



ਆਈ. ਕੇ. ਗੁਜਰਾਲ ਪੰਜਾਬ ਟੈਕਨੀਕਲ ਯੂਨੀਵਰਸਿਟੀ ਜਲੰਧਰ, ਕਪੂਰਥਲਾ  
I.K. GUJRAL PUNJAB TECHNICAL UNIVERSITY JALANDHAR, KAPURTHALA  
Centre of Training and Placement

Ref. No. IKGPTU/T&P/120.....

Dated Dec/12/2024...

Directors/ HoDs (Department of Engg. & Mgmt.)  
All the University Campuses  
I K Gujral Punjab Technical University

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

**Dear Sir/Madam**

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

Designation	:	<b>Profile 1 -:</b> Business Development Executive <b>Profile 2 -:</b> Business Development Manager
Course/ Stream	:	B. Tech/ M.Tech (Any Stream), BBA, BCA, B.Com, MBA, MCA
Salary Package	:	<b>Profile 1 -:</b> For UG - 6.18 LPA <b>Profile 2 -:</b> For B.Tech - 6.42 LPA for PG - 7.02 LPA
Job location	:	Gurugram, Jaipur, Mumbai & Hyderabad
Batch Eligible	:	2024 passed out & 2025 passing out
Selection Process	:	Group Discussion & Interview

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

<https://docs.google.com/forms/d/1nHZDBIBG5E5ZnTBcj37Q0dQA2Q3EHZHBHhhX3gd5vJE/edit>

**Detailed job profile & salary structure are 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 16-Dec-24 before 1100 hrs.**

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

**With profound regards,**

  
Er. Mohit Jain  
Campus Coordinator (T&P)

CC:

1. SVC: For kind information of the Hon'ble Vice Chancellor
2. Registrar: For kind information
3. Head (CT&P): For kind information
4. Deputy Director (T&P): For kind information
5. File "**Propelling Punjab to a prosperous Knowledge Society**"

**I.K. Gujral Punjab Technical University**  
Jalandhar-Kapurthala Highway, Kapurthala -144 603. Phone : 01822-282580  
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, Jaipur, Mumbai, Hyderabad	

### Summary

The goal is to 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 is to bridge 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 hassle free and productive learning environment



## Position Title: BDE/BDM Trainee

Location: Work From Home (WFH) during training, office-based post-training  
Reports To: Sales Manager/Team Lead  
Duration: 30 days  
Probation Period: 1 Month

## Position Overview:

As a Business Development Manager/Executive-Trainee, you will be responsible for converting potential leads into enrolled students. You will connect with prospective students and working professionals, understand their educational goals, and guide them through the enrolment process. Your primary role will be to drive admissions by delivering high-quality information, addressing concerns, and demonstrating how our programs align with their personal and professional growth.

This is a highly rewarding sales role where you will receive in-depth training and support to enhance your skills in sales, communication, and customer relationship management.

## JOB DESCRIPTION

- **Lead Conversion:** Connect with potential students/professionals via phone calls, understand their educational needs, and convert leads into enrolments.
- **Counselling & Guidance:** Provide detailed information about the company's programs, including curriculum, benefits, and career outcomes, ensuring prospective students make informed decisions.
- **Target Achievement:** Consistently meet or exceed daily/weekly/monthly sales targets and KPIs (Key Performance Indicators), including connected calls, talk time, and admissions.
- **CRM Management:** Maintain accurate records of all interactions with leads in the Customer Relationship Management (CRM) system, ensuring timely follow-up and efficient lead management.
- **Sales Strategy Execution:** Implement sales techniques to maximize lead conversion rates, including effective cold calling, objection handling, and rapport building.
- **Continuous Improvement:** Participate in ongoing training sessions to enhance sales skills, stay updated with program changes, and refine sales approaches.

## On Job Training Salary Structure

Training Program Phase 1	4 Days Training Program			
	Day 1	Day 2	Day 3	Day 4
	Work From Home	Work From Home	Work From Home	Work From Home
Paid Mode	Unpaid	Unpaid	Unpaid	Unpaid
Joined Program ( 1 Month ) Work From Office	Phase 2			
	Salary	UG	Btech	MBA
		Flat 15K	Flat 15K	Flat 15K
Confirmed Stage (Permanent Employee)	From the 2nd Month you will get same salary structure as per your degree .			

## After 1 Months Work from office Salary Structure

**Designation: BDE**  
Business Development  
Executive

**CTC for UG: 6.18 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 & 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



## Permanent Employee Salary Structure

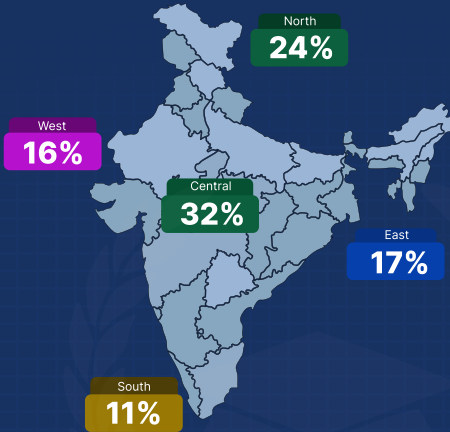
PARTICULARS	CONFIRMED MCA/MBA	CONFIRMED ( B.Tech )	CONFIRMED UG BBA/ BCA/ B.Com
Earnings(A)	Amount (INR)	Amount (INR)	Amount (INR)
BASIC	15,750	13,500	12,600
HRA	7,875	6,750	6,300
MEDICAL ALLOWANCE	1,969	1,688	1,575
TRANSPORT ALLOWANCE	1,575	1,350	1,260
MEAL ALLOWANCE	1,969	1,688	1,575
DEARNESS ALLOWANCE	3,938	3,375	3,150
SPECIAL ALLOWANCE	1,925	1,650	1,375
Sub Total(A) - Net Home Intake	<b>35,000</b>	<b>30,000</b>	<b>28,000</b>
Variable Earnings(B)	Amount (INR)	Amount (INR)	Amount (INR)
OUTDOOR MEETING ALLOWANCE (Rs.150/- per day * 30) (Payable only for the days of outdoor meeting)	4,500	4,500	4,500
PERFORMANCE LINKED INCENTIVES (Payable on the basis of percentage of achievement as per internal incentive policies)	17,500	17,500	17,500
PUNCTUALITY BONUS (Payable on the basis of 100% attendance and the Internal policy)	1,500	1,500	1,500
Sub Total(B) - Variable Earnings Total	<b>23,500</b>	<b>23,500</b>	<b>23,500</b>
Cost to the Company (Monthly) - Sub Total(A)+ Sub Total(B)	<b>58,500</b>	<b>53,500</b>	<b>51,500</b>
Cost to the Company (Annual)	<b>702,000</b>	<b>642,000</b>	<b>6,18,000</b>

# Final Placement **Key Highlights**

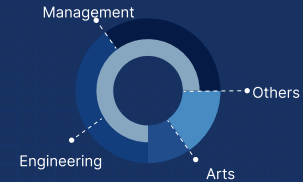
## Selection Roll-Out 2023-24



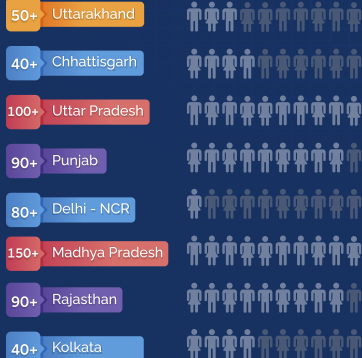
**800+**  
Total Students



## Educational Background

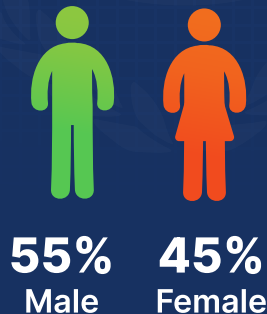
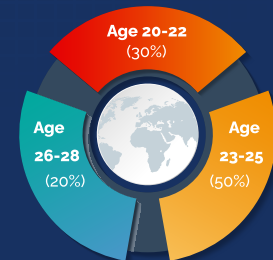


## Location-wise Joining Data



## Average Age of Selected Candidates

Average Age: 24



# States Covered So Far

## IIT, NIT & IIIT



### Punjab



### Madhya Pradesh



### Chhattisgarh



### Uttarakhand



### Uttar Pradesh



### Delhi - NCR

