



ਆਈ. ਕੇ. ਗੁਜਰਾਲ ਪੰਜਾਬ ਟੈਕਨੀਕਲ ਯੂਨੀਵਰਸਿਟੀ ਜਲੰਧਰ, ਕਪੂਰਥਲਾ  
I.K. GUJRAL PUNJAB TECHNICAL UNIVERSITY JALANDHAR, KAPURTHALA  
Office of Corporate Relations & Alumni

Ref. No. IKGPTU/CRA/06.....

Dated... Jan/08/2024

Directors/ Principals  
All the University Campuses/ Colleges & Institutions  
Affiliated with IKG PTU

**Sub: Hike Education (www.hikeeducation.com) - Joint Campus Placement Drive.**

Dear Sir/Madam

I K Gujral Punjab Technical University invite students of its campuses & affiliated colleges to participate in Hike Education - Joint Campus Placement Drive as per the below mentioned details:-

Venue : IKG PTU main campus, Kapurthala  
Date : In the mid of Jan 2024  
Designation : **Profile 1** -: Business Development Executive  
**Profile 2** -: Business Development Manager  
Course/ Stream : B. Tech (Any Stream), BBA, BCA, B.Com, B.Sc (Any Stream)  
MBA, MCA, M.Tech (Any stream), M.Sc (Any stream)  
Salary Package : **Profile 1** -: For UG - 5.82 LPA  
**Profile 2** -: For B.Tech - 6.42 LPA for PG - 7.02 LPA  
Job location : Gurugram, Noida, Jaipur, Mumbai & Hyderabad  
Batch Eligible : 2023 passed out & 2024 passing out  
Selection Process : Group Discussion & Interview

**Interested students may register at the below mentioned link:**

<https://docs.google.com/forms/d/1wDOb8DC2rB5TvUyauYGvLyp5LwM7U5K2VmV2k4nc9M0/edit>

**Detailed job profile is attached.**

You are requested to kindly direct the Training & Placement Officer/Faculty Coordinator of your Campus/College to share the information with the concerned students. **Last date of online registration is Jan 10, 2024 before 1100 hrs.**

**Date & time of the placement drive will be informed later on.**

With profound regards,

Er. Navdeepak Sandhu  
Deputy Director (T&P)

**"Propelling Punjab to a prosperous Knowledge Society"**

**I.K. Gujral Punjab Technical University**  
Jalandhar-Kapurthala Highway, Kapurthala -144 603. Phone : 01822-282580, 282549  
**E-mail : placements@ptu.ac.in Website : www.ptu.ac.in**



## **BUSINESS DEVELOPMENT MANAGER/ BUSINESS DEVELOPMENT EXECUTIVE**

### **Job Description**

Department: Sales	Type: Inside Sales
Location: PAN India	Work Schedule: M-S, 10AM -7PM
Gurugram, Noida, Jaipur, Mumbai, Hyderabad	

### **Summary**

The goal of this program is to further provide you practical exposure and develop your skills in a professional work environment giving you hands-on experience working on challenging, meaningful projects with guidance from a mentor and other members of our team. Hike Education Pvt. Ltd. is dedicated to developing successful leaders, and we strive to make the job as realistic and informative as possible.

### **About Us**

Hike Education is one of the leading Ed-Tech companies working in association with top B-schools providing support and assistance to the working professionals offering courses by the associated Universities. The aim was to fill the gap between aspiring professionals and B-schools to help them pursue higher education and level up their career paths.

### **Our Mission**

To develop and deliver quality programs, curricula and services to the students with uncompromising work ethic, with the primary intention of nurturing a pool of highly employable professionals to live up to 21st Century demands.

### **Objectives**

- To gain excellence in professional learning.
- Empower working professionals to pursue their learning without hampering their work.
- To build a hassle free and productive learning environment.

### **Job Description**

- Generating a pool of prospects by identifying the need of upskilling depending on the student's area of interest.
- Helping prospective students with the detailed information about the programs offered through phone or video counselling & create a strong pipeline.
- Ensure to meet daily deliverables & achieve weekly/monthly enrolment target.
- Help them understand the importance of navigating a career.
- Must be a good listener and be trained in matching candidate needs to a future career

Designation: **BDE**

**Business Development Executive**

**CTC for UG: 5.82 LPA**

Eligibility: Graduate in any discipline

[BBA, B. Com, B.Sc., BCA]

Designation: **BDM**

**Business Development Manager**

**CTC for B.tech : 6.42 LPA**

**CTC for PG Students: 7.02 LPA**

Eligibility: B. Tech/ B.E

MBA/ PGDM

Marketing and Sales

### **Requirements**

- Excellent interpersonal and communication skills
- Strong self-motivation
- Ability to work alone or as part of a team
- Ability to cope with rejection
- Ability to remain calm in fast-paced environment
- Professionalism should be a stronger attribute



## SALARY ANNEXURE

PARTICULARS	MBA/ PGDM – Marketing and Sales		B. Tech/ B. E		Graduate in any Discipline	
	PROBATIONER	CONFIRMED	PROBATIONER	CONFIRMED	PROBATIONER	CONFIRMED
<b>CTC</b>	51500	<b>58500</b>	48500	<b>53500</b>	45500	<b>48500</b>
Basic	14000	17500	12500	15000	11000	12500
HRA	7000	8750	6250	7500	5500	6250
Medical Allowance	2100	2625	1875	2250	1650	1875
Transport Allowance	1400	1750	1250	1500	1100	1250
Special Allowance	3500	4375	3125	3750	2750	3125
<b>NET HOME INTAKE</b>	<b>28000</b>	<b>35000</b>	<b>25000</b>	<b>30000</b>	<b>22000</b>	<b>25000</b>
<b>Daily Travel Reimbursement</b> (Rs.150/- per day * 30)	4500	4500	4500	4500	4500	4500
<b>Performance Linked Incentives</b> (Payable on the basis of achievement of monthly targets)	15000	15000	15000	15000	15000	15000
<b>Miscellaneous Inducement</b> (Payable on the basis of percentage achievement of monthly targets- min. 125%)	3000	3000	3000	3000	3000	3000
<b>Punctuality Bonus</b> (Payable on the basis of 100% attendance)	1000	1000	1000	1000	1000	1000
<b>GROSS</b>	<b>51500</b>	<b>58500</b>	<b>48500</b>	<b>53500</b>	<b>45500</b>	<b>48500</b>