). If not, the entire tuition fee shall be refunded.

- Should have undergone all trainings successfully
- Must pass all subjects in Semester examinations
- Should be regular in all mentoring & LOT
- Should be very active in activities of LEAD
- Should apply for all eligible opportunities above 5 LPA

### Academic Year    No. of Companies    Average Salary    Highest Salary

2024 - 2026	118 (on going)	₹ 5.62 LPA	₹ 22.06 LPA
2023 - 2025	254	₹ 5.05 LPA	₹ 14.13 LPA
2022 - 2024	242	₹ 4.53 LPA	₹ 14.13 LPA



## — Foreign Students

With a number of international students joining from over 10 countries, LEAD offers a unique socio-cultural learning experience that enriches both personal and academic growth. This diverse environment provides students with an international perspective, preparing them for global opportunities.

## — Selection Criteria

Students will be selected on the following criteria.

- Final year students / graduates with 60% marks.
- They should have minimum cut off score in any of the entrance exam, CAT / CMAT / KMAT.
- They should qualify the screening / selection process of the college named V LEAD.

## — LOT (LEAD Operating Team)

At LEAD, we embrace a culture of "learning by doing." Our student-run campus empowers future leaders by providing hands-on, real-world experiences. Students gain practical skills through active involvement in campus operations, fostering leadership, responsibility, and teamwork.

Different LOTs in LEAD are,

Administration & LDC  
Admission  
Placement  
Canteen  
Outbound Training

Competition  
Arts & Sports  
Research & Consultancy  
Entrepreneurship  
Hospitality

LEADography  
Events  
Greening  
Training  
Institutional Social  
Responsibility

## — Internship

First semester consists of 4 months of classes and 2 months of internship. Second and third semesters each consist of 3 months of classes and 3 months of internship per semester.

## — Scholarship

- Top 10 Performing Students: 100% Scholarship
- Next 100 Performing Students: Rs. 1,50,000 /-Scholarship
- Next 100 Performing Students: Rs. 75,000 /- Scholarship

**2025**

MEI World  
Rankings  
2025

**2025**

MHW Rankings  
(Recognized  
exemplary  
Institutions for  
MHW),  
Diamond Band

**2025**

Education 6.0  
Competency,  
Chronicles of  
India 84<sup>th</sup> Rank

**2025**

Young  
Innovative  
Institutions in  
India - 22 (All  
India Rank)

**2024**

Most Promising  
B-school by  
LinkedIn and  
Samsung

**2024**

Times of India  
in Top 100  
B-schools and  
2nd best  
B-school in  
Kerala.

**2023**

Asian  
Excellence  
Awards  
Singapore

**2023**

Best B-  
school in  
Education  
Sector  
(FICCI)

**2022**

Business  
India A+++



# MBA 2026-28

## REIMAGINING MANAGEMENT EDUCATION FOR A DYNAMIC FUTURE

At LEAD College, the new-age MBA program (Batch 2026-28) blends global management fundamentals with the agility of digital transformation. Designed for tomorrow's leaders, the curriculum integrates analytics, sustainability, technology, and human insight — preparing graduates for leadership in the AI-driven business world.

Our restructured four-semester pathway combines immersive learning, industry certifications, and experiential projects, ensuring every learner becomes a strategist, innovator, and responsible leader.

### LEAD's Faculty

LEAD College takes pride in its distinguished faculty, with over 90% holding PhDs from reputed institutions such as Jawaharlal Nehru University, Pondicherry University, Punjab Technical University, and Kerala University. Many bring rich industry experience, blending academic rigor with practical insights. Notably, all elective courses are conducted by industry resource persons, providing students with direct exposure to real-world business environments and contemporary professional practices.





## SEMESTER 1

# Pathway for Management

### **Management Mastery:** •

The Essential Toolkit – experiential introduction to managerial roles and decision frameworks

### **Economics Unlocked:** •

Business Insights – connecting theory to real-world markets

### **Law for Leaders:** •

Legal Essentials Simplified – business law decoded for managers

### **Excel Power-Up & Canva Skills** •

modern data and design literacy for business managers

### **Case Method Catalyst:** •

Think Like a CEO – Harvard-style case learning immersion

## Pedagogy

The teaching-learning process at LEAD is rooted in experiential learning, where students learn by doing. Our pedagogy integrates case teaching, simulations, role plays, flipped classes, and industry-based projects to create an engaging, student-centric environment. Each classroom experience bridges theory with real-world application, fostering critical thinking, problem-solving, and collaboration, and empowering students to evolve as competent professionals prepared for industry challenges.

## SEMESTER 2

# Strategic Perspectives

### New & Innovative Core Courses

- **Kerala's Economic Landscape & Leading Industries** – decoding regional growth and investment potential
- **Strategic Commercial Geography:** India & Global Markets – linking trade, geography, and strategy
- **Environment & Sustainability** – integrating green practices in business decisions
- **Entrepreneurship** –with Wadhvani Foundation certification
- **Introduction to Data Analytics (Workshop Mode)** – hands-on analytics for managers
- **Finance II, Marketing II, OB & HRM II, Operations II** – advancing functional mastery

## SEMESTER 3

# Integration and Specialization

### Sample Electives:

- **Marketing:** Data-Driven Marketing, Retail Marketing with IoT & AI, Social Media Marketing 4.0
- **HRM:** Reskilling for Future Jobs, HR Metrics & KPIs, HR Analytics & Predictive Planning
- **Finance:** FinTech & Digital Banking, Behavioural Finance, Financial Modelling using Python
- **Operations:** Retail Supply Chain 4.0, AI-Powered Logistics Optimization, Freight & Cost Optimization
- **Business Analytics:** Data Visualization, Machine Learning, Big Data & Cloud Analytics
- **Core Integrative Course:** Strategic Management – synthesizing business functions through live simulations.



# Value-Added Learning Ecosystem

Zoho Certification, KPMG certification, Wadhvani• Foundation Certification

- Internships integrated into every semester
- Python for Business Decision-Making
- Canva, Excel, and Digital Literacy Workshops
- Outbound Leadership Training & Business Plan Bootcamps

## SEMESTER 4







- Online Courses (under the provision of UGC MOOCs)
- Internships

## Why Choose This MBA

- Future-Ready Curriculum blending AI, analytics, sustainability, and human capital strategy
- Experiential Pedagogy: case-based, project-based, and simulation-based learning
- Global Exposure, Local Relevance: Kerala's economy, India's growth, global trends
- Leadership DNA: molded through internships, mentoring, and outbound learning

**LEAD College**  
Empowering Leaders  
Creating Impact

## — LEAD Group of Institutions

Colleges	Courses	Seats	Fees	Location	Contact	
	MBA	360	₹8 Lakhs <small>(Including admission fees)</small>	Dhoni, Palakkad	Rohith - 9497713693 admissions@lead.ac.in www.lead.ac.in	
	MCA	120	₹5.4 Lakhs <small>(Including admission fees)</small>		Sidhique - 6235513693 admissions.mca@lead.ac.in	
	MBA	180	₹4 Lakhs	Kakkanad, Kochi	Anjana - 7025259708 admissions@kbs.edu.in www.kbs.edu.in	
	MBA	120	₹2.95 Lakhs	Munnad, Kasargode	Nithin - 9744311256 admission@pims.ac.in www.pims.ac.in	
	MBA	60	₹2.4 Lakhs <small>(Plus ₹20,000 admission fees)</small>	Palayam, Trivandrum	Soulwin - 9645603200 mbasivajcollege@gmail.com www.sivajicollegeofengineering.com	
	MBA	120	₹3.8 Lakhs	Vellanad, Trivandrum	Soulwin - 9645603200 sarabhaicollege@gmail.com www.sist.in	
	B. Tech	CS: 60	₹90,000/- per year		₹60,000/- per year <small>(Plus ₹20,000 admission fees for both MBA &amp; B. Tech)</small>	Rojin - 9446527755 rojinrk@sist.ac.in www.sist.in
		CE: 30				
		ME: 30				
		EE: 30				
		El: 30				
		EC: 30				
	B.com	120	₹12600/- per Sem	Konni, Pathanamthitta	Jacob Prakash 7012024341 jacob.p@lead.ac.in	
	M.com	15	₹20000/- per Sem			
	BSW	40	₹12000/- per Sem			
	MSW	20	₹22000/- per Sem			
	BBA	60	₹12600/- per Sem			
	BCA	30	₹22000/- per Sem			
	BSC Psy	40	₹13000/- per Sem			

## — LEAD Promises

- 100% placement guarantee or full tuition fee refund.
- Stipend-supported internships.
- Value-added courses for skill enhancement.
- Expert faculty with industry experience.
- Bank Loan Facility Assistance.
- Outbound leadership training.
- Access to the LEAD Business Incubator.
- Student-driven campus.
- Experiential learning through LOTs & clubs.
- Effective mentoring.
- International clubs.
- Communication workshops & soft skills training.
- Professional uniform.
- 20 days of focused training at Palakkad LEAD Campus.
- 24/7 free Wi-Fi and A/C classrooms.