

## APPENDIX 1.2

LETTER FROM THE OFFICE OF THE DEAN, UNIVERSITY OF THE PHILIPPINES DILIMAN COLLEGE OF BUSINESS ADMINISTRATION TO THE UNIVERSITY OF THE PHILIPPINES BOARD OF REGENTS ON THE RENAMING OF THE UP COLLEGE OF BUSINESS ADMINISTRATION TO THE CESAR E.A. VIRATA SCHOOL OF BUSINESS, 15 MARCH 2013

Neither Dean Ben Paul Gutierrez's letter nor the attachments thereof indicate that the renaming of the College of Business Administration to the Cesar E.A. Virata School of Business would be the condition to a donation in favor of the university, which would have made the renaming legally tenable under Republic Act No. 1059. In the 1288th Meeting of the UP Board of Regents, held on 20 June 2013, the board confirmed "the Commitment [sic] of Regent Magdaleno B. Albarracin Jr. to Donate [sic] P40 Million as a condition to the renaming . . . after the finality of the Board's approval on the said renaming." Albarracin's name can be seen in Annex B of Gutierrez's letter, listed under "Former Deans of UPCBA (282)." He is identified, besides as UP BOR member, as "Vice-Chairman, Phinma" (OSU 2013).

#### Reference

OSU (Office of the Secretary of the University). 2013. "The University of the Philippines Gazette." 1289th Meeting, 29 July 2013. http://osu.up.edu.ph/wp-content/uploads/2014/02/1289-GAZETTE.pdf.

#### Source

Office of the Secretary of the University, 27 June 2013.



# UNIVERSITY OF THE PHILIPPINES COLLEGE OF BUSINESS ADMINISTRATION

Diliman, Quezon City

OFFICE OF THE DEAN

Telefax 929-7991

BPBG-REF-2013-030

15 March 2013

The Honorable Board of Regents University of the Philippines

Through: Channels

Subject: Renaming of the U.P. College of Business Administration to the Cesar E.A. Virata School of Business

Dear Honorable Regents:

We respectfully request your approval to rename the University of the Philippines College of Business Administration to the Cesar E.A. Virata School of Business. During its meeting held on 2 July 2012, the faculty of the College of Business Administration unanimously approved to honor its former Dean by renaming the College after him (Annex A). Annex B shows the list of stakeholders who have endorsed the proposal comprised of the alumni, administrative staff and REPS, students and other sectors.

Cesar E.A. Virata is a distinguished graduate, professor and dean of the College, and an honorable public servant who has served as Secretary of Finance and Prime Minister of the Philippines. Dean Virata is looked upon as an influential man in the business community in the Philippines and in the region. His name is more than worthy to be attached to the School of Business of the country's only national university. Dean Virata laid the essential foundations for the development of a strong College of Business Administration which continues to this day and which should continue into the years ahead.

Cesar E.A. Virata was the fifth Dean of the College of Business Administration from 1960 to 1967. He graduated from the University of the Philippines with both the Bachelor of Science in Business Administration (cum laude) and Bachelor of Science in Mechanical Engineering degrees in 1952. He completed his Master of Business Administration major in

Industrial Management from the Wharton Graduate School of the University of Pennsylvania in 1953. He received the Doctor of Laws degree (honoris causa) from the University of the Philippines in March 1976. He is included in the list of 125 illustrious Wharton alumni during the 125th anniversary of the Wharton School of Finance in 2007 (Annex C).

The naming of a business school after a distinguished person is widespread in American and European universities, e.g., George Baker Graduate School of Business of Harvard, the Haas School of Business of the University of California in Berkeley, the Booth School of Business of the University of Chicago, the Wharton School of Finance, and the Sloan School of Management at Massachusetts Institute of Technology (MIT). An Internet survey we conducted revealed that a majority (or 55%) of U.S. and European business schools or colleges are named.

We wish to announce the renaming of the College of Business Administration into the Cesar E.A. Virata School of Business during the College Recognition Ceremonies on 28 April 2013.

We hope for your kind approval

Sincerely yours,

BEN PAUL B GUTIERREZ

Dean

# ANNEX B

# CESAR E. A. VIRATA SCHOOL OF BUSINESS

# List of Alumni Consulted

	NAME	POSITION
1.	Dr. Emerlinda R. Roman	Former U.P. President and Professor 12, UPCBA
12.	Former Deans of UPCBA	
	Dr. Jaime C. Laya Dr. Emmanuel T. Velasco Dr. Magdaleno B. Albarracin. Jr. Prof. Rafael A. Rodriguez Dr. Erlinda S. Echanis Dr. Elvira A. Zamora	Chairman, Philtrust Bank Dean, College of Business Administration, Mapua University Vice-Chairman, Phinma, Member, U.P. Board of Regents Professor Emeritus Professor, UPCBA & Vice-President for Development, UPS
3.	Dr. Sergio-S. Cao	Former Chancellor, UP Diliman
4.	Mr. Roberto Alingog	President, UPCBA Alumn: Association
5	UPCBA Distinguished Alumni Awardee	98
	Gen. Narciso L. Abaya Mr. Eduardo R. Alvarez Ms. Estelita C. Aguirre Ms. Ma. Victoria E. Añonuevo	Former Chief-of-Staff, Armed Forces of the Philippines Director, Orix Metro Leasing and Finance Corporation Former BIR Deputy Commissioner Managing Director & Chief Executive Officer,
	Gov. Junie Cua Gen. Jaime S. De los Santos	Millenium Challenge Account-Philippines Quirino Province Former UPAA President & Former Member, U.P. Board of Regents
!	Ms. Evangeline C. Escobillo Mr. Nestor A. Espenilla, Jr. Ms. Carmencita N. Esteban Ms. Corazon R. Estrella	Former Insurance Commissioner Deputy Governor, Bangko Sentral ng Pilipinas Chairman & CEO, PSRC President, Alcion Resources, Inc.
	Mr. Dakila B. Fonacier Mr. Eduardo V. Francisco Mr. Dominador V. Gregorio, Jr. Mr. Dominador T. Gregorio III Ms. Milagros V. Gregorio	Former BIR Commissioner President, BDO Capital Former SGV Partner Senior Managing Director, FTI Consulting Project Management & Transition Strategy Advisor, Government Financial Management and Revenue Administration Project, Ministry of Finance, Republic of Indonesia
	Mr. Henry Josoph M. Herrera Mr. Kasigod Jamias Mr. Johnlu G. Koa Dr. Conchita L. Manabat Mr. Renato H. Peronilla	Chair, Prulife U.K. President, Zuellig Corporation General Manager, The French Baker, Inc. President Development Center for Finance President & Chairman Rating Committee, Philippine Rating Services Corporation
	Mr. Vicente Quimbo Ms. Carmelita G. Salgado	Founder & President, Bel Mondo Italia Corporation Former Comptrorer & Vice-President for Finance Chemobil

NAME	POSITION
Mr. Melito S. Salazar, Jr. Dr. Billy Soo	President, Manila Bulletin Associate Professor and Chairperson, Accounting Department, Boston College, U. S. A.
Ms. Gracia M. Pulido-Tan Mr. Joel L. Tan-Torres Mr. Rauf A. Tan Mr. Simplicio P. Umali, Jr. Dr. Victoria B. Jardiolin-Villa	Chair. Commission on Audit Partner. Reyes Tacandong & Co Consultant, Energy Regulatory Commission President & General Manager, Gardenia Bakeries Phils., Inc. Chairman, Natasha



#### UNIVERSITY OF THE PHILIPPINES

## COLLEGE OF BUSINESS ADMINISTRATION

Diliman, Quezon City

# Proposal to Name the College of Business Administration as Cesar E.A. Virata School of Business MINUTES OF MEETING

03 July 2012

#### Administrative Officer/Staff and REPS Present:

Dean Ben Paul B. Gutierrez — Dean, CBA
Jazmin F. Baoy, University Research Associate II
Corazon C. Manalang, University Research Associate II
Evelyn F. Ulpindo, University Research Associate II
Evelyn F. Ulpindo, University Research Associate II
Evelyn F. Ulpindo, University Research Associate II
Cociiia S. Saulo, Administrative Officer III
Cociiia S. Saulo, Administrative Officer II
Diosdado G. Cunanan, Jr., Librarian I
Ma. Teresa M. Bal, Student Records Evaluator II
Rowena S. Lares, Administrative Assistant V
Rosanna C, Espirita, Administrative Assistant V
Arnaldo N, Gonez, Aircon Technician II

#### 1. Call to Order

The meeting was called to order at 2:00 p.m. with Dr. Ben Paul Gutierrez presiding.

#### II. Matters Discussed

Dean Ben Paul B. Gutierrez reported to the UPCBA administrative staff RFPS that during the July 2, 2012 disculty meeting, the faculty unanimously approved the proposalto name the UP College of Business Administration as U.P. Cesar E. A. Virata School of Business.

Various justifications were explained by the Dean for the proposal. There were no objections from the members of the administrative staff and REPS and are collectively in favor of the proposal.

#### III. Adjournment

there being no other matters to discuss the meeting was adjourned at 3:00 p.m.

Propaged by:

AZMIN F. BAOY Recording Secretary

Notesi:

BEN PACT BASTIERREZ Dean

## 08 December 2012

We the undersigned alumni of the College of Business Administration endorse the renaming of the College of Business Administration to the Cesar E. A. Virata-School of Business.

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# 15 August 2012

We the undersigned students of the College of Business Administration endorse the renaming of the College of Business Administration to the Cesar E. A. Virata School of Business.

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