

NOTES AND COMMENTS

THE SEMINAR FOR TEACHERS IN BUSINESS ADMINISTRATION*

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The Seminar for Teachers in Business Administration, held from July 13 to 27, 1964, was the first in a series of seminars for business teachers contemplated under the "U.P. Graduate Business," a project of the graduate program of the College of Business Administration. This project is being financed by the Ford Foundation, which also finances the International Center for the Advancement of Management Education (ICAME) at Stanford University.

The broad objective of seminars for business teachers is to help raise the standard of business education in the Philippines. Specifically, this objective is three pronged: (a) to update participants on recent developments in business education; (b) to demonstrate and discuss teaching methods; and (c) to examine problems that hamper the improvement of business education in the country. The July seminar, for example, had enabled both the University of the Philippines and the other participating institutions of learning to share their respective experiences in the field of business education.

DETAILS OF THE 1964 SEMINAR

THE PARTICIPANTS

There were forty-two participants who took part in the July seminar. They represented 29 schools from all over the Philippines, or 27.8% of the 151 schools with four-year business programs that are registered with the Bureau of Private Schools. The original number of applicants was 52, or a rough representation of some 34 schools from all over the country.

CONTENT AND STYLE OF THE SEMINAR

The seminar was patterned after the International Center for the Advancement of Management Education insofar as subject areas were concerned. Emphasis, for instance, was placed on the four major functional fields of business administration, namely, Production, Finance,

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Marketing and Personnel. Emphasis was equally given to the interdisciplinary tools of economics, the quantitative methods, and the behavioral sciences. Some nine hours of intensive lectures and discussions were devoted to all these areas, with the end in view of achieving orientation toward curricular programming and teaching methods. Ideas as to subject content and presentation of the seminar were drawn heavily from both Ford Foundation and Carnegie Tech studies on business education.

It is significant to note that the traditional lecture-and-discussion methods were adopted in the conduct of the seminar. Demonstrations of modern teaching methods in business education, such as the case method, role playing in and simulation of business situations, were utilized to bring to the awareness of the participants the pedagogical trends in business education. In addition, field trips and film-strip exhibitions were included in the seminar to make it as realistic as possible. A special session devoted to the playing of a business game was also made a part of the activities of the seminar.

RESOURCE SPEAKERS

The line-up of seminar speakers was made up of the members of the faculty of the U.P. Graduate School of Business Administration. These speakers and their respective subject areas were the following: Eduardo Gopez—financial management; J. Antonio Aguenza and Manuel S. Alba—marketing management; Quintin Doromal—personnel management; Martin Bonoan—production management; Dean Cesar E. A. Virata—policy courses; and Manuel S. Alba and Niceto S. Poblador—special fields.

FINDINGS FROM THE SEMINAR

In the course of the seminar, two significant studies were made by the Seminar Staff, namely, (a) an examination of the curricula of the participating schools and (b) an analysis of the problems which the participants reported they were encountering in their respective institutions. These studies, according to the Seminar Staff, would decidedly work toward the improvement of the various business curricula in the country, and would also serve as a guideline for future seminars for business teachers.

Equally considered as an important offshoot of the seminar was the organization of the Society for the Advancement of Business Education in the Philippines (SABEP). Composed initially of the seminar participants, this society is expected to grow with the forthcoming seminars, a growth that augurs well for the improvement of the standard of business education in the Philippines.