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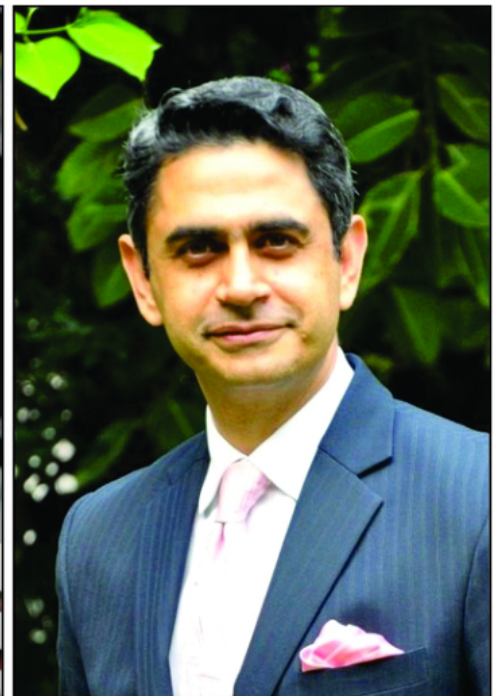
## iLEAD launches BBA in Tourism with placement assurance

The three-year course offers students a Bachelors in Business Administration degree from the Maulana Abul Kalam Azad University of Technology

21 Jun 2021



Mr Pradip Chopra



Mr Hemant Mediratta

Kolkata's Institute of Leadership, Entrepreneurship and Development (iLEAD), a school of management and professional studies, has partnered with One Rep Global, a hospitality and tourism marketing organisation, to launch BBA in Travel and Tourism Management.

This three-year course will offer students a Bachelors in Business Administration degree from the Maulana Abul Kalam Azad University of Technology (MAKAUT).

The partnership comes with a job placement guarantee, internship with travel companies, global industry exposure, an opportunity to attend tourism events, and travel across India and the world.

Tourism in India contributes 10% to the country's GDP. Over 75 million people are directly or indirectly employed in this sector. In the coming years, it is expected that India will lead the world in tourism growth numbers.

All this makes tourism an exciting career option for students, especially those who pass out of iLEAD in the 2024-2025 batch. That is when the demand for good candidates from reputed colleges is likely to increase.

“If wanderlust drives a person to travel the world or they like curating trips and searching for newer places, then this is the course for such students. With a BBA degree, they will learn the nuances of a travel business enterprise,” said Hemant Mediratta, Founder of One Rep Global.

After completing this undergraduate course, students can opt from options for companies involved in travel, destination management, travel desk of Fortune 500 companies or online travel agent. They can even become a tour operator or manage their own travel enterprise.

Pradip Chopra, Chairman of iLEAD, said, “With the advent and growing demand of specific tourism types such as eco-tourism, medical tourism, adventure tourism and wellness tourism, there's a need of skilled professionals in the field. Most of the freshers today who join the industry lack the necessary practical skills. Our course at iLEAD aims to remove this skill gap. Through our collaboration with One Rep Global, we have designed our curriculum to give students enough industrial exposure and make them absolutely job ready.”

Students who register before 30th June 2021, will receive a scholarship of Rs 25,000 from iLEAD, a UGC approved institute promoted by PS & Srijan Group.

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