



APPENDIX 1.3

LETTER FROM THE OFFICE OF THE CHANCELLOR TO UP PRESIDENT ALFREDO PASCUAL ON THE REQUEST TO RENAME THE COLLEGE OF BUSINESS ADMINISTRATION INTO THE CESAR E.A. VIRATA SCHOOL OF BUSINESS, 11 APRIL 2013

Chancellor Caesar Saloma wanted guidelines for renaming constituent institutions (not structures) of the University of the Philippines to be formulated before the College of Business Administration could become the Cesar E.A. Virata School of Business. However, it appears that he was also the first to highlight the distinction between renaming a unit/entity and renaming a concrete structure, which later became a defense of those who supported the renaming. There are still no guidelines in the University of the Philippines for renaming constituent institutions as of this writing.

Source

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

OFFICE OF THE CHANCELLOR

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11 April 2013

REFERENCE NO. CAS-13-145

President Alfredo Pascual
 University of the Philippines System
 Diliman, Quezon City

Subject: Request to rename the College of Business Administration
 into the Cesar E.A. Virata School of Business

Dear President Pascual:

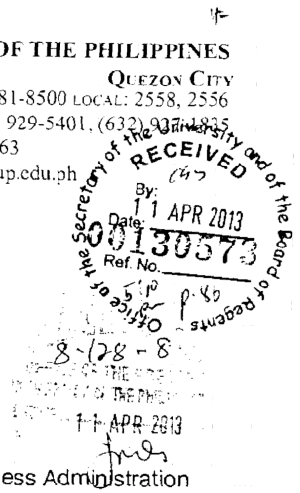
I am transmitting to your office the official request (through channels) of Dean Ben Paul Gutierrez to the UP Board of Regents to approve the **renaming the UP College of Business Administration (CBA) into the Cesar E.A. Virata School of Business**. The request is supported by many of its current and past faculty members as well as alumni (please see the attachment).

Mr. Cesar E.A. Virata (b. 12 December 1930) obtained his BS Mechanical Engineering and BS Business Administration (*cum laude*) degrees from the University of the Philippines in 1952 and his MBA (Industrial Management) from the University of Pennsylvania Wharton Graduate School in 1953. He was also conferred the Doctor of Laws degree (*honoris causa*) by UP in March 1976.

Mr. Virata has served UP, the Philippine government and the country for many years and with clear distinction. He started his professional career as a CBA instructor and served as CBA Dean in 1960 and 1964 (two terms) during the terms of UP Presidents Vicente Sinco and Carlos Romulo, respectively. He also held other key government positions including as the country's Prime Minister (1981-1986) during the term of Philippine President Ferdinand Marcos, as *Batasan Pambansa* Member (1978-1986), as Secretary/Minister of Finance (1970-1986) and as Governor for the Philippines in the World Bank and Asian Development Bank (1970-1986).

I endorse the CBA request for favorable consideration by the University with the following pre-approval requirement for consistent and proper implementation of similar initiatives in the future:

The University first needs to formulate a clear set of guidelines on the matter of naming/renaming a **constituent institution** (CU, college, institute or department) after distinguished individuals (alumnus, faculty member, administrator, donor, etc) especially if they are still living.



The set of guidelines will describe in working detail the process of approval and the (minimum) requirements as well as the corresponding obligations, constraints (limits) and responsibilities of UP and the honoree and his/her family (heirs).

The University already has a duly-approved set of guidelines for naming/renaming **infrastructures** (e.g. halls, buildings, classrooms) but **not** for institutions that in the future, could be split (e.g. College of Arts and Letters) or transferred to a different location in UP Diliman or even to another CU (e.g. College of Fisheries, College of Veterinary Medicine).

Finally, I also point out that while many business schools are (partly) named after individuals, donors or organizations, a number have not adapted the said practice such as the Harvard Business School, Yale School of Management, Columbia Business School, Stanford Graduate School of Business and INSEAD.

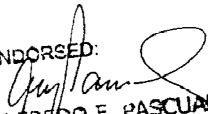
Thank you.

Very truly yours,


CAESAR A. SALOMA
Chancellor

Attached:a/s

c.c.: Dean Ben Paul Gutierrez, CBA

ENDORSED:

ALFREDO E. PASCUAL
PRESIDENT
11 Apr 2013



