

NEWS NOTES

COLLEGE OF BUSINESS ADMINISTRATION

LAYA SUCCEEDS VIRATA TO B.A. DEANSHIP

Dr. Jaime C. Laya, until recently assistant dean and director of Graduate Studies, assumed the deanship of the College of Business Administration as of 16 October 1969. He succeeds Dean Cesar E. A. Virata, who has been chairman of the BOI since November 1967.

The new dean, at thirty, is the youngest ever to hold the position. He is a BSBA alumnus of the college, *magna cum laude*, Class 1957. Dean Laya pursued his higher studies at Georgia Institute of Technology (M.S. in Industrial Management, 1960); and at Stanford University (Ph.D. in Business Administration, 1965). He also attended the Financial Management Program, a seminar of the International Center for the Advancement of Management Education (ICAME), at Stanford from 1962 to 1963.

Outside of the deanship, Dr. Laya is a full professor of the Department of Finance; recipient of the IBM (Philippines) Professorial Chair in Business Administration (1966); and assistant to the president (university) for Finance and Development. He received the Jaycees' Ten Outstanding Young Men (TOYM) award for Business Education in 1967.

COMMISSION NOMINATES ALBA PROJECT DIRECTOR OF PHILIPPINE EDUCATIONAL SURVEY

Dr. Manuel S. Alba, director of Graduate Studies, has been selected project director of the Presidential Commission to Survey Philippine Education headed by Education Secretary Onofre D. Corpuz.

Dr. Alba will be away for the duration of the survey, which will be from January to August 1970. The survey's general objectives are: (1)

to analyze the performance of the educational system and its relevance to development goals; (2) to recommend specific ways of improving the system with emphasis on developing policies and mechanisms for channelling of resources; and (3) to identify critical areas in Philippine education for more detailed research and study in the future.

CONG. WILLIAM L. CHIONGBIAN DONATES PROFESSORIAL
CHAIR TO THE U.P. COLLEGE OF BUSINESS
ADMINISTRATION

Cong. William L. Chiongbian, recently donated a professorial chair to the College of Business Administration of the U.P. The chair has been awarded to Dr. Alberto R. Ilano shortly after his arrival from the University of California at Berkeley, where he finished his Ph.D. in Business Administration. He was concurrently named assistant professor of Finance.

To date, there are four professorial chairs in the college. The other three, with their respective occupants are; namely, the IBM (Philippines) Chair in Business Administration—incoming Dean Jaime C. Laya; the Sycip, Gorres & Velayo Chair in Management Services—Prof. Carmelita G. Salgado; and the Stephen Fuller Chair in Business Administration—Dr. Manuel S. Alba. The first two are financed by the institutions concerned, while the third chair is through the U.P. Business Alumni Association. More of such positions are envisioned by the college in line with its development program. Former Dean Cesar E. A. Virata stated that the purpose of these chairs is "to provide members of the faculty with supplemental incomes comparable to the amounts of compensation they would otherwise be getting if they were working outside the University."

Meanwhile, Dr. Ilano was also tapped as the new director of the Division of Business Research and Publications (DBRP), the publishing arm of the college. He will also take over the post of managing editor of *The Philippine Review of Business and Economics* (PRBE), the research journal of the college and the School of Economics.

FONACIER LANDS FIFTH IN CPA TESTS

Dakila B. Fonacier, instructor in Accounting and Marketing, placed fifth in the 1968 CPA board examinations with an overall average of 83.08%. He was a BSBA graduate (*cum laude*) in 1967 and is now pursuing an MBA degree at Northwestern University, majoring in Controls.

ACCOUNTING COURSE EXTENDED TO FIVE YEARS

The college will offer a five-year Accounting curriculum starting this schoolyear. The revised program, whose graduation requirement was increased from 141 to 177 units, will lead to the degree of Bachelor of Science in Business Administration and Accountancy (BSBAA). The Department of Accounting's recommendation to the University Council was approved by the Curriculum Committee last 15 August 1969. The department emphasized that the new curriculum is primarily intended to enrich the present one with courses in line with the growing needs of the business community, and to fulfill the minimum requirements of the Board of Accountancy, such that an Accounting major graduate of the college can qualify for the board examination without additional schooling.

A minimal requirement of 162 units had been prescribed by the board, along with an apprenticeship requirements of twelve units of academic courses as provided for by the Accounting Law of 1967. The additions are the following: B.A. 117 (Managerial Accounting and Control); B.A. 119 (Special Topics in Accounting Theory); B.A. 123 (Audit Case); B.A. 125 (Case Studies in Management Accounting); B.A. 126 (Business Data Processing); and B.A. 183 (Computer Methods and Applications).

RODRIGUEZ CHOSEN TO CHAIRMAN DEPARTMENT OF BUSINESS POLICY AND ADMINISTRATION

Prof. Rafael A. Rodriguez has been appointed acting chairman of the Department of Business Policy and Administration. He takes over from Prof. Romeo P. de la Paz, who is now pursuing doctoral studies. The department is the old Department of Business Administration and Industrial Relations.

Prof. Rodriguez holds BSBA (*cum laude*) and MBA degrees from the U.P. in 1962 and 1965, respectively. He attended the Management of Human Resources Program at the ICAME, Stanford in 1965. He is currently doing research for his doctoral dissertation for the Harvard University Graduate School of Business Administration, entitled *A Study on the Career Patterns of U.S.-Trained Filipino MBA's*. He has Organizational Behavior for his continuum.

LEPANTO, MARINDUQUE MINING CONCERNS SPONSOR PROFESSORIAL CHAIRS

The Lepanto Consolidated Mining Company and the Marinduque Mining and Industrial Corporation (MMIC), two of the most established mining firms in the country today, have agreed to sponsor professorial chairs for the U.P. College of Business Administration. The grants are expected to be made by next schoolyear as soon as there are qualified appointees. The twin donations augment to six the number of such chairs in the college.

The respective confirmations were forwarded by Vice-President-Treasurer A. M. Velayo for Lepanto Consolidated; and by President and Chairman of the Board Jesus S. Cabarrus for Marinduque. Meanwhile, the college is in the process of tapping other possible sources to strengthen the teaching arm of the business profession.

MRS. CORAZON REYES-ESTRELLA APPOINTED AS DIRECTOR OF THE STUDENT RELATIONS BOARD

Mrs. Corazon Reyes-Estrella, instructor in Accounting, recently was appointed director of the Student Relations Board in the College of

Business Administration as of December 1969. The Office of Director of Student Relations was created by Executive Order No. 14 of President Salvador P. Lopez "in order to revitalize the existing college Committees on Faculty-Student Relations created under Executive Order No. 2."

Mrs. Estrella was picked as the choice from the three names nominated by the student body of the college. As officer of Student Relations, she has the responsibility to bring to the attention of the head of the unit, or to the president or both, any problem affecting student morale or welfare and to propose remedial measures or solutions thereto, and to make representations or otherwise take such measures as may be necessary for the expeditions settlement or resolution of specific student complaints, grievances or petitions along the lines decided by the Committee on Faculty-Student Relations.

FACULTY DEVELOPMENTS

Prof. Juan B. Uy, former faculty-in-charge of the Industrial Engineering Program and director of the University Physical Plant, has transferred to the college effective this semester. Shortly after he was appointed as department chairman of Production and Operations Management. Prof. Uy is a BSCE alumnus (1953) of the university and holds two M.S. degrees—one each from Cornell University and Ohio State University. He was an ICA-NEC scholar in Cornell in 1957-1958, where he specialized in Agricultural Engineering; while in Ohio State, he was awarded an AID-NEC Fellowship in 1964-1965, concentrating on Industrial Engineering. He is also a consultant to various engineering and manufacturing firms.

The college also announced the appointment of Miss Milagros V. Gregorio as an instructor of the Department of Accounting. A 1964 BSBA product of the college, she had a four-year teaching stint with the U.P. in Iloilo.

Three lecturers have been added to the MBA Faculty as of the first trimester 1969. The new appointees are Segismundo M. Gonzalez, as lecturer in Marketing Management and Quantitative Methods; Alfredo

H. Villavert Jr., as lecturer in Management Accounting and Control; and Mario L. Cabañero as professorial lecturer in Production and Operations Management. Mr. Gonzalez has a BSCh.E. (1960) degree from U.P. and an MBA (1967) from Wharton. He is presently proprietary brands manager of the Warner-Chilcott Laboratories (Phil.), Inc.

Mr. Villavert, on the other hand, has three degrees: BSC from De La Salle College in 1953. LL.B. and MBA from U.P. in 1964 and in 1969, respectively. He is presently connected with the Shell Company of the Philippines, as assistant controller in charge of management information.

Prof. Cabañero obtained his BSC from De La Salle in 1941. He is currently on the staff of Service Industries Corporation as managing director.