

NEWS/NOTES

COLLEGE OF BUSINESS ADMINISTRATION

SEVENTH SEMINAR FOR BUSINESS PROFESSORS HELD IN CEBU CITY

The college held its seventh Seminar for Teachers of Business Administration at the University of San Carlos in Cebu City from 13 April to 16 May 1970. The seminar was co-sponsored by the college and the Philippine Association of Collegiate Schools of Business (PACSB), from a Fund for Assistance to Private Education (FAPE) grant.

The topics covered in the seminar and their respective discussants are; namely, "Philippine Business Environment" – Dr. Manuel S. Alba and Prof. Remedios C. Balbin; "Business Economics" – Dr. Alberto R. Ilano; "Management Accounting and Control" – Prof. Carmelita G. Salgado; "Marketing Management" – Prof. J. Antonio Aguenza; "Financial Management" – Dr. Ilano and Prof. Filomena M. Cantoria; "Human Behavior in Organization" – Prof. Rafael A. Rodriguez; "Production Management" – Prof. Juan B. Uy; "Quantitative Methods and Applications" – Dr. Ilano; "Computer Methods and Applications" – Mrs. Virginia J. Mangonon; "Business Policy Formulation" – Dean Jaime C. Laya; and "Teaching Methods" – Dr. Arturo M. Guerrero.

Twenty-six conferees from Cebu and environs were given Certificates of Attendance. Coincident with the affair was the establishment of the Center for the Advancement of Business Education, with Dean Laya as chairman; Mr. Elmor B. Villaruel, associate director; and Mrs. Ma. Victoria Bello-Jardiolin and Miss Milagros Gregorio, assistant directors. Aside from successfully steering the seminar, the center has envisioned an all-year program of distribution of teaching material and other related functions.

FORD FOUNDATION DONATES \$147,200 FOR THE UNIVERSITY GRADUATE BUSINESS PROGRAM

The Ford Foundation announced the award of \$147,200 for the university's graduate business program for a two-year period starting July 1969. The grant, a renewal of an earlier one to the Inter-University Graduate Business Program, confirms the foundation's continued participation in the program of graduate business education. The larger portion of the grant amounting to \$112,000 has been earmarked for overseas faculty study fellowships, to be administered for the U.P. by Harvard University. The following professors have been the recipients of fellowships under the grant; namely Magdaleno B. Albarracin Jr. (Harvard, DBA); Dakila Fonacier (Northwestern University, MBA); George B. Olivar (Stanford University, MBA); Niceto S. Poblador (University of Pennsylvania, Ph.D.); Emanuel V. Soriano (Harvard, DBA); Fabian A. Tiongson (Harvard, ITP); and Emmanuel T. Velasco (University of Chicago, Ph.D.).

Other phases of activity falling under the provisions of the grant are: (1) a matching fund for endowed professorial chairs; and (2) curriculum development, case writing, research, textbook writing and preparation of teaching materials. With regards to professorial chairs' endowment, the foundation has a standing commitment to match collected contributions on a one-for-two ratio.

U.P. CHAIRS TWO COMMITTEES OF THE INTER-UNIVERSITY GRADUATE BUSINESS PROGRAM

Dean Jaime C. Laya and Prof. Carmelita G. Salgado assumed the chairmanships of the finance and controls committee, respectively, of the Inter-University Graduate Business Program last 20 January. All in all, eight functional areas were organized, divided equally among the member schools – De La Salle College, the Asian Institute of Management (AIM), Ateneo de Manila University and the university. The move was designed to forge a more compact interaction and intercommunication of higher-level business instruction. The functional areas concerned are; namely, controls, finance, marketing, production, business policy, business environment, quantitative methods and organizational behavior.

UNIVERSITY TO OPEN HOTEL AND RESTAURANT ADMINISTRATION PROGRAM

The University Council, through its Curriculum Committee, has just approved the proposed curriculum for a program in hotel and restaurant administration. The four-year course will lead to the degree of Bachelor of Science in Hotel and Restaurant Administration (BSHRA); and is a joint project of the Colleges of Business Administration and Home Economics. The College of Home Economics, headed by Dean Eva B. Gonzalez will take the charge of the program's administration. Mrs. Norma Ramos-Dinglasan is slated to be the college coordinator of the College of Business Administration.

The objective of the program is to prepare men and women to fill management positions in the hotel and restaurant industry – an industry that aims to improve its standard of service through educated and well trained personnel. Fifteen students are scheduled to go through a practicum course in choice hotels and restaurants, but the program proper will be unveiled in the first semester of 1970-1971.

As a joint venture of the Colleges of Home Economics and Business Administration, students will take both technical and management subjects. The BSHRA curriculum was worked out by the two colleges in close cooperation with the Committee on Education of the Hotel and Restaurant Association of the Philippines (HRAP). The committee has for its chairman Mrs. Trinidad Enriquez.

CASTLE AND COOKE, BISLIG BAY COMPANIES UNDERWRITE PROFESSORIAL CHAIRS

The Bislig Bay Lumber Company, Inc. (BBLI) and the Castle and Cooke Investments Company, through its sister enterprise – the Republic Glass Corporation (RGC) have agreed to underwrite two professorial chairs for the college. The Honolulu-based company's endowment was endorsed by the RGC President Geronimo Z. Velasco, as a financial aid to the college's agri-business program. Henceforth, it shall be known as the "Castle and Cooke Professorial Chair in Agri-Business."

The BBLI donation, which will be in business administration, was acknowledged from its president – Jose Ma. Soriano. These chairs will be filled by successful doctorate degree-holders, of which now the college has a number.

FACULTY DEVELOPMENTS

Dean Jaime C. Laya was elected a trustee of the U.P. Endowment Foundation last 20 March. He has also accepted to assist the Presidential Commission to Survey Philippine Education; and to be a member of a presidential committee on national budget procedure.

Prof. Carmelita G. Salgado, director of Undergraduate Studies and chairman of the Department of Accounting was designated chairman of the Philippine Institute of Certified Public Accountants' (PICPA) Committee on Education.

Prof. Remedios C. Balbin, secretary of the college and Chairman, Department of Business Law was commissioned secretary of the university's Legislative Committee.

Prof. J. Antonio Aguenza, acting chairman of the Department of Marketing, was the official Philippine delegate to a seminar on export promotion in Germany.

In Dr. Alba's absence, Prof. Juan B. Uy will assume the directorship of Graduate Studies. He is also discharging the duties of acting chairman of the Department of Production and Operations Management.

Three more successful alumni will grace the MBA faculty line-up. They are Mr. Angelo V. Manahan, Mr. Alberto H. Sandoval and Dr. Roberto S. Mariano. Mr. Manahan will handle courses in Quantitative Methods and in Production and Operations Management. He received his BSME and MS in Industrial Engineering from the university in 1961 and in 1968, respectively. He is serving as assistant treasurer and head of Financial Analysis and Investment Research Department of the Bancom Development Corporation.

Mr. Sandoval has three degrees — each one coming from a different institution: AB from Ateneo (1960), BSChE from the university (1962) and MS from the University of London (1965). He will be a lecturer in Quantitative Methods. He is connected with the Shell Refining Company of the Philippines as supply operations assistant.

Dr. Mariano, for his part, has four academic titles: AB (Mathematics) *magna cum laude* from the Ateneo in 1962, MS (Statistics) from the University of Illinois in 1965 and a Ph.D. from Stanford in 1970. He is teaching Quantitative Methods by arrangement with the School of

Economics, where he is an assistant professor. He is also consultant to the Presidential Economic Staff (PES) and the Bureau of the Census and Statistics.

Another School of Economics faculty – Prof. Mahar K. Mangahas was appointed as lecturer in BA 201 (Economic Analysis). Prof. Mangahas finished both his bachelor's and master's degrees in Economics at the university in 1962 and in 1965, respectively. He is due to complete his doctorate at the University of Chicago, with Econometrics and Agricultural Economics as his fields.