

THE COLLEGE IN REVIEW

FUNDS FROM THE FORD FOUNDATION

The College of Business Administration lately received a grant of \$95,000 from the Ford Foundation. This amounts to about ₱350,000 in Philippine currency, and will be used over a two-year period for strengthening the Master of Business Administration Program.

Specific uses to which the grant will be put are the financing of the salary and expenses of a visiting American professor of business administration; stipends for four man years of graduate fellowships abroad; a research fund for the production of case studies and other teaching materials; and the financing of seminars for teachers of business administration.

The visiting professor who is slated to be in the country by the middle of this year will directly supervise the work of the Business Research Division of the College. A net amount of \$15,000 from the total Ford Foundation grant has already been earmarked for business research alone. The bulk of the work in this area will be the writing of Philippine case materials which are intended to gradually supplant the American cases currently used in both the graduate and the undergraduate divisions.

One graduate fellowship has already been awarded to Prof. Jaime C. Laya to enable him to work for a Ph.D. degree in business administration at Stanford University.

THE GROWING FACULTY

Because of the continuously growing student body in its graduate program, the College is correspondingly enlarging its faculty in this direction. In choosing its graduate faculty, the College is guided by the need to close the chasm that separates the cloistered academic life and the business world outside. Consequently, the College shows marked preferences for those who do not only have the necessary academic background but also the indispensable practical experience.

Those who recently joined the MBA faculty of the College as associate lecturers are Miguel Guerrero, management accountant of Shell; Vicente Lavides, Industrial Consultant and Training Director, Program Implementation Agency and Staff Industrial Engineer, Development Bank of the Philippines; Jose Mendoza, Administrative Manager, Pure Foods Corporation; Artemio Raymundo, Partner, SyCip, Gorres,

Velayo & Co.; and Antonio Roxas, Financial Consultant, Program Implementation Agency. Appointed professorial lecturer is Baldomero Olivera, Vice-President for Public Relations, Philippine Long Distance Telephone Company.

The College also has some additions to its undergraduate faculty. They are Adriano A. Arcelo, assistant instructor in economics and Rolf Kleindienst, associate lecturer in economics. Arcelo holds an A.B. degree in economics from Brandeis University where he was a Wien International Scholar from 1960 to 1963. Kleindienst has an A.B. and an M.A. in economics from the American University.

DR. K. WILLIAM KAPP

Dr. K. William Kapp of the City University of New York has joined the College of Business Administration as Visiting Professor of Economics under the auspices of the Rockefeller Foundation. Dr. Kapp is a well-known author of many books and articles on economics and social science. Before coming to the Philippines, he had been a Fulbright Research Professor at the Gokhale Institute of Politics and Economics, Poona, India and a Fullbright Lecturer at the University of Rajasthan, Jaipur, India.

Dr. Kapp was educated at the University of Konigsberg, the London School of Economics and Political Science, and at the University of Geneva.

Some of his works are *The Social Costs of Private Enterprise, Toward a Science of Man — A Positive Approach to the Integration of Social Knowledge*, "Post-War Problems of Industrial Mobilization", "Economics and the Behavioral Sciences", and "Political Economy and Psychology."

THOSE ABROAD

Some members of the faculty who left recently to pursue graduate studies in the United States are Messrs. J. Antonio Aguenza, Alberto Ilano, Emmanuel Velasco, and Miss Rosa Linda Tidalgo.

Mr. Aguenza who is an instructor in marketing is now at Stanford University attending the seminar of the International Center for the Advancement of Management Education. Mr. Ilano, who entered the University of California at Berkeley only this spring, is working for his Ph.D. in business administration.

Mr. Velasco, instructor in economics and business administration, is at the University of Chicago. He is doing his M.A. in

business economics under an NEC-AID grant. Another instructor in economics who is also working for a Master's degree in that field is Miss Tidalgo. She is holding a fellowship grant from Vanderbilt University.

Scheduled to leave for Australia this February is Miss Carmelita G. Salgado, instructor in accounting. A Colombo Plan grantee, Miss Salgado will take up graduate work leading to a Master's degree in business management at the University of Adelaide.

MBA APPLICANTS TO TAKE ENTRANCE TEST

Effective the first semester of the schoolyear 1964-65, applicants for admission to the Master of Business Administration Program of the University of the Philippines will be required to take an Admission Test for Graduate Study in Business administered by the Educational Testing Service of Princeton, New Jersey.

The Educational Testing Service is a non-profit organization with testing centers all over the world. The test is designed to measure the applicant's fitness to undertake graduate studies in business administration. It is now an admission requirement by the top graduate schools of business in the United States, among which are Harvard University, Stanford University, Massachusetts Institute of Technology, Carnegie Institute of Technology, Northwestern University, University of Pennsylvania, University of Chicago, University of California, Cornell University, Dartmouth College, University of Michigan and Columbia University. The University of the Philippines will be the first university outside the United States and Canada to require such test for applicants to its graduate program in business administration.