



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

Ref. No. IKGPTU/T&P/...472.....

Dated...09/Dec/2020

**Directors/HoDs (All Academic Departments)**  
**All the University Campuses**  
**I K Gujral Punjab Technical University, Jalandhar**

**Sub: Corizo Edutech (www.corizo.in) – Joint Campus Placement Drive.**

**Respected Sir/ Madam**

I K Gujral Punjab Technical University invite students of its campuses to participate in Corizo Edutech – Joint Campus Placement Drive as per the below mentioned details:-

Designation	:	Business Development Associate ( <b>JD attached</b> )
Course/Stream	:	UG/PG (any stream)
Salary Package	:	<b>During 03 month probation:-</b> 15k + incentives upto 10k <b>After probation:-</b> CTC : 4.00 LPA fixed + 2.50 LPA variable
Job Location	:	Gurugram
Batch eligible	:	2025 passed out & 2026 passing out
Selection Process	:	GD, HR Round & Managerial Round

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

<https://docs.google.com/forms/d/13B8FgZSLMncsWxHSmadvM1mtKQT33d5RS0LAJ6VVtF0/edit>

You are requested to kindly direct the Training & Placement Faculty Coordinator of your college/campus to share the information with the concerned students. **Last date of online registration is 10-Dec-25 before 1300 hrs.**

**Date & time of the selection process will be informed later on.**

For any queries you may please call the undersigned @ +91- 9478098136.

**With profound regards,**

  
**Er. Mohit Jain**  
Assistant Registrar (T&P)

CC:

1. SVC: For kind information of the Hon'ble Vice Chancellor
2. Head (CT&P): For kind information
3. Deputy Director (T&P): For kind information
4. DR (ITS) - To upload at University website
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**

## **JOB DESCRIPTION**

### **Unlocking Potential, Building Skills: Your Journey To Success**

Corizo is an edtech platform that helps students with internships, professional training programs, career guidance, and mentorship. Our aim is to bridge the gap between formal education and the ever changing requirements of the industry. We at Corizo bring together the students aiming for successful careers, knowledge and experience accumulated over the years by our industry experts to create a holistic learning platform. Our platform helps students discover programs, and get trained in their fields of interest with the latest market requirements.

Job Designation: **Business Development Associate(BDA)**

### **Roles and Responsibilities:**

- **Business Development** – Build and maintain strategic partnerships with universities, colleges, and schools across India to promote Corizo's programs. Collaborate with these institutions to create impactful online and offline learning experiences for students through events, boot camps, competitions, and hands-on projects. Act as the primary point of contact for academic partnerships and ensure long-term engagement.
- **Recruitment** – Lead the end-to-end recruitment process of Campus Ambassadors (CAs) from various campuses across the country. This includes identifying potential candidates, conducting interviews, and onboarding selected students who are enthusiastic about representing Corizo in their institutions.
- **Leadership & Training** – Manage and mentor a team of Campus Ambassadors by providing structured training sessions, setting performance goals, and offering continuous guidance. Foster leadership qualities in CAs and create a supportive environment that encourages collaboration, growth, and high performance.
- **Marketing** – Strategize and implement creative marketing campaigns in collaboration with Campus Ambassadors to boost brand awareness and student engagement. Utilize digital platforms and on-ground initiatives to promote Corizo's programs effectively among the student community.
- **Sales Enablement** – Work closely with the sales team and Campus Ambassadors to drive student registrations and program conversions. Leverage student networks and insights to generate qualified leads, promote course offerings, and achieve monthly sales targets through campus-driven outreach efforts.

### **Skills Preferred:**

- **Strong Communication Skills** – Excellent verbal and written communication to effectively engage with students, academic partners, and internal teams.
- **Leadership & Team Management** – Ability to mentor, motivate, and manage large groups of student ambassadors across diverse campuses.
- **Marketing Know-How** – Creative thinking with a basic understanding of social media, digital marketing, and event-based promotions.
- **Networking & Relationship Building** – Strong interpersonal skills to build lasting relationships with educational institutions and student communities.
- **Problem-Solving Attitude** – Quick thinker with a proactive approach to resolving challenges and adapting to dynamic situations.

### **Why Join Business Operations?**

If you're someone who's eager to kickstart your career in the world of business and wants to gain hands-on experience across key functions like business development, marketing, sales, recruitment, and leadership—this role is the perfect launchpad. You'll not only understand how revenue generation works, but also play a direct role in making it happen. Get ready to learn, grow, and thrive in a fast-paced, impact-driven environment!

### **Interview Rounds:**

- 1.GD Round
- 2 HR Interview
- 3.Managerial Round

### **Probation Period:**

- You will be under probation for a period of **90 days (3 months)** from the date of joining
- During the period of probation your monthly CTC will be **INR 15,000 + incentives upto INR 10,000 (uncapped)**

### **Full - Time Employment:**

*Compensation Offered:* Fixed CTC - **INR 400,000 LPA** plus a Variable CTC - **INR 250,000 LPA** which is uncapped as of date.

**Location:** Gurugram (Work from Office)