

THE COLLEGE AND THE SCHOOL IN REVIEW

LAYA GIVEN IBM PROFESSORIAL CHAIR

Jaime C. Laya, assistant professor of business administration, is the recipient of the first professorial chair ever to be set up in the College of Business Administration. Donated by IBM Philippines, Inc. and officially called the "IBM Philippines Chair in Business Administration," the chair was awarded to Laya for the school year 1965-66 with provisions for renewal for the subsequent years.

The IBM Philippines chair serves as the nucleus of a number of professorial chairs that are being planned to be set up in the College in the near future. These chairs, which will be financed partly by the business alumni and partly by the Ford Foundation, are intended to provide members of the faculty with supplemental incomes comparable to the amounts of compensation they would be getting if they were working outside the University.

To qualify for the professorial chair, a member of the business faculty must preferably have a Ph.D., be recommended by the Dean to the President of the University, and whose qualifications must ultimately be approved by the members of the Board of Regents.

Laya holds a Ph.D., finance major, from Stanford University. As the recipient of the IBM Philippines chair, he will undertake research studies and deliver public lectures in addition to his normal teaching load.

The future professorial chairs that will be set up in the College are intended for specialists in the other major fields of business administration, such as marketing, statistics, production, and even behavioral sciences.

BUSINESS ALUMNI HOMECOMING SET FOR MAY 15

Over a thousand alumni of the College of Business Administration are expected to attend the homecoming which has been set for Sunday, May 15. Expected to attend are members of the graduating classes of as early as 1918 and as recent as 1965.

Main features of the homecoming will be a general meeting and a luncheon, during which occasions the alumni will be briefed on the predicaments and progress of the College.

Managing this year's homecoming activities are the officers and members of the U.P. Business Alumni Association, headed by Manuel J. Marquez, president of the Association. The other officers are Fanny Cortes-Garcia, secretary-treasurer and Jose A. Carpio, public relations officer.

The members are J. Amado Araneta, Marcelo S. Balatbat, Alfonso Calalang, Amado A. Castro, Dalton C. Chen, Emerson Co Seteng, Siy

Ka Bio, Teodoro Kalaw, Jr., Pio P. Pedrosa, Juan D. Quintos, An Trinidad, Antonio Varias and Leonides S. Virata. The *ex-officio* members of the Association are Cesar E. A. Virata and Emmanuel Velasco, Dean and Secretary of the College, respectively.

SICAT, SUVA HOME FROM MIT

Dr. Gerardo P. Sicat, Assistant Professor of Economics, arrived recently after completing a four-month research work at the Massachusetts Institute of Technology. Using electronic computers, Dr. Sicat worked on alternative estimates of production functions and determinants of investments for a study of Philippine Manufacturing. His research project is financed by the Rockefeller Foundation.

Felipe Suva Martin, Assistant Professor of Economics, is on research leave from the Massachusetts Institute of Technology where he is completing requirements for a Ph.D. in Economics. Financed by the Rockefeller and Asia Foundation, Prof. Suva Martin will stay in the Philippines for five months to gather data for his doctoral dissertation on the operations of American companies in the Philippines.

TRAINING PROGRAM IN DEVELOPMENT ECONOMICS TO HOLD CLOSING CEREMONIES

The Training Program in Development Economics conducted jointly by the School of Economics and the University of Wisconsin and with the participation of the U. S. National Planning Association will hold closing ceremonies on May 12, 1966, from 10:00 — 12:00 a.m. U. P. President Carlos P. Romulo will be the guest speaker.

To be held at the Abelardo Hall, a number of government technicians who are charged with the formulation and implementation of economic development policies, plans and projects in their respective offices, will receive "Certificates in Development Economics" after completing the requirements of the program.

Made possible through a grant by the Ford Foundation, the program seeks to improve the skills of government personnel engaged in substantial planning work along specialized techniques and procedures of planning and programming for economic growth.

While in training, the trainees received their regular salaries from their respective offices and organizations. Other expenses incurred by the trainees, such as meal, transportation and incidental costs, were shouldered by the School of Economics.

Meanwhile, preparations are now being made to select the second group of trainees in the program. This session will be for one academic year beginning in July 1966 and ending in April 1967.

NEW LECTURERS JOIN ECONOMICS FACULTY

Three new lecturers in the School of Economics were recently appointed to cope up with the increasing number of students enrolled in economics courses.

Joselito Gallardo and Jesus P. Estanislao were appointed associate lecturers. Gallardo finished his Master of Arts at Williams College. He will handle Public Finance and a course in Economic Development. Estanislao obtained his Master of Arts from Harvard University and is currently writing a doctoral dissertation on the long-term growth of the Philippine economy. He is also connected with the Presidential Economic Staff.

At the same time, Ma. Eloisa Franco was designated assistant lecturer. She is an A.B. Economics graduate of the University and currently pursuing graduate studies in the Master of Arts Program of the School of Economics.

U. P. ESTABLISHES INSTITUTE FOR SMALL-SCALE INDUSTRIES

The Institute for Small-Scale Industries is the newest unit that has been added by the University of the Philippines to her ever-expanding family of colleges. Financed jointly and by virtue of a bilateral agreement between the Royal Kingdom of the Netherlands and the Republic of the Philippines, the Institute aims "to produce and develop a pool of highly competent and capable experts who will promote and assist small- and medium-scale industries" in the country.

As an initial step in the attainment of its aims, the Institute is conducting a nine-month training course on small- and medium-scale industry administration beginning August 28. The course is open to holders of a bachelor's or master's degree or its equivalent from recognized universities and colleges. The Institute requires that applicants must be sponsored by their respective agencies or companies to whom requests for nominations will be sent by the Institute.

The nine-month training program will stress on management, production and regional development and industrial promotion. This training will be in the charge of a training committee, composed of Mr. Benjamin Catane, Director of the Institute; the Netherlands project manager; the Director of Studies; and the Netherlands training/operational expert.

Interested parties may obtain copies of the Institute's nomination forms from the Director of the Institute for Small-Scale Industries, University of the Philippines, 11th Floor, SSS Building, East Avenue, Quezon City.

MBA PROGRAM TAKES IN THREE NEW FACULTY MEMBERS

Elmer D. Aguilar, Filemon T. Berba, Jr. and Ramon Y. Sy have recently joined the M.B.A. faculty as associate lecturers. Their appointments started with the opening of the third trimester of the school year 1965-66.

Aguilar, who teaches finance, finished an M.B.A. degree from the University of California at Los Angeles and is currently connected with Ysmael Steel Manufacturing Company as financial and administrative assistant.

Berba obtained his M.B.A. from the University of Pennsylvania. He teaches operations research and quantitative methods, and is at present connected with SyCip, Gorres, Velayo & Co. as a supervising consultant.

Sy was graduated with the degree of Master of Industrial Management from the University of the Philippines in 1961. He is at present Cashier/Credit Officer of the Bank of America. Financial management is his current course lead in the Graduate Division.

CBA TO PARTICIPATE IN FORD FOUNDATION PROJECT IN GRADUATE BUSINESS EDUCATION

The College of Business Administration is one of the three local business collegiate institutions that have been singled out by the Ford Foundation as recipients of financial aid to improve business education in the country. The two other institutions are De La Salle College and Ateneo de Manila University.

In a letter to President Carlos P. Romulo, Joseph M. McDaniel, Jr., Secretary of the Ford Foundation, disclosed that a grant in the amount of \$1,200,000 has been approved by the Foundation "over a three-year period for an interuniversity program of graduate business administration in the Philippines." This grant was made to Harvard's Graduate School of Business Administration which will co-operate with the three local institutions in implementing the program.

As mentioned by Secretary McDaniel in his letter, "the grant funds will provide eleven man-years of senior advisers and eleven man-years of junior advisers; six man-months of short-term consultants; thirty man-years of overseas training fellowships for Filipino staff members; \$30,000 for books and equipment; \$80,000 for the establishment of new chairs in business education; and funds to cover Harvard's indirect costs and direct professional, research, and administrative costs."

The major objective of the Ford Foundation grant is to improve business education in the Philippines through the areas of teaching and research.