

COLLEGE OF BUSINESS ADMINISTRATION

COLLEGE LAUNCHES CRASH TEXTBOOK WRITING PROGRAM

The college is now launching a crash textbook writing program geared to meet existing Philippine conditions, with an eye on relieving the twin problems of textbook cost and supply. The proposed titles of the initial projects; their respective authors and scopes are listed below:

(1) *Survey and Analysis of the Law in the Philippine Business Environment* – co-authored by Atty. Remedios C. Balbin (Chairman, Department of Business Law), Profs. Pedro Aguilar, Oscar Ventanilla and Domingo Disini Jr. and Attys. Samuel Bañez, and Aniceto Saludo Jr. To be divided in two volumes, it will be the standard text requirement in Business Law for non-Accounting majors. The book will include “pertinent provisions of various laws correlated and described under each functional area, brief description of their history and the legislative policies involved, the effect of the law on business environment in general, and pertinent decisions of the Supreme Court and other regulatory government agencies.”

(2) *Management Accounting in the Philippines: Text and Cases* – This is a joint undertaking of the Department of Accounting under the supervision of Prof. Teresa Bernabe, Acting Chairman. This will be adopted as an official text in Management Accounting, as well as a handy reference tool for CPA's and engineers.

(3) *Introduction to Production and Operations Management in the Philippines: Text and Cases* – by Prof. Juan B. Uy, Chairman of the Department of Production and Operations Management. This is a primer on production and operations management mechanisms in the Philippines, intended for the use of undergraduates.

(4) *Financial Decision-Making in the Philippines* – Prof. Filomena M. Cantoria coordinates this work, ably assisted by Dr. Alberto R. Ilano and Prof. Edgardo del Fonso. It will have articles and case materials dealing with the financial problems of a developing economy like the Philippines, with the stress laid on long-term decisions.

(5) *Financial Management in the Philippine Business Environment* – edited by Dr. Ilano. The main bill of fare of cases and individual articles will touch on financial management in a developing economy. How Philippine financial institutions influenced decision-making is emphasized.

Tentative deadline for publication of these materials has been set for mid-1972. A sixth volume – *Investment Management: Notes and Cases*, penned by Prof. Eduardo Gopez, has been earmarked as the first project of the Division of Business Research and Publications (DBRP). It will be available to MBA students sometime next year.

DEAN LAYA HEADS COLLEGE LECTURERS AT PICPA NATIONAL CONVENTION

Dean Jaime C. Laya headed the battery of lecturers from the college at the 24th Annual Convention of the Philippine Institute of Certified Public Accountants (PICPA) in Bacolod City 3-7 December 1970. His theme was "A Self-Improvement Program for the CPA in the 1970's," which called for a well-rounded accounting personality. His fellow speakers from the college were Prof. Edward Tayengco on "Outlook of the Accounting Profession in the Agribusiness Sector," Prof. Eduardo Gopez on "Recent Trends in Financial Reporting"; and Prof. Carmelita G. Salgado on "Academic Substitutes for Apprenticeship Requirements as Required by the Accountancy Law."

PROF. SALGADO ADMITTED TO INTERNATIONAL TEACHERS' SEMINAR IN SWITZERLAND

Prof. Carmelita G. Salgado, Chairman of the college's Department of Accounting, represented the university in the International Teachers' Program sponsored by the Harvard University Graduate School of Business Administration. The venue of the seminar was the Institut pour l'Etude des Méthodes de Direction de l'Enterprise (IEMDE) in Lausanne from 5 July to 4 September 1970. She capped her tour with a visit to Harvard Business School in Boston.

The program, which was founded in 1958, aims "to provide for teachers of business administration an integrative, inter-disciplinary study of the field with the aim of further developing their knowledge and skills in the administrative process and their ability to impart these skills to others." Prof. Salgado's trip was primarily intended to step up the upgrading of Accounting as a discipline in the college, in line with the latest international developments in pedagogy, research and course development.

PROF. RAMIRO GUEST AT APO CONFAB IN HAWAII

Prof. Rolando R. Ramiro of the Department of Business Policy and Administration was guest lecturer at the Asian Productivity Organization (APO) Conference that took place in Honolulu 24-28 November 1970. Host of the meet was the University of Hawaii. Prof. Ramiro's paper was entitled "Management Consultancy in the Promotion of Productivity in the Philippines and Asia."

FACULTY DEVELOPMENTS

Prof. Niceto S. Poblador recently rejoined the faculty upon arriving from the University of Pennsylvania, where he is a Ph.D. candidate in Business Economics. During his stay here, Prof. Poblador — a scholar of the Ford Foundation — will concentrate on his doctoral dissertation entitled *Socio-cultural Environment, Organizational Structure and Behavior, and Organizational Performance: A Comparative Analysis*.

Mr. Jose U. Young, instructor in Business Administration, became the latest addition to the list of faculty members studying abroad. His itinerary was Stanford University to attend the MBA Program on an ICAME grant. He will specialize on mathematics, in the field of quantitative methods for decision-making.

Two new faces have buttressed the line of MBA lecturers. They are Messrs. Angelo V. Manahan and Ignacio G. Salcedo Jr. The former will lecture on Production and Operations Management and Quantitative Methods, while the latter will be with the DPOM only. Mr. Manahan is a full-fledged product of the university, having finished both BSME (1961) and MSIE (1968) here. He currently holds office at the Bancom Development Corporation, as assistant treasurer and head of the

Financial Analysis and Investment Research Department. Mr. Salcedo, on the other hand, is also a University of the Philippines alumnus with a BSCh. in 1960 and an MBA in 1967. He is with the Presidential Economic Staff (PES) as industrial consultant.

Mr. Jose D. Drilon Jr., Executive Officer of the International Rice Research Institute (IRRI), is now visiting professor of the Agricultural Business (Agribusiness) Management Program. He served as acting director of the program last year, while Dr. Fabian A. Tiongson was on special detail at Harvard University. Mr. Drilon has three degrees to his credit – all from the university: BA (Extension Division, 1957), BIM (1961) and MBA (1968). He is a frequent contributor to the *Review*.