

## THE SCHOOL AND THE COLLEGE IN REVIEW

### HARVARD BUSINESS SCHOOL VISITING TEAM ARRIVES

The first Harvard Business School Visiting Team has arrived to work with the business schools of the University of the Philippines, Ateneo University and De La Salle College in a cooperative effort to help improve business education in this country through an inter-university program which is the first of its kind in the Philippines.

The group is here under a Ford Foundation assisted project designed to help in the economic development of the Philippines by improving business education. The project is coordinated by the Harvard Graduate School of Business Administration.

The six-man team, led by Ralph Sorensen, II, includes A. C. Lyles, Jr., J. B. M. Kassarian, Edward L. Felton, Jr., Paul Rosenberg, and Robert A. Stringer, Jr.

Mr. Sorensen who is project consultant in the area of marketing is on the faculty of the Harvard Graduate School of Business Administration. He holds the degree of Master in Business Administration and has completed all requirements for the degree of Doctor of Business Administration at Harvard where he specialized in international marketing. He has had extensive experience in research and consulting jobs on the domestic and international levels. He is co-author of a book, *Managing Technician Manpower*, published by Technician Manpower Associates in 1959.

Mr. Lyles who is project consultant in finance is widely experienced in business education. Most of his previous career has been spent with the U.S. government as a specialist in business administration, finance, logistics, and supply for the U.S. Navy. He has an MBA from Harvard and has done post-graduate work at the Naval War College, Rhode Island.

Mr. Kassarian, project consultant in organizational behavior, has completed all requirements for a DBA. He has been teaching behavioral courses, has done consulting jobs, and has been engaged in research work on small groups and individual development.

Mr. Felton, Research Assistant in marketing, is an MBA from the Harvard Business School. He also has a Bachelor of Divinity degree and has had a semester's graduate work in psychology. His experiences include jobs as market researcher and analyst, liaison work, counselling, and pastoral work.

Research Assistant for finance is Mr. Rosenberg who is also an MBA degree holder from the Harvard Business School. He has a Bachelor in Engineering Physics degree and has done research and technical work in electronics.

Also an MBA from Harvard, Mr. Stringer, Research Assistant in organizational behavior, majored in human behavior in organizations. He has done management consulting work and research in the area of human motivation in business environments.

The team expects to stay in the Philippines for two years, during which time they will be helping the faculties of the UP, Ateneo, and De La Salle College business schools to improve their curricula and develop business cases based on Philippine business situations so as to make the case method meaningful in the Philippines.

#### BUSINESS ADMINISTRATION WEEK OBSERVED

The College of Business Administration observed Business Administration Week from October 10 to 14, with activities designed to project the role of business administration in the country's economic development. Theme of the celebrations was "Business Education — Its Commitments to Nationalism and Development."

The week's activities started on October 10 with a motorcade in which all organizations in the college participated. This was followed by the opening of exhibits at the lobby of Benton Hall. Other activities of the first day which was Management, Banking and Finance Day included a convocation sponsored by the Junior Executive Circle. Guest speaker was Mr. Fritz Schippers, a training and operations expert who spoke on "The Role of Small-Scale Industries in Economic Development."

October 11 which was Economics Day featured a debate in which the UP Economics Society clashed with the Economic Society of Ateneo University on the topic: "Resolve: That Socialism Be Adopted in the Philippines."

October 12, Accountancy Day, started with a demonstration on the use of accounting machines. A debate on the topic "Resolve: That the Accounting Curriculum Be Extended to Five Years" was held under the sponsorship of the Junior Institute of Accountants.

Marketing Day was celebrated on October 13. Main feature of the day was a symposium on advertising with Greg Perez, president of the Philippine Association of National Advertisers, speaking on "The Role of Philippine Advertising in Economic Development."

Basketball games, bowling tournaments, and other games and contests were also held throughout the week. The celebrations ended on October 14

with the closing ceremonies in the afternoon and a mini-fair in the evening. Proceeds from the fair will be used to finance projects of the Business Guild and the publication of the college's official organ, *The Guilder*. Coordinator of the week's activities was Business Guild President Gumercindo Reyes.

#### DEAN CASTRO BACK FROM NORWAY, U.S., JAPAN

To attend the sixth annual meeting of Directors of Development Research and Training Institutes in Bergen, Norway, was the main purpose of School of Economics Dean Amado A. Castro's recent trip which also took him to the United States and Japan and brought him back to Manila on August 6.

The Norway conference, held under the auspices of the Development Center of the Organization for Economic Cooperation and Development from July 11-14, had for its theme "Relations Between Social Change and Economic Growth." It was attended by 70 representatives from 67 institutes, 20 of them from developing countries.

Most of the items discussed were described by Dr. Castro as being "of great relevance and usefulness" to the School of Economics. Among these were the interdisciplinary approach to development research, the demand for intellectual manpower in developing areas, social change, demographic programs, technical assistance to developing countries, and the question of whether development institutes should be multi-purpose.

From Norway, Dr. Castro proceeded to New York where he discussed with Ford Foundation officials the work under the foundation's grant to the U.P. School of Economics and the University of Wisconsin. He also visited the Rockefeller Foundation to look into the problems of staff members of the School who are abroad on Rockefeller fellowships, and to seek arrangements for the financing of a conference on "Indonesian Economic Stabilization" proposed to be held at the U.P. in February, 1967.

In Madison, Wisconsin, Dr. Castro conferred with officials of the University of Wisconsin regarding projects which the School is undertaking in cooperation with the University of Wisconsin Department of Economics. He then proceeded to Tokyo where he visited the Institute of Asian Economic Affairs, with which the School also has cooperative arrangements. August 6 saw Dr. Castro back in Manila after what he describes as "a highly fruitful trip."

#### SECOND TRAINING PROGRAM IN DEVELOPMENT ECONOMICS STARTS

Thirty three trainees buckled down to work as the Second Training Program in Development Economics started on July 18.

Offered by the U.P. School of Economics with the assistance of the University of Wisconsin, this program is made possible through a grant by the Ford Foundation. It is designed primarily for government personnel who are engaged extensively in planning and programming, so as to acquaint them with specialized techniques and procedures necessary for economic growth.

While on training, participants in the program will continue to receive their salaries from their respective offices. The U.P. School of Economics provides funds for their meals, transportation and incidental expenses.

The program which includes lectures, seminars, and field trips will last for six months. "Certificates in Development Economics" will be awarded to those who satisfy the requirements of the course. The first group of trainees who underwent training from October 11, 1965 to April 30, 1966 received their certificates in ceremonies held last May.

#### B.A. FACULTY MEMBERS PURSUE ADVANCED STUDIES IN AMERICAN UNIVERSITIES

Several faculty members of the College of Business Administration are now taking advanced studies in American universities.

Mr. Manuel S. Alba, assistant professor of business administration and marketing, is now working on his doctoral dissertation at Northwestern University. He expects to obtain his Ph.D. in Business Administration in June, 1967.

Mr. Rafael Rodriguez, instructor in business administration, is at Harvard under a Ford Foundation grant. He is studying organizational behavior and personnel administration.

Mr. Francisco L. Juan, assistant professor of business administration, has been awarded a two-quarter scholarship at Northwestern University where he is studying on a Ford Foundation grant. Latest news from him is that he has gotten married to Miss Isabel Reyes, a doctoral student at Loyola University.

Mr. Alberto Ilano who is at the University of California, Berkeley, is now working on his doctoral dissertation. He is majoring in finance and economics.

Mr. Romeo Semilla is attending the Financial Management Seminar at the International Center for the Advancement of Management Education, Stanford University.

#### TWO VISITING PROFESSORS JOIN ECONOMICS FACULTY

Dr. Robert J. Lampman and Dr. John H. Power, visiting professors of economics, have joined the School of Economics faculty this school year.

Dr. Lampman, a professor of economics at the University of Wisconsin, holds a Ph.D. degree from the same university and has written widely on problems concerning labor economics.

Dr. Power who is the Director of the Research Center for Development Economics of the U.S. National Planning Association received his Ph.D. from Stanford University. Both are connected with the U.P.-Wisconsin Program in Development Economics and are on the teaching staff of the Second Training Program in Development Economics.

### MORE ECONOMICS FACULTY MEMBERS ABROAD FOR FURTHER STUDIES

More faculty members of the School of Economics are now pursuing advanced studies abroad.

Mr. Romeo M. Bautista is working for a Ph.D. degree at Yale University on a Rockefeller fellowship while Mr. Gonzalo M. Jurado who has received a grant from the Ford Foundation is at the University of Wisconsin where he is also working towards a Ph.D.

At the Carnegie Institute of Technology is Mr. Apolinario D. Nazarea who is working towards a doctorate under a grant from the Fulbright-Hays Program and a scholarship from the Carnegie Institute of Technology. Mr. Delano P. Villanueva who has obtained a Fulbright Travel Grant is holding a research assistantship at the University of Wisconsin, and Mr. Adriano M. Arcelo is in England, working for an M.A. in Business Administration at the University of Liverpool under the Colombo Plan.

Also abroad is Dr. Agustin Kintanar, Jr., Assistant Director of the Institute of Economic Development and Research, who has been awarded a Rockefeller Foundation post-doctoral grant to study the problems of economic development in developing countries and is now spending his sabbatical leave at Stanford University.

### 36 GRADUATE STUDENTS IN ECONOMICS AWARDED FELLOWSHIPS

The graduate program of the School of Economics counts 36 recipients of fellowships granted by the Institute of Economic Development and Research and by the U.P. Economics Project among its 68 students enrolled this schoolyear.

Of these fellowships, 14 were offered by the IEDR and 22 by the UPEP. The IEDR fellows are Raymundo S. Esguerra, Minella M. Oca, Harry S. Pasimio, Cesar D. Templo, Norma O. Teruel, Isagani B. Valdellon, Fr. John

A. Leonard, S.J., Arnulfo Ramirez, Salvador Mison, Ma. Rosario B. Navarro, Elizabeth D. Samson, Elvira Franco, Lilia Lara and Ester Abitona.

The UPEP fellows are Krirkkiat Phipatseritham, Prajoed Sinsey, Anan Sangtherapitikul, Liem King Tik, Roberto Aquino, Roberto Atmosfera, Manuel de Leon, Romulo A. Sanchez, Winona G. Sevilla, Florian A. Albuero, Ernesto M. Balanque, Belinda O. Parras, Meynardo R. Orbeta, Evaristo Narvaez, Jr., Loufdes Bronb, Asuncion G. Corsino, Priscilla M. Eugenio, Raharjo Jamtomo, Jayathat Suratanovengkurc, Shrihadi, Bakir Hasan, and Cheng-Sun Chen.