



PTVA's Institute of Management

(Approved by AICTE, DTE and affiliated to University of Mumbai)

Chitrakar Ketkar Marg, Behind M. L. Dahanukar College of Commerce, Vile Parle (East), Mumbai – 400 057.

Tel.: 022-31061594/31099598, Email: admin@ptvaim.com, Web: www.ptvaim.ac.in

Parents' Orientation

Objectives:

The objective of Parent's Orientation at PTVAIM is to help the Parents in making a calculated decision about the specialization of their wards.

We believe that the specializations our student opt for, can be influenced by their parents. So, we consider it important to enlighten parents about the various specializations and career opportunities available therein for their wards viz a viz the knowledge, skills, and attitudes required to be possessed to excel in these careers. Parent's Orientation aims to provide parents with comprehensive understanding that will aid in the decision-making process for selecting the specialization for their ward further fostering their career paths.

Context:


It was proposed by our alumni representative of IQAC Committee, Ms. Monica Somne that we should invite the parents for orientation session regarding specialization of their wards.

The orientation session plays a crucial role in assisting parents to make an informed decision about the specialization of their wards. It provides parents with insights into the industry trends, job prospects, and growth opportunities available in different specializations. More importantly, it is a platform for the parents to know the knowledge, skills, and attitude required to be possessed by the students to succeed in a particular specialization.

Practice:

Seldom parents are invited for any interaction related to the progress and/ or prospects of their ward by any B-school. However, at PTVAIM, we believe that in the context of our Indian culture, opinion of the parents is considered significant when it comes to any important decision of their children's lives irrespective of their age.




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PTVAIM started the practice of organizing the Parent's Orientation typically during the first year MMS since 2017. The session is designed to engage parents in discussions and presentations that highlight the significance of choosing right specialization and its impact on the students' future careers. Our faculty members present the different job avenues and career prospects available for a management graduate with respect to each specialization offered by the Institute viz a viz the knowledge, skills, and attitude required to be possessed by the students to be successful in each of these areas. This is followed by the Q&A where the Director and faculty members give inputs, suggestions, and advice, thereby satisfying the concerns raised by the Parents. Parents are given sufficient time to introspect and to discuss with their wards about the specialization that they have already opted for at the beginning of the MMS program. The students are allowed to change their specialization in case the parents and students feel that it is required after this orientation which is followed by the students' interactions with industry experts, before appearing for the Second Semester End Term Examination.


Evidence of Success:

Success of Parent's Orientation is reflected in the feedback provided by parents. Their positive responses, queries raised during the session and encouraging words indicate that they find such session valuable and beneficial. This feedback reinforces the importance of continuing this practice to ensure that parents remain well-informed and actively involved in their children's academic and career decisions. Every year, we get at least a couple of requests regarding change in specialization after this session is conducted.

Problems Encountered and Resources Required:

One of the challenges faced during the Parent's Orientation is to make the parents change their mindset. It is essential to emphasize the importance of parental involvement in their wards' educational journey especially in the Indian context and how their open and flexible approach towards the selection of the career of their ward is going to be crucial in creating their happy future.




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Photos of Parents' Orientation



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