



# the bedan today

a destiny of honor, service and excellence

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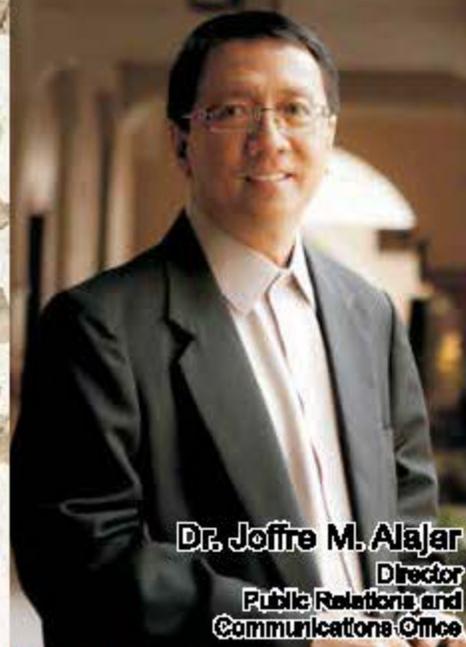
**The Road to Excellence in Our**

# BEDAN

**Educational Mission**

**PAASCU approves  
San Beda's Level III Status**





**Dr. Joffre M. Alajar**  
Director  
Public Relations and  
Communications Office

# editor's note

## The San Beda of the Future

**T**his latest issue of The Bedan Today magazine gives the readers a preview of the San Beda of the Future as we prepare strong building blocks that will leave this 115-year old Benedictine institution's distinct mark in the 21st century global education. For the past several months since the start of the new academic year 2015-2016, the College is seriously embarking on a deep soul-searching of San Beda's rightful place in the ever-dynamic and incessantly changing global education landscape.

While we all take pride of San Beda's glowing accolades, inspiring achievements and trail-blazing accomplishments, the College has not lost sight of its long-term strategic direction to become a world-class academic institution, relentlessly driven by the school's founding mission to form its members in **faith** (*fides*), **knowledge** (*scientia*), and **virtue** (*virtus*).

Admittedly, this is a lofty goal where every member of the Bedan community is responsible for its realization, especially in pursuing academic excellence, quality and relevant research, high involvement in extension services, external linkages, and efficient student services.

The College continues to trudge the narrow and winding but very fulfilling journey to growth and transformation, armored with a crystal-clear set of core values deeply engrained in the 10 Hallmarks of Benedictine Education, coupled with a sterner resolve to serve, transform lives, and build stronger families, productive societies, great ASEAN region, and a progressive global community.

This is all within our reach. Come and join us in this exciting and challenging journey, we are all waiting for!

Let the succeeding pages of this latest edition of **The Bedan Today** magazine take you to that journey which we all refer to as *The San Beda of the Future*.



### Editor in Chief

**Dr. Joffre M. Alajar**

### Contributing Writers

**Prof. Michael John Rubio**  
**Dr. James Loreto Piscos**  
**Mr. Joel Filamor**

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# The Road To Excellence In Our Bedan Educational Mission

by Very Rev. Fr. Aloysius Ma. A. Maranan, OSB  
Rector-President

## World Development Education Landscape



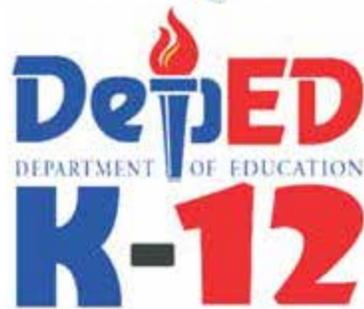
### INTRODUCTION

Development in the world is growing rapidly. Educational landscape is changing swiftly. And San Beda College more than ever, has to do its own share of moving forward to keep its pace with the world. Opportunities and threats abound in this 21st century, with the anticipated impact of the ASEAN Economic Integration; the full implementation of the Enhanced Basic Education Plan or K-12 program; the internationalization of education; and a host of other challenges that truly test the effectiveness and efficiency of the delivery of our Benedictine educational mission. In the light of the changing typologies of "college" vis-à-vis "university", San Beda College has to examine its standards and benchmark the quality of its educational program with the rest of the industry.

Admittedly, the fast and vast changes in the world have utterly overtaken our progress in San Beda College. It has been said "when the rate of change outside exceeds the rate of change inside, the end is in sight". Aware of this situation, the past few years had been truly a period of deep soul-searching for the school management, including members of the Benedictine community. Hence, today we find the boldness and lightness to accept the inevitable, to bring about transformation on our way to excellence in the Bedan educational mission.

In these challenging times, it is worth keeping track of our Wellspring of Strengths. This is where we draw great courage and get inspiration, believing that we can achieve nobler dreams, and continue growing in leadership and service, not for ourselves but for the future generations of Bedans.





### San Beda College's Wellspring of Strengths

1. A Graduate School of Business that continues to improve and innovate, to raise the bar in the development and implementation of its various MBA and DBA programs.
2. A Graduate School of Liturgy that persists to be a strong partner of the Catholic Church in forming hearts and minds of the faithful, and in shaping the life of the basic Christian community.

3. A Graduate School of Law that serves as a center of scholarly studies in the discipline of law making available the highest standards of advanced legal education in the country.
4. A College of Medicine that grows by leaps and bounds, exhibiting exemplary passing percentage, and producing a number of topnotchers in the Physician board examinations. Its faculty and students research teams have been garnering top places in various national Medical Research Competitions.

Our Law debate teams have been winning in various debate competitions in Singapore, Beijing, Taiwan and recently, the team represented the entire Southeast Asia in a debate competition held in London, United Kingdom.

7. A College of Arts and Sciences whose programs such as Psychology, Economics, Legal

5. A College of Nursing that persists to produce quality nurses and delivers high performance in board examinations amid national limitations and global challenges.
6. A College of Law that is hailed by the Legal Education Board as a center of excellence and consistently one of the top three law schools in the country, through many decades now.



Management, Entrepreneurship, Business Administration and Accountancy take pride in receiving a very commendable PAASCU re-accreditation for five years until May 2020.

8. An integrated Basic Education Department at the sprawling ten-hectare campus in San Beda Rizal that highlights outstanding educational service and performance when it received series of five-year Level II re-accreditation status until 2018. Since 2004, we have clustered our Grade School and High School departments under the Integrated Basic Education Department. Our K-12 program is now operational in San Beda Rizal while San Beda Manila will also offer Grades 11 and 12 starting next AY 2016-17.

9. A significant increase in student enrollment of about 9,416.

While our neighboring schools, and many private schools in general, report a downtrend in the number of enrollees, the same is not true for San Beda. In fact, we can even manage to select student applicants.

10. Lastly, various other citations received by SBC from prestigious award-giving bodies. Our administrators, faculty and students continue to reap honors, recognitions and achievements in various fields of interests and professional endeavors.

Given the above Arsenal of Strengths, we are confident that



We are now Seriously Embarking on Setting a Bolder and More Progressive Direction for San Beda College, to Become a University.

NOW is the time for San Beda to let loose its hidden powers to achieve greater heights of service and excellence. They will serve as our building blocks, to scale up San Beda to its rightful place in the arena of higher education in Southeast Asia.

We take pride of having a Benedictine school known as a COLLEGE for 115 years now. But the time has come to seriously take the challenge, that is, the call to greater educational service for a brighter future of our children. Keeping the mandate of the school's originating vision-mission to form the Bedan

**K-12**  
**SAN BEDA MANILA**  
 Now Accepts  
**GRADE 11 Applicants**  
**AY 2016-17**

**ACADEMIC TRACK**

**STRANDS:** Accountancy, Business and Management (ABM) - Humanities and Social Sciences (HUMSS) Science, Technology, Engineering and Mathematics (STEM) General Academic Strand (GAS)

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community in faith (*fides*), knowledge (*scientia*) and virtue (*virtus*), we are purposely designing a new strategic roadmap, unleashing the courage to change direction and setting our hearts to a loftier goal - become a **UNIVERSITY**. Transform San Beda College into a quality Benedictine University.

The succeeding days and months will be very crucial and significant for San Beda as we carefully plan the timeline to University status.

### SAN BEDA PLANS and OBJECTIVES

The San Beda College Board of Trustees envisions that by 2022, San



• Master of Business Administration • Doctor of Business Administration



Graduate School of Law



Beda will be considered as one of the Top Universities in the Philippines. This major leap requires a realistic roadmap that will spell out an Action

Plan throughout the next five years (2016-2021). The Board of Trustees has crafted SBC Strategic Objectives which the Administrators' Council has given flesh and substance, and such are contained in our institutional Five-Year Development Plan 2016-2021. Our gratitude to the Reyes Tacandong & Co. for providing us with a framework on the five-year Strategic Objectives.



Comparison of the Effectiveness of Virgin Coconut Oil and N-acetylcysteine in Preventing Paracetamol-Induced Acute Liver Tissue Injury in a Murine Model  
Presenters: Georgia Mae Galang and Pete Gerall  
Advisers: Pacifico Eric Calderon, M.D. and Vice Dean Margarita Guerrero, M.D.



Protective Influence of Virgin Coconut Oil Against the Development of Aspirin and HCl-Ethanol-Related Gastric Ulcers in Murine Models  
Presenters: Deanne Cuevas and Natalie De Guzman  
Advisers: Pacifico Eric Calderon, M.D. and Dean Fernandino Jose Fontanilla, M.D.



Protective Influence of Rutoside Against Gentamicin-Induced Renal Tissue Injury in a Murine Model  
Presenters: Riznelle Ramos and Diana Penafior  
Advisers: Pacifico Eric Calderon, M.D. and Regie Layug, M.D.

**San Beda College of Nursing**  
SALUTES

6<sup>th</sup> Placer

**Julius Bryan C. Abesamis**  
May 2015 Philippine Nurse Licensure Examination



1st  
Bedan Woman  
Bar Topnotcher



IRENE MAE B. ALCOBILLA

6th  
Placer



JOSE ANGELO A. DAVID

7th  
Placer



ADRIAN F. AUMENTADO

College of Law

### Challenge #2: Develop Infrastructures that meet the curricular standards

A new eight-storey learning resource center has been approved for



Learning Resource Center



To house the new library and laboratories

### Colegio de San Beda



College of Medicine

I.1. Add Science programs as feeder to the College of Medicine:

- B.S. Chemistry
- B.S. Physics
- B.P.E. major in Sports and Wellness Management

I.2. Add Information Technology programs:

- B.S. Computer Science
- B.S. Information System

### Challenges for San Beda College to Gain a University Status by May 2017.

The University Proposal was approved by the Benedictine Community and the Board of Trustees on October 2014. A Special Committee is now working on the various documents for our application for University-hood by 2017. But there are still challenges that we have to face and conquer. Let me share these with you.

### Challenge #1: Offer Essential Core Programs to Meet Industry Demands



These new programs will: a) address the need for core IT and Science programs as required by CHED for the University Status; and b) respond to increasing students' demand for Science, Technology, Engineering and Mathematics (STEM) strand, as shown by Grade 11 applicants' profile.



TYPICAL SIDE ELEVATION

### Challenge #3: Boost partnerships with local, regional, and international academic institutions.

In this era of cross border mobility and open competition for the services of professionals, it is important that we train the mindset of our students towards an outward global perspective, and this, we can do if we partner actively with academic institutions here and abroad.



Boost Partnerships



Over 200 linkages!

Challenge #4: Reach 20,000 student enrollees by 2022.



Challenge #5: Upgrade Research program to drive Faculty Excellence.

Research development plan has been laid out beginning with our initial research fund to further harness the research capabilities among our faculty and administrators.

- 5.1 Have 20% or 30 (whichever is higher) of the full-time faculty actively engaged in research as evidenced by refereed publications and other scholarly outputs.
- 5.2 Have 5% of the full-time actively engaged in research have published their researches and/or with patents.
- 5.3 Create a research fund that would meet the minimum CHED requirement of Php2,250,000 representing research cost expenditure for the last 5 years equivalent to at least Php75,000 for each of the 30 full-time faculty members involved in research.

While the SBC Alumni Foundation's 17 professorial chairs are well appreciated, I humbly challenge the foundation to triple the number of professorial chairs by 2017 to further beef up our research funds.

Challenge #6: Meet the CHED requirements on campus capacity through either the vertical expansion of the property in Manila or the conversion of certain buildings into a library, additional classrooms, and multi-purpose halls.

**SAN BEDA COLLEGE ALUMNI FOUNDATION ROSTER OF PROFESSORIAL CHAIRS**

 Andrew L. Galanin Sr. Distinguished Professorial Chair Awardee in Div. Studies Dr. Tito Escosa Brannan Awardee in Social Science Dr. James T. Pocos	 Jose G. Araullo Distinguished Professorial Chair in Accounting & Auditing Awardee: Dr. Joffre M. Alajar Mr. Ricardo Palo	 Eduardo M. Cojanes, Jr. Distinguished Professorial Chair in Social Sciences/Languages/Health Science Awardee: Dean Jessie A. De Jose	 George T. Yang Distinguished Professorial Chair in Business Management	 Arturo R. Macapagal Distinguished Professorial Chair in Business & Economics
 Engr. Eriberto H. Gama Distinguished Professorial Chair in Law	 Robert G. Coyuto, Jr. Distinguished Professorial Chair in Marketing and Corporate Communications	 Lois I. Abaza, Jr. Distinguished Professorial Chair in Entrepreneurship	 Raul S. Roco Distinguished Professorial Chair in Philosophy, Literature and Dramatics Awardee: Dr. Christian Bryan S. Baccanari	 SECURITY BANK FOUNDATION INC. Distinguished Professorial Chair in Banking (Financial Institutional Mgt) Awardee: Prof. Jackson Moron
 Eugenio M. Lopez, Jr. Distinguished Professorial Chair in Research	 Capt. Gregorio S. Oca Distinguished Professorial Chair in Labor Relations	 Jesus P. Francisco Distinguished Professorial Chair in Energy, Env. & Civil Mgt. Awardee: Dr. Ramon Ricardo A. Roque	 Arthur P. Tugade Distinguished Professorial Chair in Legal Management	 Dr. Benigno N. Probert Distinguished Professorial Research Chair in Finance
 Isidro A. Consunji Distinguished Professorial Research Chair	 Victor A. Consunji Distinguished Professorial Research Chair	 Gregorio A. Concon - Rev. Fr. Benigno Benabarro, OSB Distinguished Professorial Chair in Macroeconomics		

Triple the Number of Professorial Chair Grants by 2017



Each newly constructed classroom is estimated to cost PHP 2.9 M, while each new laboratory is estimated to cost PHP 3.85 M.

**Challenge #7:** Benchmark the current organizational structure against that of each of the top Philippine universities.

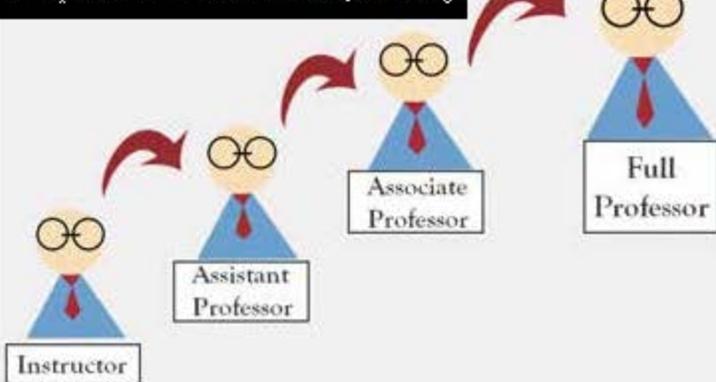


**Challenge #8:** Achieve steady growth in On the Job Training (OJT) opportunities for selected disciplines through the help of a specific number of corporate partners by the 1st quarter of 2017.

**Challenge #9:** Have a competitive institutional faculty ranking system. Review, update and implement the proposed institutional faculty ranking system to:

- Make it more attractive to prospective highly qualified local and foreign faculty.
- Further motivate the faculty to engage in research and other scholarly undertakings.

#### Competitive Institutional Faculty Ranking



**Challenge #10:** Have more outreach programs in the form of continuing education, research application, and community services.



Outreach Programs



**Challenge #11:** Undergo the ISO 9001 Accreditation Process.

**Challenge #12:** Identify New Sources of Funds

One indispensable driver of University Excellence is **FUNDING**. Looking at the best practices of top Philippine Universities, one can conclude that their fund reservoir is a force to reckon with, contributing much to their success as a private Catholic university.

Surveys and studies reveal that schools cannot take off through tuition and school fees alone. They need benevolent and generous benefactors, starting with their very own alumni.

The tasks ahead are herculean, and they call for concerted and collaborative efforts. The Benedictine Community, School Administrators and Faculty are searching for helping hands. We need the entire Bedan community anew to be with us, to help us, in this new strategic direction. We have to pool together our hearts and minds, and harness our solidarity to uplift Bedan

Education. This is not just mine and your Agenda but, this is Our Agenda.



To become a University is OUR RESPONSIBILITY to the present and future generations who want to experience Bedan Education at its finest. We have to do our level best to plant the seeds of the San Beda University, and nourish them for the next generations to benefit and reap the harvests.

My modest role as Rector-President brought me into this challenge as a leader-diplomat in marketing our institutional plans and programs, and I must say, that this is truly a humbling, and valuable learning experience.

But I am sure, there are many of you, if not all of you, who are excited, enthusiastic and energized to be part of this Bedan Reality Challenge.

Compare the Journey to the San Beda University to a Budding Rose – beautiful, elegant and sweet, but with a lot of thorns on its stem. In like manner, see this building of a new San Beda with a lot of birth pains and a lot of obstacles along the way. Its whole beauty will only be revealed when it fully blooms in bounty, for this is God's beautiful creation – His Rose Garden and, We, His Stewards.

After listening to the Rector's Report, Now you realize the challenging tasks before us. Do not fear to take part. Do not be afraid. I am more scared when fear stops us from pursuing our dreams. I pray "Oh God, give me the courage to change the things I can; the strength to accept the things I cannot change; and the wisdom to know the difference." Together let us embrace the SBC development plan and strategize anew, how each member of our Bedan Family can bring into reality this dream of our San Beda College in its journey to growth and transformation.

The next generations who will form part of our growing Bedan family, are depending on us to build a better San Beda, so that, as there were outstanding Bedans in the 20th century, there will even be more great Bedans in the 21st century, for we could make this dream fulfilled – THE SAN BEDA UNIVERSITY!

ARE WE HEEDING THE CALL? Let us bind ourselves together as true red blooded Bedans, no matter how painstaking this might be. Let these hopes and dreams for a more dynamic and relevant San Beda be our eternal reward for the greater glory of God.

God bless us that we may have more wisdom, strength and grace to accomplish what we ought to achieve for our dear San Beda, our country and God!

Go San Beda fight! Mabuhay ang Bedista!

Mabuhay ang San Beda!

## PAASCU APPROVES LEVEL III STATUS OF SAN BEDA COLLEGE

Peace!

It is with joy and pride that I share with you the good news that PAASCU has approved the Level III status of San Beda College, as relayed by Mrs. Concepcion Pijano, PAASCU Executive Director, in her official letter of January 15, 2016.

I once again thank and congratulate all our school administrators, faculty, students, service staff and alumni who have contributed much to the attainment of our Level III status.

May God's caring presence and Divine Grace be with us all, as we continue bringing San Beda College to an even higher level of excellence and service.

REV. FR. ALOYSIUS MA. A. MARANAN, OSB

# SBC Law School is one of the country's top schools

On the occasion of the Fifth (5th) Founding Anniversary of the Legal Education Board last December 1, 2015, the said board honored and gived awards to the Ten Top Law Schools determined on the basis of their cumulative ratings in the Bar Examinations of 2012, 2013 and 2014 as certified by the Bar Confidant of the Supreme Court. The board also publicly acknowledged and conferred awards to the Ten Top Ranking examinees in the bar examinations of 2014.

The School of Law of San Beda College-Manila was one of the awardees, with Dean Virgilio Jara receiving the award on behalf of the college administration.



# SAN BEDA COLLEGE

Mendiola, Manila  
www.sanbeda.edu.ph

## WE'RE ONE FAMILY UNITED BY A COMMITMENT TO EXCELLENCE

Proud of our 2014 Bar Exams Topnotcher, Placers, & new Bedan Lawyers

**1st**

Bedan Woman Bar Topnotcher



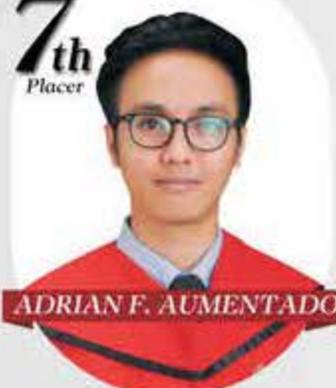
**IRENE MAE B. ALCOBILLA**

**6th**  
Placer



**JOSE ANGELO A. DAVID**

**7th**  
Placer



**ADRIAN F. AUMENTADO**

- Angelo R. Abella
- Carl Jillson B. Acasili
- Irene Mae B. Alcobilla – **Top 1**
- Erika M. Alfonso
- Phoebe Marie V. Alhambra
- Gwyneth G. Aliga
- Jeffrey R. Alvarez
- Joyce B. Alviar
- Melissa Antonette D. Andaya-tay
- Edrian M. Apaya
- Andrei Christopher G. Arbas
- Eunice Carmela M. Ariate
- Arthur John E. Arongat
- Adrian F. Aumentado – **Top 7**
- Alyssa Daphne M. Avila
- Ma. Louise C. Aviso
- Marilyn R. Bacani
- Rose Ann R. Bagay
- Kriselle S. Balmes
- Roan U. Balverde
- Ailene B. Barbara
- Cecilie T. Benitez
- Jansen F. Bernardo

- Ilac G. Bohol
- Kevin A. Bonaobra
- Ma. Angela B. Bonifacio
- Aubrey Joy D. Brampo
- Jolas E. Brutus
- Mikhail Lenin B. Bueno
- Jonna C. Cabanilla
- Elvis Bennet C. Cabaysa
- Joseph Ivan V. Calalang
- Dongli T. Calugay
- Abigail P. Castro-Zapata
- Jennica C. Chua
- Rachel Bernadette B. Chua
- Pia Isabel O. Co
- Ray Ann M. Co
- Reena Mae L. Collado
- Lorelei R. Columna
- Sheila I. Corpuz
- Joan Rouella P. Corrales
- Faith Roslyddale T. Cruz
- Jinky Ann H. Cruz
- Katrina P. Cruz
- Paul Vincent T. Cunanan

- Charmaine P. Dato
- Jose Angelo A. David – **Top 6**
- Pristine P. De Guzman
- Tracy Ann J. De Jesus
- Bryan Lloyd L. Dela Rosa
- Honey Rose E. Delgado
- Glenn D. Delos Santos
- Elaine Rose Z. Espiritu
- Christine Angelica D. Felix
- Karen F. Fortalezzi
- Criela D. Fragante
- Alyssa Agustina A. Fucoy
- Erika Marie V. Gallego
- Micaela Kristina V. Galvez
- Vianne Marie O. Garcia
- Garma Angelica C. Garma
- Rom-Raison E. Go
- Nina A. Grusso
- Michelle Marie U. Hatol
- Jack Bryan D. Hufano
- Estela Joy M. Intig
- Lourdes Mary L. Iway
- Nicole Rose Margaret D. Jamilla

- Mae N. Labastida
- Joseph C. Ladlad
- Kamille Deanne M. Lagasca
- Joanna Katrina I. Ledda
- Ryan M. Liggayu
- Emmabelle Leonille V. Loreto
- Kristianne S. Magat
- Ariel P. Maghirang
- Jena Lemienne Mae A. Malamug
- Samantha Grace N. Manalo
- Antonio Ceasar R. Manila
- Kristel Joy A. Masangkay
- Joy Ann V. Medija
- Raiza Nicole G. Mendiola
- Rebeca G. Millena
- Kenneth S. Ng
- Aubin Ann R. Nieva
- Rea Nica O. Oclerina
- Maureen Kascha L. Osoteo
- Claudine M. Palatiao
- Jhoy DR. Pallones
- John Red C. Pamatmat
- Daniel Von Evan G. Panelo

- Ma. Princess F. Parrenas
- Sheila P. Pasicoan
- Ramilla L. Quinto
- Floyd Ericson M. Rey
- Lee Realino F. Reyes
- Gelacio C. Rivera, IV
- Francis Romilina S. Rodriguez
- Patricia Concepcion A. Salang
- Ma. Elena R. Saludes
- Wilson E. Siy, Jr.
- Camille A. Sola
- Jerick Anthony J. Sy
- Carlo C. Tabaloc
- Darlene Alvina P. Tala
- Noraiza Mae Keith M. Talbin
- Jodyne Venita O. Tejada
- Rio Therese E. Tolentino
- Maria Jerzy Aprille D. Torres
- Lea Anne S. Tuazon
- Janice Ivy G. Valparaiso
- Veda Marie D. Vedan
- Michelle A. Villanueva

**(l-r) Standing:** Tamein Prado, Paulmuel Chan, Charles de Belen, Mark Syd Dytangon, and Miss Gansom.  
**Seated:** COL Vice Dean Rocky Delson, Very Rev. Fr. Aloysius Ma. A. Maranan, and COL Dean Virgilio Jara

## San Beda's Pride: The Law Debate Circle

The Law Debate Circle (LDC) is San Beda College of Law's premier debating association. It is the sole representative to various national and international debating tournaments. The club competes in all the leading debating formats - parliamentary and legal (Oregon-Oxford) and membership is open to all interested law students of San Beda College.

Together with its sister organizations, the San Beda Debate Society (SBDS) and the San Beda Alabang Debate Association, the Law Debate Circle dedicates its efforts to promoting discourse and debate as an academic culture, and indeed beyond that, a way of life. It holds a wide range of social events which include training seminars and practice rounds, as well as sending members of all experience levels to different competitions.

San Beda College is currently listed as the third best debating institution in Asia. Notable achievements of the club include being the Grand Champion in six debate tournaments locally and internationally; Grand Champion in the STM Political Law Malacafiang Debates, Grand Champion in the China British Parliamentary Open, Sinag Cup Champion in the 2015 Philippine Inter-Collegiate Debating Championships, Grand Champion in the Falcon Law Debates in Adamson University, Grand Champion in the



Taiwan Debate Open, and Grand Champion in the 2015 NAPOLCOM Crime Prevention Debates. The Law Debate Circle also made Grand Finals appearances in the International Kelantan British Parliamentary Debate and the ANC Square Off Season 11.

2015 had been a bountiful year for San Beda College and the Law Debate Circle. The Law Debate Circle is looking forward to bringing more glory to San Beda through debate this 2016.



# San Beda Law Debate Circle



## TAIWAN DEBATE OPEN National Taiwan University

Charles de Belen  
Overall Best Speaker  
Grand Final Best Speaker

Victor Baguilat  
Overall Best Speaker

Tamara Prado  
Overall 3rd Best Speaker

## FALCON LAW DEBATES CUP

Charles de Belen  
Overall Best Speaker

Victor Baguilat  
Overall 3rd Best Speaker

Tamara Prado  
2nd Best Adjudicator

Michelle Angeles  
Overall 2nd Best Speaker

Emmanuel Dumlo  
Best Adjudicator

Karlo Antonio  
Adjudication Core



## 1st & 2nd BEST SPEAKER Best Speaker of Final Round

2015 4th China BP Debate Championship  
Beihang University, Beijing



**San Beda Law Debate Circle  
wins them all!**

**1st place**  
21st National Crime  
Prevention Week  
Debate Competition

**Runner-up**   
Square Off The Firm  
Debates Season 11



# San Beda College of Medicine is host of the 49th Association of Philippine Medical Colleges (APMC) Annual Convention

On February 3-5, the College of Medicine of San Beda will host the 49th Association of Philippine Medical Colleges (APMC) Annual Convention.

In line with APMC's thrust of elevating Philippine Medical Education to a competitive global scale, this year's theme "THE MEDICAL TEACHER" will focus on the evolving role of the medical teacher. With the goal of strengthening and empowering teaching competencies, it is anticipated that each medical teacher will develop enhanced partnership with the learners in the provision and acquisition of knowledge, skills and attitudes necessary for the provision of health care.

The Association of Philippine Medical Colleges Foundation, Inc. (APMCFI) is the umbrella organization of all 43 medical schools in the country. Medical Schools from all over the country will send their deans, teachers and student representatives as they participate in

lectures, workshops, quiz bees and research contests.

The event will be opened by a Holy Mass to be celebrated by Rev. Fr. Aloysius Maranan, OSB, SBC Rector-President. Dr. Zubair Amin, Deputy Head of the Medical Education Unit of Yong Loo Lin School of Medicine, National University of Singapore, will deliver the keynote address on the "The Changing Roles of Medical Teachers". There will be a welcome dinner and fellowship night for the delegates. As a special feature, the San Beda Red Lions and the Ateneo Blue Eagles will play in an exhibition game on February 5. This special basketball game will be symbolic of the turnover of the annual convention's hosting duties from San Beda College of Medicine this year to Ateneo de Manila School of Medicine and Public Health next year.

This is the first time that our San Beda College of Medicine is hosting this annual medical convention, with academicians leading the way to new discoveries and innovations in the dynamic field of medical science.

**Fernandino Jose A.  
Fontanilla**  
MD, MBA, FPAO  
Dean



**Ana Marie R.  
Morelos**  
MD, DPSS  
Prefect of Student Affairs



**Ronald Alfonso R.  
Calma**  
MD, FPARM  
Administrative Officer



**Margarita D.  
Guerrero**  
MD, FPOGS, FPSUOG, MHPED  
Vice-Dean





# SAN BEDA ACCOUNTANCY



## HAIL OUR NEW BEDAN CPAS

(Successful Examinees in the October 2015 CPA Licensure Exams)

Abbatuan, Glen Rio P.	Castronuevo, Princess C.	Gonzales, Liz Arziel T.	Reyes, Em Araceli F.
Acuna, Jose Mari C.	Concepcion, Aira C.	Guillermo, Judith B.	Rivera, Eunice Jillian O.
Amaya, Sher Eilyn L.	D'Souza, Savio Angelo B.	Hermenegildo, Julie Ann A.	Rubio, Pocholo S.
Andong, Julie Ann O.	Daquial, Andrea Patricia T.	Jardio, Jomari M.	Santos, Mary Keit Anne G.
Ang, Jigg Kristy D.	David, Jhasmine S.	Lazaro, Patricia Marie Jonnel R.	Sta. Maria, Apollo Julius S.
Antallan, Maureen M.	De Leon, Angeli Kaye S.	Libo-on, Frits Jan R.	Suarez, Chochise C.
Araula, Khelly Lois O.	Dungca, Rey Angelo M.	Malaluan, Melody Mae V.	Tan, Charles Johenson G.
Arcilla, Crisanta Monica B.	Eusebio, Carla Gabrielle P.	Maniaul, Jessie May F.	Ty, Jan Michael Vincent M
Arellano, Juvy Renz V.	Esplana, Princess Aileen B.	Manzano, Shiela Marie C.	Umengan, Elijah Francis N.
Binuya, Cassandra Bianca J.	Fajardo, Ada Elisha O.	Palmares, Ramitch B.	Uy, Bemareyna E.
Borlado, James Patrick S.	Felix, Charlene Angelu R.	Pradillada Randel A.	Vallesteros, Roi Kevin C.
Brinas, Mary Alyssa B.	Fernandez, Juan Carlos A.	Ogues, Alonzo Jego V.	Yabao, Maria Charisma D.
Buco, Armand Jean C.	Fetalvero, Julius P.	Omeir, Amira Ali M.	Yasis, Ma. Karen J.
Caraon, Anthony Francis G.	Florentino, Jerome Carlos C.	Ordonez, Hadly Allen H.	Yaptangco, Joanson John E.
Camba, Adrian B.	Gache, John Andrei O.	Rasgo, Janille Elizabeth C.	Delfinado, Lester W.



# The SBC College of Accountancy and Business (CAB)



Cognizant of the continuing developments in higher education, a proposal for the separation of the Accountancy and Business programs from the College of Arts and Sciences (CAS) has been approved recently by the SBC Board of Trustees.

## Justifications for the CAB:

1. The PAASCU Accreditation Teams who visited San Beda College in 2009 and March 2015 reiterated this recommendation under the Administration survey area, viz:  
2015 - *"In light of the definition of what a Liberal Arts program should be, the Accounting and Business Programs should not be under the College of Liberal Arts (Arts and Sciences)."*  
2009 - *"The Arts and Sciences programs and the Business programs have to be placed under two separate academic units each headed by an academically qualified administrator."*
2. One of the CHED requirements for the proposed San Beda University is the offering of Liberal Arts courses. To meet this requirement, new course offerings shall be opened: AB Political Science and Public Administration, AB English and AB Literature. Said courses together with the existing General Education program and science course offerings, namely: BS Economics & Public Policy, BS Psychology and BS Biology will appropriately make up the "new" College of Arts and Sciences. Thus, the Accountancy and Business programs, by the very nature of their fields of study, should be separated from the "new" CAS.
3. The Accountancy (BS Accountancy) and Business (BS Entrepreneurship, BS Legal Management, BSBA in Financial Management, BSBA in Marketing Management, BSBA in Operations Management, BSBA in Human Resource Development Management and BS Information and Communication Technology) courses remain to be in-demand career programs, both nationally and globally. The BS Accountancy is one of SBC's flagship programs, with distinct needs and requirements to include the tough CPA licensure examinations. The business environment that our students will be entering into later is a much more complex place. They are facing the challenges of expanded responsibilities, more nuanced standards, and the forthcoming economic integration of ASEAN member nations. Thus, the need for accountancy and other business courses to be provided special focus and extra attention with the proposed College of Accountancy and Business (CAB).

Effective AY 2016-17

## SBC-CAS offers Bachelor in Physical Education Major in Sports and Wellness Management

"Physical Education as an academic discipline and as a profession plays an important role in human development and continues to expand at a fast rate. By their very nature, physical education and sports are about participation, inclusion and a sense of belonging. They bring individuals and communities together, highlighting commonalities and bridging cultural and ethnic divides". With this rationale lifted from CMO no. 23, the College of Arts and Sciences will be offering effective AY 2016-17, a four-year course Bachelor of Physical Education major in Sports and Wellness Management (BPE-WN).

The Bachelor of Physical Education is a four-year program with a primary goal of providing the students with a broadly based understanding of the discipline through theoretical and practical courses in physical education and sports management. This program allows maximum opportunity for students to pursue various combinations of courses in teaching, coaching programming and administration, and within their particular areas of interest.

The two majorship offering shall allow every student the option of taking to select either teacher education training program called BPE-School Physical Education or a program that caters to the need of the corporate industry called BPE-Sports and Wellness Management (no professional requirement for Teacher Education) focused on the sports and wellness courses.



# A SALUTE

TO OUR NEW BEDAN NURSES  
FOR HURDLING THE NOVEMBER 2015  
NURSE LICENSURE EXAMINATION



**ADUAN, Jenno M.**

**ANDRES, Marniell D.**

**BUCE, Patrick Denver S.**

**BUISON, Ceejay C.**

**CABAUATAN, Ma. Elizabeth T.**

**CAM, Vincent Joseph M.**

**CANILLAS, John Paolo R.**

**CASTRENCE, Juan Miguel T.**

**DY, Brian Austin T.**

**GUARTEL, Belladona C.**

**GUMANOY, Dianne P.**

**IBASCO, Camille D.**

**KING, Karissa R.**

**LOPEZ, Nesty Earl S.**

**LUCIN, Anthonie**

**MACAPAGAL, Clark Louie J.**

**MIRASOL, Judy Ness J.**

**MORENTE, Julia Christene C.**

**NEGRANZA, Julius R.**

**TAGANAS, Glenn Paul M.**

**VALBUENA, Angelica Nicole C.**

**FIRST TIMERS: 94.74%**

**OVERALL PERFORMANCE: 91.30%**

**NATIONAL PASSING PERCENTAGE: 49.26%**

U.I.O.G.D

"THAT IN ALL THINGS GOD MAY BE GLORIFIED"



# AN ASEAN INTEGRATION FORUM

The Graduate School of Law led by Fr. Ranhilio C. Aquino, GSL Dean, spearheaded a special forum on the ASEAN Integration last August 19 at the Abbot Lopez Hall. Resource speakers included Prof. Wilfrido Villacorta, former Ambassador to ASEAN, who gave a brief background about the ASEAN Economic Community. Prof. Karen Jimeno, faculty member of Graduate School of Law spoke about how ASEAN Integration has been affecting the many professions. Prof. Jeremy Gatdula of the University of Asia and the Pacific and the San Beda Graduate



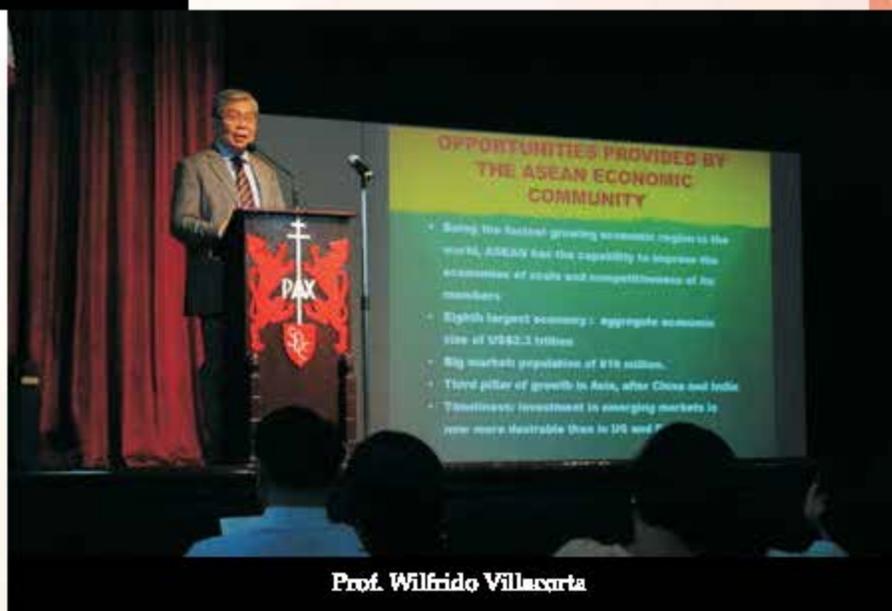
(l-r) Dr. Nomar Alviar, Dr. Margarita Guerrero, Dr. Tessie Da Jose, Dr. Josefina Manabat, Fr. Aloysius Maranan, OSB, Prof. Jeremy Gatdula, Prof. Karen Jimeno, Prof. Wilfrido Villacorta, Fr. Rannie Aquino, Dr. Christian Bryan Bustamante and Dr. Joffre Alajar.

Director Dr. Nomar Alviar, CAS Dean Tessie Da Jose, CON Dean Febes Aranas, VP for Academics Dr. Josefina Manabat and COM Vice Dean Dr. Margarita Guerrero. Dr. Joffre Alajar, CAS Associate Vice Dean, delivered the closing remarks challenging everyone to stay competitive in the midst of the forthcoming ASEAN Economic Integration.

It was a two-hour fruitful and truly galvanizing academic forum attended by selected administrators, faculty and students.

School of Law, discussed the Integration's impact on the Filipino nation. Fr. Aquino related the Integration with the Outcome-Based Education (OBE).

Rev. Fr. Aloysius Maranan, OSB, Rector-President, delivered the opening remarks saying that the future survival of Bedan Education lies in the hands of all members of the Bedan family, participating, in a reflective discussion of the impact of the Integration on Philippine Higher Education. Panel of reactors included CAS Vice Dean Christian Bryan Bustamante, Research



Prof. Wilfrido Villacorta

Prof. Karen Jimeno

## President Fidel V. Ramos to be conferred Doctor of Laws *Honoris Causa*

Degrees by Higher Education Institutions (HEIs).

President Ramos' inclusion in the SBC roster of distinguished awardees of honorary doctorate degrees will surely scale up, and add more prestige to the well-acknowledged academic reputation of San Beda College, as a higher education institution for over a century period now.

Ramos is the 12th president of the Republic of the Philippines, who is best remembered for his ability to lead and willingness to be led – not by astute advisors and political strategists, but by the people whom he served, and served well. Steadfastly and faithfully, he promoted the principles of people empowerment and a culture of excellence that led to global competitiveness during his term from 1992 to 1998. He is appreciated as the leader who quickly led the nation out of darkness by putting an end to the power crisis that crippled homes and industries.

He exemplified the leader who always looked toward a strategic future and whose thumbs-up optimism – captured in descriptive phrases like *"Caring, Sharing and Daring,"* *"Philippines 2000"* and *"Pole-vaulting"* – propelled the economy, alleviated poverty, implemented social reforms, and cleaned up Manila's vast garbage dump called *"Smoky Mountain."* Known for his positive energy, he pursued, focused and aligned programs to fight poverty.

From 1993 to 1997, the Philippine economy recovered



The Legal Education Board upon the recommendation of the SBC Board of Trustees has approved the petition of the College of Law and College of Arts and Sciences for the conferment of the degree of Doctor of Laws (LL.D.) *Honoris Causa* on former President Fidel Valdez Ramos, at a Special Academic Convocation on April 25, 2016, Monday during the CAS Commencement Rites. President Ramos will also serve as commencement speaker.

The former President will receive this honor from the institution, being a great Filipino leader and eminent honorary Bedan whose exemplary life works, unwavering faith in the Filipino; and leadership legacy truly embodies San Beda College's ideals of *Fides* (Faith), *Virtus* (Virtue), and *Scientia* (Knowledge).

This honorary doctorate degree is awarded on President Ramos for having contributed so much to and distinguished himself in leadership, international understanding and rule of law, all in accordance with CHED Memorandum Order (CMO) No. 19 Series of 2014, re: Enhanced Policies and Guidelines on the Conferment of Honorary Doctorate

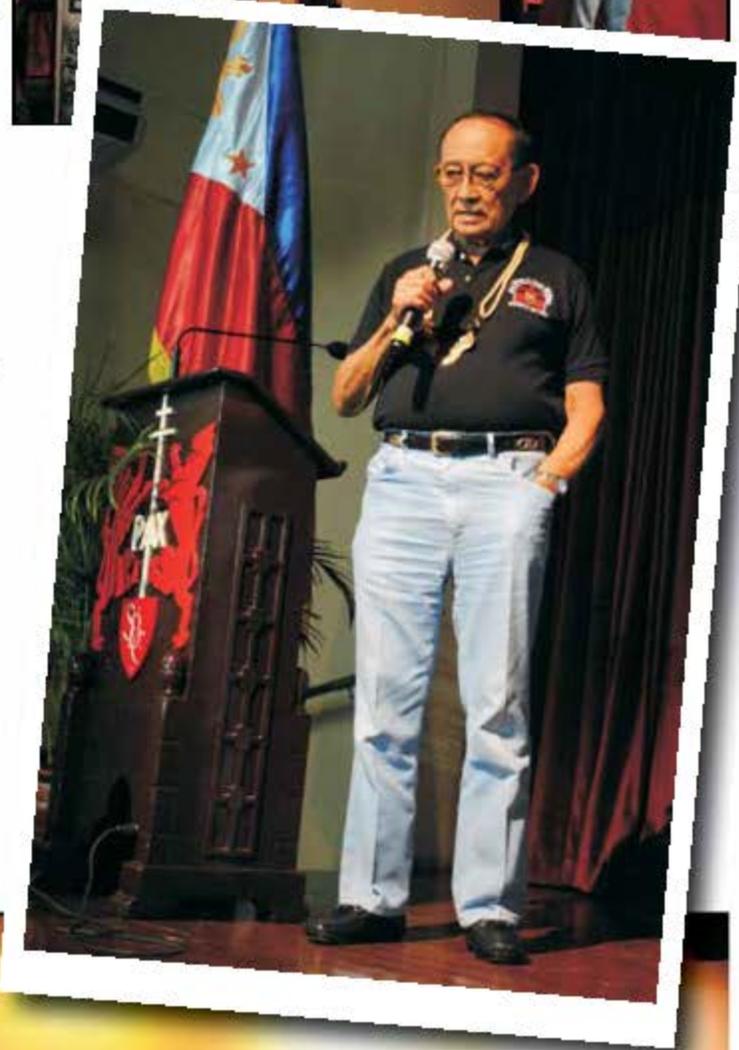


FVR speaks to the Bedan Community during his recent vi.

dramatically and a comprehensive Social Reform Agenda (SRA) addressed long-standing problems regarding poverty, health, education and skills training, housing, environmental protection, children and the youth, the elderly and the handicapped, jobs and livelihood, agrarian reform and access to equal opportunity. Gross National Product averaged five percent annually. The total forex inflow into the country outpaced the combined forex inflows during the Marcos and Cory Aquino Administrations. The per capita income of Filipino families increased during his administration than in the preceding two administrations. He pushed for deregulation of key industries and economic liberations. He encouraged privatization of public entities, to include the modernization of public infrastructure through the expanded Building-Operate-Transfer (BOT) law. His public service spanned a total period of 51 years.

Ramos also served as Chief of Staff of the Armed Forces of the Philippines (1986-1988) as a four-star general and Secretary of National Defense (1998- 1990). His military and law enforcement service of more than 40 years was capped by the peaceful, non-violent EDSA People Power Revolution in February 1986.

In retirement, he seems to be always on-the-go throughout the Philippines, energizing the citizenry and pushing the "best practices" of Unity of Purpose, Solidarity in Values, and Teamwork in Nation-building at every opportunity. Ever the international diplomat and Philippine cheerleader, he personally interacts with many leaders in various strategic and intellectual for a around the world. He currently serves as chairman of the Ramos Peace and Development (RPDEV) Foundation.



to San Beda.

FVR with EDSA heroes and young Bedan students

# Rector-President's influence extends abroad

## Seats at ALN's helm as Vice-Chair

By: Joel G. Filamor

San Beda Rector-President, the Very Reverend Aloysius A. Maranan, OSB was nominated and endorsed by the ASEAN Learning Network (ALN) Council as its Vice-Chairman. Father Maranan's endorsement was unanimously approved by the Council's member-universities in a meeting held at Universiti Malaysia Kelantan Pengkalan Chepa In August 2015.

His appointment ushers a wide spectrum of global collaboration with ALN Executive Director, Dr. Li Choy Chong, Professor Emeritus at the University of St. Gallen, Switzerland and ALN Chairman Professor Emeritus Dato' Ir. Dr. Zainal bin Mohamed from Universiti Teknologi Malaysia.

The ALN, according to Office of International Cooperation Director Tita Evasco-Branzuela, Ph.D., is an association of international higher education institutions. "It seeks to attain academic excellence in a socially responsible way through context-based management, research, teaching and practice-training." In other words, Dr. Branzuela added, "its mission is to develop and implement context-based research, teaching and practice-training projects and programs in collaboration with participating institutions – all in view of producing students who are socially responsible and culturally competent in the evolving context of Asia."



Very Rev Fr. Aloysius Ma. A. Maranan, OSB



(Left to Right): Dr. Tita Branzuela, Fr. Aloysius Maranan, OSB, Professor Emeritus Dato' Ir. Dr. Zainal bin Mohamed and Professor Emeritus Dr. Li Choy Chong pose for posterity after the ALN Council Meeting in Malaysia.



## **SAN BEDA 'LOYALISTS' RECEIVE SAINT BENEDICT SERVICE AWARDS**

Several lay administrators, faculty members and service personnel of San Beda College (SBC) received recently the St. Benedict Service Awards from Very Rev. Fr. Aloysius Ma. A. Maranan, OSB, SBC rector-president. This award is named after Saint Benedict, patron saint of the religious order administering SBC.

*Awardees include Crisanto D. Ferrer (45 years of service); Concordia G. Moraga, Nicasio C. Cabanero, Delia G. Bonife, Santiago C. Bonife Jr., Andres M. Ferrera Jr. and Rodolfo B. Suday (40 years); Remedies I. Pamo, Edmundo R. Badolato, Rosalinda Q. Burce, Quirino C. Caburatan, Milagros A. Gacrama, Maximino D.C. Natonton and Virgilio B. Ramos (35 years); Fresnediz C. Jimenez and Mariano S. Cervantes (30 years); and Rodney G. Collera, Victor Renato A. Cruz, Irwin-II E. Edillo, Virginia B. Limpot, Melanio L. Leal Ricardo R. Palo, Nancy F. Esquilona, Villamor R. Ibañez and Luisito V. Victoria (25 years). Other awardees have been with SBC from five to 20 years.*



30 years in service



45 and 40 years in service



Concordia G. Moraga  
(IBED) 40 years in service



40 and 35 years in service

# 20 SAT BENE SERV AWA



10 years in service



10 years in service



20 and 15 years in service



# 15 ANNIVERSARY RECEIVING AWARDS



15 years in service



25 years in service 25

# SAN BEDA GEARS FOR INTERNATIONALIZATION by Joel G. Filamor

Office of International Cooperation engages the world

San Beda Rector-President, Fr. Aloysius A. Maranan, OSB initiated the strategic positioning of San Beda College amidst global movements to internationalize. "The fundamental mission of gearing students for admission into the demanding global work force requires advancement of long term goals of campus internationalization, faculty re-tooling and in-depth development, expansion of disciplinary perspectives and invigoration of academic discourses," said Fr. Maranan.

In this context, the Office of International Cooperation (OIC) was founded to keep San Beda in the loop of emerging models of global higher education partnerships.

Dr. Tita Evasco-Branzuela, OIC Director, said "It is imperative that Bedans meet regional and globally recognized qualifications to lead and carve out useful and productive spaces in national, regional and global areas." In other words, "the mobility and acceptability of Bedan graduates require the explicit acquisition and transfer of global industry-based learning outcomes," she added.

To attain the goal, the OIC developed international cooperation programs in academics, research and community extension. To date, San Beda is affiliated with four huge international networks and twenty-five local and international higher education partners.

Mr. Joel Filamor (International Cooperation Associate for Administrators and Faculty), Ms. Norlelyn C. Tabag (International Cooperation Associate for Students and Staff) and Ms. Doris K. Sartorio (Secretary) accompany Dr. Branzuela in accomplishing the mandate of the office.

Photo: The Office of International Cooperation operates at a prime location on campus. The new office is strategically located at the ground floor of Saint Bede's Hall, affront the serene Sabater Garden.

# UNIVERSITIES ABROAD VISIT SAN BEDA

## Explore Collaboration on International Activities

by Joel G. Filamor

San Beda continues to receive representatives of foreign universities to explore avenues of cooperation in the areas of academics, research and extension.

"Their visit is an indication that our counterparts abroad recognize the significant contributions San Beda can deliver," said Dr. Tita Evasco-Branzuela, Director of the Office of International Cooperation (OIC). "Truly, it brings joy to receive them on campus," she added.

The Kalinga Institute of Industrial Technology (KIIT), one of the top five private universities in India, visited on June 18, 2015. KIIT, San Beda's partner, was represented by Students Services Director, Dr. Sucheta Priyabadini.

Dr. Priyabadini affirmed her University's founder and mentor, Dr. Achyuta Samanta's intent to engage San Beda on various academic endeavors.

Universidad Catolica de San Antonio de Murcia (UCAM), Spain made another visit to San Beda on November 9, 2015. Mr. Chan Wei Ti, UCAM's Head for Asia, Middle East and North Africa and Ms. Karina Kristine San Juan for a follow-up meeting on the International Business Conference which is organized by UCAM and San Beda. The conference will be held in Murcia Spain in 2016. Mr. Ti and Ms. San Juan also met selected students to discuss post-graduate study opportunities in UCAM.

A group of Master of Business Administration (MBA) students from the University of Hyogo in Kobe, Japan visited San Beda on December 5, 2015. The group, composed of Japanese and Chinese students, was led by Professor Dr. Naotoshi Umeno. The visit paved the way for significant interaction with San Beda's MBA students led by Professor Jobe Viernes, Graduate School of Business (GSB) Coordinator. The trip was highlighted by a brief academic discourse where MBA students from the University of Hyogo joined the Human Resource Management class of GSB Dean Dr. Ricardo Roque.



Mr. Ti presents post-graduates study opportunities to selected students from the College of Arts and Sciences.



Professor Jobe Viernes, GSB Coordinator, distributes SBC materials to guests from University of Hyogo.

Another partner, Soegijapranata Catholic University in Semarang Indonesia, visited San Beda on December 9, 2015. The University's Rector, Professor Dr. Yohanes Budi Widianarko was received by SBC administrators led by Rector-President Fr. Aloysius A. Maranan, OSB and OIC



SBC Rector-President, Fr. Aloysius A. Maranan, OSB and Dr. Sucheta Priyabadini shake hands after the signing of the memorandum of agreement between SBC and KIIT while SBC Vice-President, Dr. Josefina Manabat (far left) and OIC Director, Dr. Tita Evasco-Branzuela (far right) look with delight



MBA students from University of Hyogo in Kobe, Japan during the brief reception program

Director Dr. Tita Evasco-Branzuela.

Collaboration related to Management, Accounting, Law, Psychology, English Literature and Information Technology were laid on the drawing board.

“All these activities are part of internationalizing San Beda which was a directive of the Board of Trustees and our Rector-President,” remarked Dr. Branzuela.

To further gear San Beda toward internationalization, Dr. Ricardo Pama, Secretary-General of the Association of Universities in Asia and the Pacific talked on Nature, Challenges, Benefits, and Prospects of Internationalization. The Administrators Council sat with Dr. Pama at the SBC Heritage Center on December 9, 2015.



Dr. Ricardo Pama, Secretary-General of the Association of Universities in Asia and the Pacific discusses internationalization to the SBC Administrators Council



Professor Dr. Yohanes Budi Widiamark (left) Rector of Soepijapranata Catholic University, Semarang, Indonesia presents the wide range of opportunities for collaboration while SBC Rector-President, Fr. Aloysius A. Maranan, OSB listens closely

we  
engage<sup>the</sup>  
world

SBC Office of International Cooperation  
www.sanbeda.edu.ph

# San Beda sends delegates to SEED in Malaysia

by Joel G. Filamor

Gregorio II A. Maligaya, Legal Management student and Joel G. Filamor, Associate for International Cooperation and SEED 2015 Philippines Chair were sent as delegates to Universiti Malaysia Kelantan's Social Enterprise for Economic Development (SEED) Program. The program, which ran from August 12 to 25 was held in the Islamic State of Kelantan.

Maligaya directly participated in the SEED Program along with other international students. The program sought to develop business plans in view of boosting progress in poor villages.

Filamor participated as observer with the intention to validate practices, methodologies, and systems in view of advancing the conduct of SBC SEED Philippines and thereby ensure utmost and efficient delivery of its ideas, goals and outcomes.



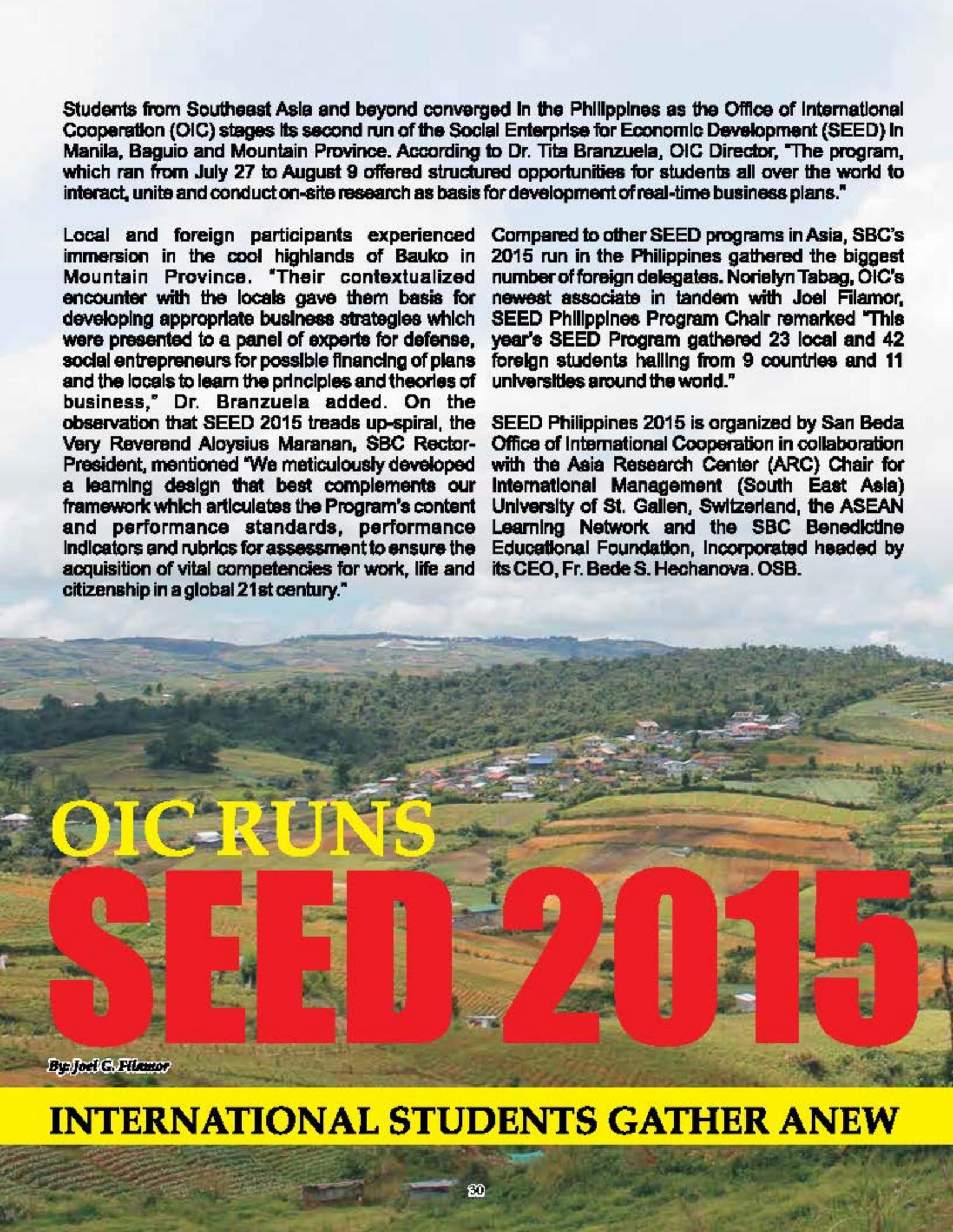
*Gregorio II A. Maligaya, Legal Management student and Joel G. Filamor, Associate for International Cooperation and SEED 2015 Philippines Chair were sent as delegates to Universiti Malaysia Kelantan's Social Enterprise for Economic Development Program (SEED). The program, which ran from August 12 to 25 was held in the Islamic State of Kelantan.*

Students from Southeast Asia and beyond converged in the Philippines as the Office of International Cooperation (OIC) stages its second run of the Social Enterprise for Economic Development (SEED) in Manila, Baguio and Mountain Province. According to Dr. Tita Branzuela, OIC Director, "The program, which ran from July 27 to August 9 offered structured opportunities for students all over the world to interact, unite and conduct on-site research as basis for development of real-time business plans."

Local and foreign participants experienced immersion in the cool highlands of Bauko in Mountain Province. "Their contextualized encounter with the locals gave them basis for developing appropriate business strategies which were presented to a panel of experts for defense, social entrepreneurs for possible financing of plans and the locals to learn the principles and theories of business," Dr. Branzuela added. On the observation that SEED 2015 trends up-spiral, the Very Reverend Aloysius Maranan, SBC Rector-President, mentioned "We meticulously developed a learning design that best complements our framework which articulates the Program's content and performance standards, performance indicators and rubrics for assessment to ensure the acquisition of vital competencies for work, life and citizenship in a global 21st century."

Compared to other SEED programs in Asia, SBC's 2015 run in the Philippines gathered the biggest number of foreign delegates. Norielyn Tabag, OIC's newest associate in tandem with Joel Filamor, SEED Philippines Program Chair remarked "This year's SEED Program gathered 23 local and 42 foreign students hailing from 9 countries and 11 universities around the world."

SEED Philippines 2015 is organized by San Beda Office of International Cooperation in collaboration with the Asia Research Center (ARC) Chair for International Management (South East Asia) University of St. Gallen, Switzerland, the ASEAN Learning Network and the SBC Benedictine Educational Foundation, Incorporated headed by its CEO, Fr. Bede S. Hechanova, OSB.



# OIC RUNS SEED 2015

*By: Joel G. Filamor*

**INTERNATIONAL STUDENTS GATHER ANEW**



*Top: Dr. Tita Branzuela exchanges remarks with Benedictine priest, Angelo Legal during the Bonfire and Cultural Night.*



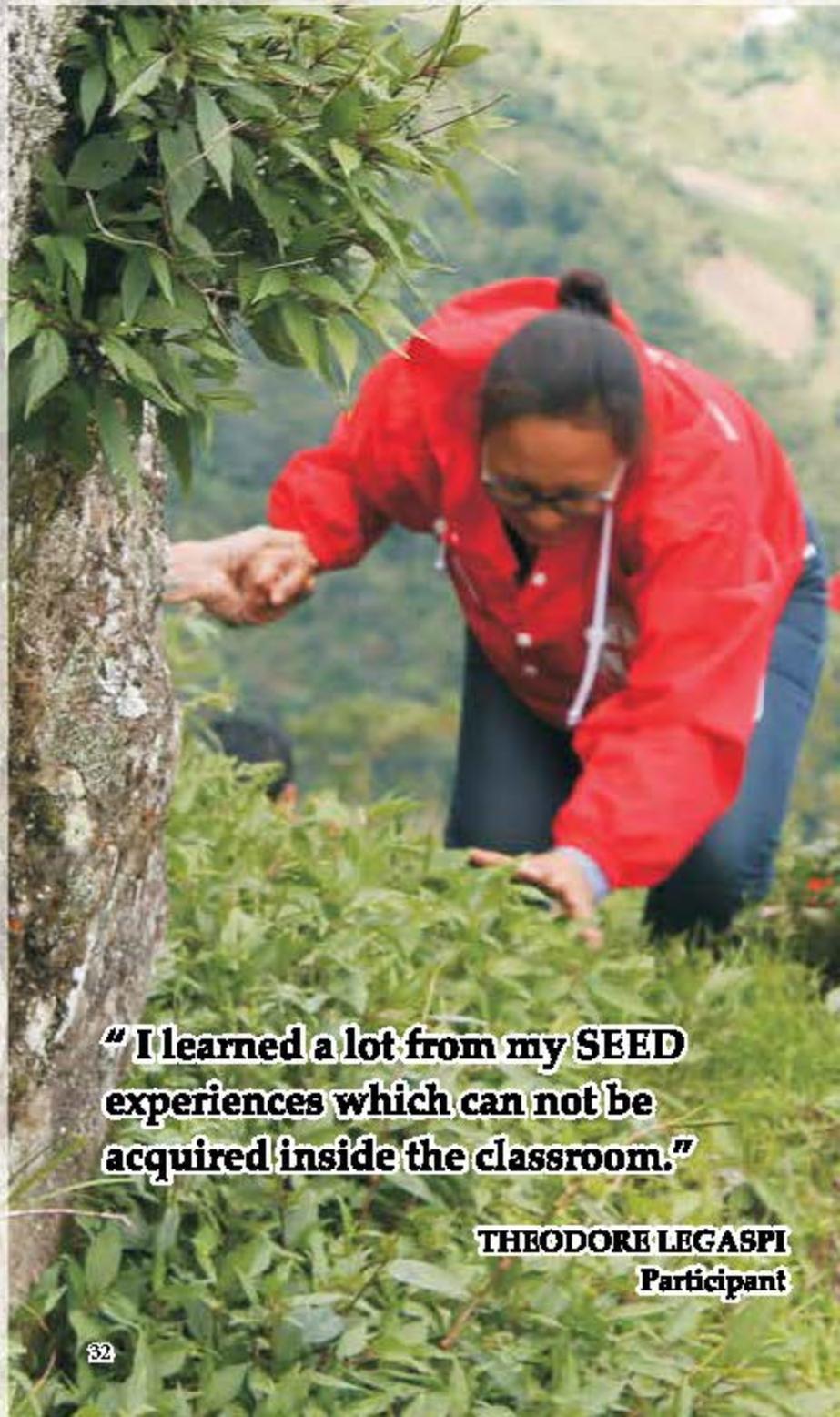
*Right: A delegate from Thaksin University in Thailand performs a local cultural dance*



*Thal Torpong Anansriprapha (left), German Gerhard Kosinowski (second from right), Bedens Samuel Santos and Anton Sumangil gather data in the field*

Delegates in SEED Philippines 2015 hail from the following institutions:

San Beda College, Philippines  
Universiti Malaysia Kelantan, Malaysia  
Universiti Teknologi Malaysia, Malaysia  
Parahyangan Catholic University,  
Indonesia  
St. Gallen University, Switzerland  
Thaksin University, Thailand  
Prince of Songkla University, Thailand  
University of Cambridge, United  
Kingdom  
Kobe University, Japan  
Banking University, Vietnam  
St. Paul Institute, Cambodia



**"I learned a lot from my SEED experiences which can not be acquired inside the classroom."**

**THEODORE LEGASPI**  
Participant

# THE BEDAN COMMUNITY ENGAGEMENT PROGRAMS TOWARDS A HOLISTIC-DRIVEN PARADIGM

*Dr. James Loreto C. Pisos*

Community engagements in higher educational institution's set-up should be seen as complimentary entity to research and instruction that will result to a dynamic and integrated formation of all its stakeholders. It is in this context that the San Beda Institutional Community Involvement Center (ICIC) develops programs that can provide opportunities for our faculty, students and administrators to maximize their field of expertise to help people help themselves. What goes along in our preparation to become a university is the need to increase for outputs both in community based researches and projects that will impact people's lives in the areas of livelihood, health, environment, advocacy, literacy, morals and other components on community development. This is the reason why ICIC follows the model of community engagement that is interdisciplinary, cross cultural, integrative, disciplinal and research based initiatives.

For the first semester of academic year 2015-2016, each college designed programs that match its expertise. CAS faculty members were active in the business clinic program, psychology clinic and HEALS or health, environment, advocacy, literacy and spirituality. The College

of Law has always been represented by the regular operations of the Legal Aid Bureau with student interns and faculty working together in responding to the needs of the indigent clients be it in their main office in San Beda main campus, community based legal aid clinic in Sinag sa Sais, Pandacan, Manila and the services done in Quiapo Church as the school's answer to the call of Archbishop Antonio Tagle in promoting social justice. The College of Medicine and Nursing have initiated Medical Missions and implemented their service learning courses to their chosen sites.

The Integrated Basic Education Department has their share in leveling up our extension services by responding where they are invited to give leadership trainings, K to 12 preparations and improving instruction methods to our target beneficiaries.

To keep our programs updated, ICIC did networking and benchmarking with top universities and institutions in the field of community development.

Some of the sample projects that can serve as best practices are the following:

## College of Arts and Sciences Business Clinic Program

**Business Clinic in Bauko, Mt. Province, May 1-3, 2015.**

**This was followed by a cross cultural exposure on June 2-6, 2015.**



CAS faculty at work: teaching basic bookkeeping and good manufacturing practices to indigenous villagers for their mushroom and potato chips livelihood programs

Sustaining the Mushroom Growing Livelihood Initiative in Pacil, Mt. Province by a Seminar on Product Marketing, Good Manufacturing Practices and Proper Labeling by San Beda Enactus with the Junior Marketing Association of the Philippines last September 24-27, 2015.



The Mushroom Growing Project in the village of Pactil, Bauko, Mt. Province was started in 2011 with the San Beda College Benedictine Educational Foundation Inc. (SBCBEFI) as the main donor funding for the resource speakers, equipment and logistical concerns. Together with SBCBEFI, ICIC conducted technical and capacity trainings to equip the 65 members the capacity to be self-reliant and independent. ICIC formed them to an organization called the St. Bede Mushroom and Vegetable Growers Association (SBMVGA).

San Beda collaborated the project with the local government of Bauko, Mountain Province with their council passing a resolution to donate a land and a budget for an erection of mushroom building laboratory. The

amount allotted by LGU Bauko for the project is Php1,000,000.

LGU Bauko facilitated the release of the DOST Cordillera fund to buy an important equipment, the autoclave or sterilizer. It was already delivered to our beneficiaries. The said item costs is Php 290,00, and this will pave way to increase the production.

A seminar workshop and review of business processes were conducted by the Enactus members and BCP professors. The team monitored the operation processes, checked the laboratory environment and facilities, mentored members on proper bookkeeping and other aspects of the livelihood initiative.

### Processed Vegetable Products: Potato Chips and Carrot Jam



Processed vegetable products, the potato chips and carrots jam are project interventions to the problem of the low prices offered by the middlemen to fresh carrots and potatoes during seasons when the production is high. The cost per kilo to these vegetables is between P2 to P5 only. This amount is not even enough to augment their capital. The farmers will just opt to throw them in the farm and be rotten than to give it to the middlemen. Another problem is the influx of goods as a result of globalization where products from Taiwan and China are much cheaper than the one from Mountain Province. In such context,

San Beda looked for solutions that will translate waste to additional income.

The potato chips came with CAS BCP team working with the members of the SBMVGA. Prof. Pilipino Ramos, CAS, Department of Accountancy served as a point person for the project while Engr. Zernan de Ramos took the mushroom growing initiative. Both professors mentored the students and Enactus members how the said processed vegetable products will be developed along the line of social entrepreneurship. ICIC oversees the entire project with the support of the SBC-BEFI.

## Sustaining the Mushroom and Potato Chips Village Business Initiative And Students Cross Cultural Leadership Program

November 25-28, 2015

The members of the Entrepreneurship Action in Us (Enactus) monitored the financial status of the mushroom and the potato chips, and checked how the good manufacturing practices were applied in the community business. A total of 35 members of the St. Bede Mushroom and Vegetable Growing Association participated in two-day workshop. Manuals of Operation for the mushroom and potato chips business were drafted. This is an indicator of having a sustainability plan and can serve as one of the best features in the school's community engagement projects.



## Zumba and Fun Run in the Mountain

November 28, 2015



The SBCBEFI and ICIC organized the zumba and fun run in the village entitled, Dasal, Indak and Takbo. There were 80 participants who did the unique fun run in the mountain wearing the Bedan singlets. The zumba was introduced as a warm-up activity. There were two youth runners who won the event, and can be a potential athlete scholars of the school.

## College of Law-Legal Aid Bureau Strengthening Legal Aid Clinics Across the Country

The services of the San Beda Legal Aid Bureau have extended from the three satellite offices in Quiapo, main campus and Pandacan to mentoring programs in various law schools across the country.

Last May 8, 2015, the new batch of interns gathered various legal aid clinics in the Philippines. The national LAB convention was held in Pamanang Bedista with the financial support of the United States Embassy.

Last July 11, 2015 they accepted invitation from the Saint Louis University, Baguio City. On August 25, 2015 they went to Dumaguete City to supervise and share best practices with Silliman University. They expanded linkages that will include the Salonga Center for Law and Development. On September 14, 2015, San Beda College explored advocacy programs for the protection of refugees and stateless persons in partnership with the United Nations Higher Commission for Refugees with an orientation program for selected students. The US Embassy has been interested with our legal aid clinic that it sponsored the national convention for all legal aid bureau in the Philippines with San Beda as the host and lead school.



## College of Law Legal Aid Bureau (COL-LAB) Participation in the United States Embassy Program on Institutionalizing Reforms to Promote Political Transparency and Good Governance on August 14, 2015 at the US Embassy, Manila



ICIC and COL-LAB were privileged to have been invited by the US embassy in participating their programs on good governance. The event was attended by 70 delegates mostly composed of lawyers and CEOs from various companies and organizations. San Beda College was the only school invited.

### **College of Medicine and Nursing Medical Missions in Mt. Province and Manila**

There were 16 doctors and 12 medical interns from the College of Medicine and three from the College of Nursing who participated in the medical and surgical mission last summer. Last December together with the Mendiola Consortium, a total of 14 doctors joined the integrated medical mission in the Quiapo community in Manila.



# WINNINGS (AND THEN SOME) A look back at the on-going Season 91 of the NCAA

by Prof. Michael John Y. Rubio, CPA, MBA  
Prefect of Student Athletics, College of Arts and Sciences

The on-going Season 91 of the National Collegiate Athletic Association (NCAA) has been a year of hits and misses, of triumphs and defeats, of recovered and lost glories. Indeed it has been an eventful season thus far for the Red and White school in Mendiola. The following is a recap of the events participated in by San Beda College with the hope of learning from them to continuously improve the sports program of the College, thus:

## BASKETBALL

Rank: 2nd (lost to CSJL in the Finals)

After lording it over the hardwood for the past five seasons, the mighty Red Lions stumbled in their attempt for a historic 6-Peat this season. The Red Lions lost to the Knights 2-1 in the Finals series. Despite the loss, San Beda College remains to be the winningest team in the league with a record 19 championships in the Seniors Division. Also, finishing as the number 1 team in the eliminations and figuring in the finals for ten straight seasons is no easy feat. The Red Lions will definitely be hungrier to regain the crown and prove once again that the crown rightfully deserves to be in Mendiola.

## SWIMMING

Rank: Men's-CHAMPIONS  
Women's-CHAMPIONS



Another milestone has been achieved by the San Beda Swimming Team with its 14th straight championships in the Men's Division and 4th straight in the distaff side. This is truly the result of handwork and dedication by all members of the team. More than the championships, the individual swimmers broke NCAA records during the three-day meet. Christian Dimaculangan, Team Captain, has been adjudged as the Record Breaker of the Year while Joshua Junsay was named Most Valuable Player and also Record Breaker of the Year.



## TABLE TENNIS

Rank: Men's-2nd (lost to CSB)  
Women's-CHAMPIONS



Barnered by Most Valuable Player, Beverly Paulma, the Lady Red Paddlers won their third straight NCAA Table Tennis title against perennial rival Blazers. The Lady Red Paddlers were the team to beat and was pacing the field the whole tournament. The victory earned for the team the right to participate in the 2015 UNIGAMES where they also emerged victorious. The Men's team still reeling from the loss of key players in the past succumbed to the Green and Black in the finals but vowed to recover the crown now that they have gained valuable experience in the tournament.

### TAEKWONDO

Rank: Men's - CHAMPIONS

Women's - 2nd Place (lost to CSB)



Winning their third straight NCAA title, the Red Jins have once again proven that they can kick their way to the top. Led by MVP and Team Captain Kenneth Porras, the Bedans were unstoppable as they beat their opponents one after the other. Their participation in other leagues like the Philippine Taekwondo League augurs well for the team. However, the Lady Red Jins failed to make it to the top as they lost in points to the Lady Blazers.

### BADMINTON

Rank: Men's - 3rd Place

Women's (Demo Event) - 5th Place

The youngest team in the roster of Bedan athletes, the Red Smashers made it to a podium finish landing on 3rd

among the competing schools. With the new recruits showing their wares and gaining valuable experience during the season, the future can only be bright for the Badminton team of San Beda College. The women's side showed a respectable finish considering that the entire team is made up of rookies and sophomores.

### CHESS

Rank: 3rd Place

Finally, after years of frustration, the Red Woodpushers are back as one of the best teams in the NCAA. Alcon Datu, Team Captain and Board One player emerged unbeaten in the entire tournament to earn a gold medal in the event. With new recruits serving their residency and being available to play next season, the Red Woodpushers are expected to checkmate their opponents en route to the title.

### LAWN TENNIS

Rank: Men's - CHAMPIONS

Women's (Demo Event)

2nd Place (lost to CSB)

It took 15 years of waiting before the Red Netters were able to hoist the championship trophy once again. A rag tag team of rookies and sophomores, the team was expected to perform respectably but not win a championship. But nothing can stop the roar of a lion wanting to end years of waiting. With MVP Vince Carlo Ramiscal at the helm, the Red Netters ended the first round tied with two other schools but was declared champion by virtue of a superior quotient. With no student graduating this season, other teams will be hard pressed to beat the Bedan netters. Lawn tennis for women was introduced as a demo event this season with San Beda emerging as runners-up. A good sign that the Lady Red Netters are capable of defending their Soft Tennis crown this season.

As of this writing, the San Beda Red Booters (Football) and the San Beda Red Spikers (Volleyball) are in the final four stages of their tournament. Yet to see action are the Lady Red Netters for Soft Tennis, the Red and Lady Red Spikers for Beach Volleyball and the Red Tracksters for Athletics. But with the full support of the Bedan community behind them, annexing another crown or two will not be far behind. Animo San Beda. Mabuhay ang Atletang Bedista.

# A SEASON FOR REDEMPTION

by Jude P. Roque

**F**or many Bedans, it was unusual not celebrating the victory party in Mendiola. It became an annual tradition that every Bedan looked forward to. For five straight years, we all assembled in Mendiola and partied until the wee hours. But it was not meant for us to get a sixth straight crown as the Red Lions bowed to the Letran Knights in the 2015 NCAA men's basketball championship after a thrilling best-of-three series.

As a consolation, the Red Lions avenged the loss when they clobbered the Knights, 94-72, to win their back-to-back Philippine Collegiate Championship League (PCCL) title in December.

Head Coach Jamike Jarin opted to play in the PCCL with a younger team, showcasing the future of the Red Lions. Graduating players Ola Adeogun, Ryusel Koga, Michole Sorela, Ice Reyes, and now PBA campaigners Arth Dela Cruz and Baser Amer no longer saw action in the National Championship. In their place were recruits from last year that are strong candidates for the 2016 roster.

Former La Salle Green Archer Robert Bolick immediately made an impact with the team after two prolific games that elevated him to the tournament's Mythical Five. But also in the same elite group was fellow Red Lion rookie Davon Potts, a former NCAA D1 player from Pasadena, California. Cameroonian center Donald Tankoua likewise made it to the Mythical Five. The other new faces in the PCCL line-up were Calvin Offana, a 6'4" forward from Dumaguete, 6'6" Benedict Adamos from Bicol, point guard Kyle Carlos from La Salle Greenhills, and Cameroonian sensation Arnaud Noah, who was the 2014 NCAA Slam Dunk king (he was allowed to participate even when he was still completing his residency).



This year's squad will definitely be younger and quicker. Expected to lead the Red and White machine are incoming team captain Dan Sara, Ranbill Tongco, Javee Mocon, Tankoua and AC Soberano. The other prime candidates are third year players Jeramer Cabanag and Jun Bonsubre, and sophomores Joe Presbitero and Alfred Sedillo. But also fighting for a slot are Team B players and former Red Cubs Van Abatayo, Franz Abuda, Lance Abude, Kenneth Alas and Norrish Decapia, and fresh recruits 6'5" JB Bahio from Cebu, 6'5" William Navarro from Greece, and 6'8" Nigerian Eugene Toba.

Jarin will have the "happy" problem of selecting the final 15 from this deep pool of talents. During the summer, the Red Lions will likely have their annual training in Las Vegas, at Joe Abunassar's Impact gym.

This year will not only be a time for redemption but San Beda College will also have the task of hosting the basketball events. Curiously, every time SBC hosted the NCAA's basketball hostilities, the Red Lions end up losing in the finals. But the team vows to break the jinx and bring back the crown to Mendiola.

It won't be a walk in the park though as several teams are considered to be strong contenders for the NCAA title this year, especially Mapua, Arellano, JRU and Perpetual Help.

Before the NCAA however, the Red Lions will try to defend the Fil-Oil plum this summer. SBC won its first Fil-Oil title last year with an emphatic triumph over DLSU in the finals.

This year poses another huge challenge for the Red Lions. But just like in the past, they always come back stronger after a loss.



# Jurisperitus: Ab Initio, Ad Infinitum

*(Learned from the Law: From the Beginning and Beyond)*

## A 2015 Homecoming Celebration

by Dr. Joffre M. Alajar

Amidst today's rapidly changing landscapes, our San Beda College of Law continues to make its presence felt so strongly in the country since it was established in July 11, 1948.

The first law graduates of San Beda College took the Bar exams in 1952 registering a staggering 100% SBC passing percentage as against the 62% national passing percentage, sending Bedan spirits into a frazzle. But it was in 1953 when SBC produced its first-ever Bar placer Bernardo P. Fernandez who garnered fifth place. In 1954, SBC seized the country's admiration when it took pride in its first-ever Bar topnotcher Florenz D. Regalado. Based on the records for the period 1952 to 2001, SBC produced seven first placers, seven second placers and 52 fourth to tenth placers. Starting 1982, the San Beda College of Law opened its doors to female students. In 1985, SBC produced its first-ever three female Bar placers namely: Lilian B. Hefti, 3rd place; Lella M. De Lima, 8th place, and Mary Carolyn S. Que, 10th place. Truly a diamond achievement for a law school with humble beginnings.

Today, the San Beda College of Law is one of the top three acknowledged leaders of law education in the Philippines. In 2009, SBC produced another bar topnotcher Reinier Paul R. Yebra with Charlene Mae C. Topic placing second. Last year, SBC produced its first Bedan woman topnotcher in the person of Irene Alcobilla. Sharing the limelight were two other Bedan placers: Jose Angelo David, 6th place and Adrian Aumentado, 7th place.



Judge Tess Mendoza-Aroca and Vice Dean Rocky Delson



Fr. Aloysius Maranan, OSB is declared honorary member of the SBC Law Alumni Association



Fr. Aloysius Maranan, OSB receives his St. Benedict's Trophy from SBLAA President Justice Nick Acosta and Vice President Obet de Leon



2015 Bedan Bar Topnotchers





The Silver Jubilarians Class of 1990



Atty. Rudy Salalima is 2015 Outstanding Bedan Law Alumnus



Fr. Benigno Benabarro and Dr. Joffre Alajar receive their SBLAA Service Awards



Judge Tess Mendoza-Arcega, Judge Selma Alaras and other Silver Jubilarians perform a special dance number

It has been 63 years. Unbelievable but true. Bedans who have passed through the great halls of the San Beda College of Law gathered for a grand celebration of another Diamond Jubilee of the SBC Law Alumni Association last November 30, 2015. Indeed, a diamond anniversary calls for a celebration befitting a premiere institution that has distinguished itself as an outstanding school of law professional, as gleaned from the creditable performance of Bedan candidates in the Bar exams not to mention the significant number of Bedan greats in the law profession here and abroad.

Grateful Bedans paid a special tribute to their Alma Mater for all that it has been to them. Bedans also took this rare opportunity to honor the Benedictine monks, lay administrators, faculty members and service personnel who in the course of 63 diamond years have faithfully built up the College of Law, thus, fully accomplishing the College's primary mission of Benedictine Christian Education.

It was a joyful and memorable evening with the Law Class of 1990 (*Silver Jubilarians*), Law Class of 1975 (*Ruby Jubilarians*) and Law Class of 1965 (*Golden Jubilarians*) of our College of Law leading in this special celebration of the Bedan triumphant spirit...

much alive and sparkling in 2015.

So let us roar together and say **GO SAN BEDA FIGHT... FOR ANOTHER DIAMOND CELEBRATION** with the theme: *Jurisperitus: Ab Initio, Ad Infinitum* (Learned from the Law: From the Beginning and Beyond).



Atty. Rudy Robles and Dean Virgilio Jara are elevated to the SBLAA Hall of Fame



COMELEC Chairman Sixto Brillantes receives his Lifetime Achievement Award from Fr. Rafaelito Alaras, OSB, Prior-Administrator



(l-r) Mrs. Helen Cruz, Atty. Ave Cruz Sec. Leila de Lima, Fr. Rafaelito Alaras, OSB, Fr. Aloysius Maranan, OSB, and SBCAA President Rene Sammartino



The Law Class of 1990



## Outstanding Bedan James T. Sy donates collapsible stage



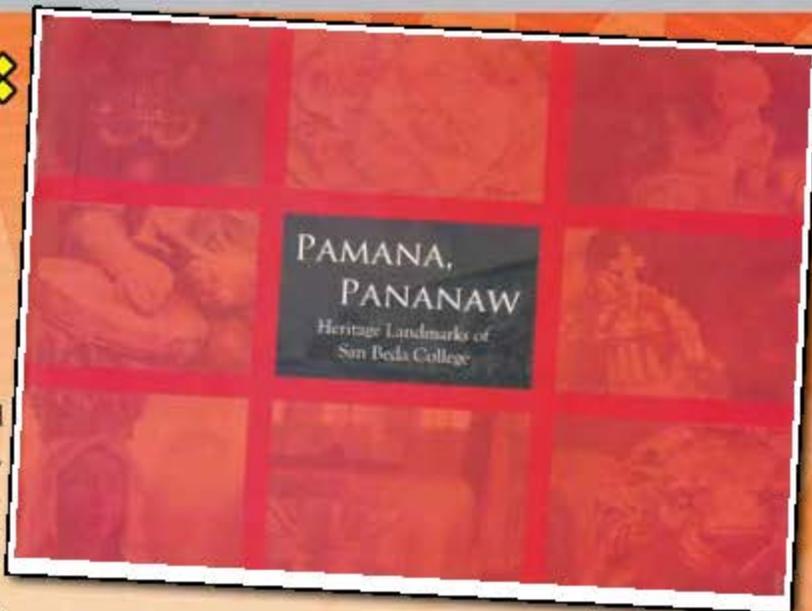
The ever generous James T. Sy (GS Class '76 and HS Class '80) has donated recently a collapsible stage to San Beda College for use in Manila, Rizal and Alabang campuses. James, a recipient of the 2012 Distinguished Bedan in the field of Sport Service is the Red Sea

Lions Swimming Team manager for the past many years now, bringing honor to SBC by consistently being champions in various NCAA and other swimming competitions.

The entire Bedan community is very appreciative of this new expression of Bedan gratitude from the Sy family.

## Pamana, Pananaw: Historical Landmarks of San Beda College

Pamanang Bedista, the SBC Heritage Center launched recently a special publication entitled "Pamana, Pananaw: Historical Landmarks of San Beda College". This handbook is a collection of photographs of the important landmarks of this more than a century-old Benedictine learning institution. It aims to discuss the story behind historical campus infrastructures and bring to light their significance and value to the cultural heritage of San Beda College.



The Editorial Board consists of Mr. Dino Carlo Santos, Ms. Liezel Garcia and Ms. Anne Silva. Consultants include Mr. Ricky Francisco, Dr. Joffre M. Alajar and Rev. Fr. Benildus Maramba, OSB. Project Head is Rev. Fr. Rembert C. Tumbali, OSB.

This publication is given to freshmen as the institution's way of orienting them about the historical landmarks that reveal the real strength of San Beda's great legacy.

# Nurturing the culture of research excellence in San Beda College

*Nomar M. Abviar, MD, MHPEd*

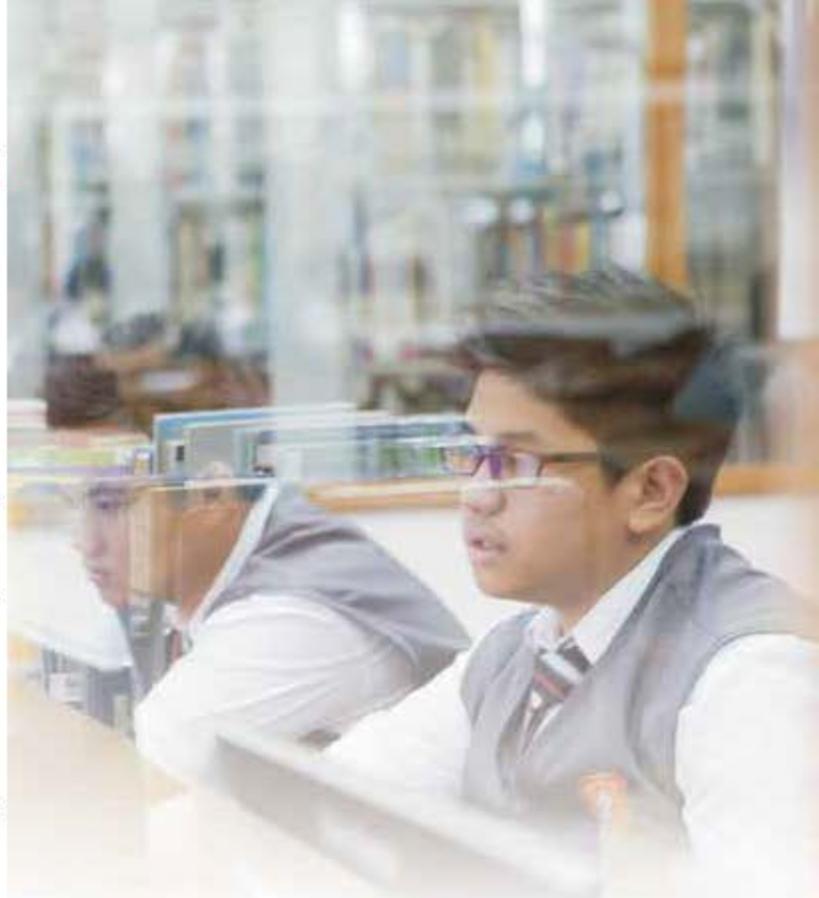
*Research, Planning, and Knowledge Management Center*

San Beda College is strongly committed to forge through the 21st century as an institution that creates, safeguards, and transmits knowledge that is instrumental in national social, economic, and spiritual development. Driven by this goal, the College embarks on a series of strategic initiatives for nurturing a productive culture of community-based research.

An Institutional self-assessment of research capability conducted during the 3rd quarter of 2015 showed that 20% of full-time faculty members are actively carrying out and disseminating research. Two-thirds of these active researchers have been identified to be in a position to serve as research mentors to the less experienced faculty. To augment the cadre of active faculty researchers, the Research, Planning, and Knowledge Management Center (RPKMC) will be organizing interdisciplinary research teams with the identified senior researchers serving as research mentors to the junior research faculty. These research groups will work on developing research concepts proposed in 2015 into complete research proposals, which will then be prioritized for institutional funding.

Another important research endpoint is to increase the number of faculty research publications in high-impact external academic journals. Faculty members who are active in research colloquia have independently identified external publication opportunities. RPKMC shall facilitate provision of institutional funding to support publication fee requirements of these external journals. As a further incentive, the San Beda Publication Awards, shall be bestowed on faculty who are able to publish in high-impact, indexed external academic journals.

The internal research publications of San Beda College such as *Scientia* are themselves efficacious media of faculty scholarship and research productivity. However, these are presently still to be accredited by the Commission on



Higher Education. The guidelines for accreditation are expected from the Commission this quarter, and the target is to have the internal research publications accredited in one submission cycle.

To provide one more venue for disseminating community-based research, RPKMC is coordinating with the Institutional Community Involvement Center (ICIC) on special issues of the San Beda Research Journal that will publish community-based researches done by the faculty. ICIC has assembled the editorial board and peer reviewers who will ensure the academic robustness of the articles in these issues.

Institutional research policies (including the SBC Institutional Research Agenda) for faculty research projects are well in place. However, the framework for technical and ethics review of research proposals and papers can still be enhanced to ensure that conduct of institutional research meets global best practice standards, particularly those pertaining to research ethics, which is a crucial requirement for external publication of research. Thus, research ethics will be one main theme of one of the faculty research workshops to be conducted by RPKMC. All full-time faculty researchers are to be trained in research ethics by the end of 2nd Quarter 2016. RPKMC will then form a working group composed of the key research faculty of the academic units as well as other faculty members specializing in Ethics and develop the San Beda College Code of Research Ethics and the San Beda College Ethics Review Board who shall be charged with ensuring the conduct of faculty research meets ethical standards. Ethics Review Board is envisaged to be operational by 2nd Quarter 2016 and accredited by the National Research Ethics Board at the end of 2016.

Likewise, there is a need to update frameworks for the technical review of research and benchmark them against



standards of high-impact external publications. RPKMC shall coordinate with the key research faculty and the research committees of the academic units to update these technical review frameworks to help ensure that the quality of faculty research outputs meets these standards.

RPKMC is itself a flourishing research management unit presently operated by one Director and one full-time administrative support staff. To further strengthen this research organization and infrastructure to effectively support faculty research productivity and ensure timely completion of institutionally-supported faculty research, RPKMC shall activate the Research Associates who will help manage the implementation of the institutionally-funded projects. The functional corps of Associates will enhance coordination with the research committees and research faculty of the academic units for updates on programs and feedback.

The current system of institutional research support makes funding for 10 faculty research projects available every year via the RPKMC grants, each amounting to PhP 80,000. This includes a research load equivalency of 6 units, which the faculty can choose in lieu of the monetary incentive. Additional institutional support for research is available through the Institutional Faculty and Staff Development grants for Masters and PhD studies. Support for faculty research is also available via the San Beda College Alumni Foundation Distinguished Professorial Chairs Program, which endows the institutional research program with PhP 1.125 million per year for the next 2 years. To further boost faculty research funding, additional RPKMC grants are to be added to the presently existing 10 awards. With the anticipated increase in the number of active researchers by 2017, additional sources of research funding shall be tapped. Faculty researchers shall be enabled to obtain external research grants, starting with capacity building for grant writing, and then followed through with grant networking opportunities.

These initiatives are the springboard for the continuing evolution of the research culture of San Beda College. RPKMC is keen on sustaining these undertakings, as well as meeting the continuing challenges of integrating research activity and academic learning, and supporting intellectual innovation for the betterment of society.



## San Beda bags 3rd spot in PANAnaw Awards

*by Betina dela Torre*



16th PANAF Integrated Marketing Communications (IMC) Students' Competition held last November 2015. The team composed of Marketing Management students namely: Riff Charles Nova, Beatrice Eltra Franceska Lopez, Kelly Anne Borigas, Charles Kevin Marco, Hazel Fesariton, Joseph Santiago and Luigi Juano developed a campaign to encourage citizens to be catalysts of change this coming 2016 elections. The team was mentored by Marketing professors Gregorio Borja, III (head coach) and Maria Pamela Tendero.

Out of the 33 schools that joined, only 7 got the chance to present their plans to a jury. San Beda's IMC plan centered on vote buying in the Philippines. Targeting the lower social classes, the Tuldukan ang Limandaan campaign aims to stop the proliferation of vote buying in the Philippines through voter education and use of different strategies, platforms, and tools such as mobile application, inclusion of flyers in utility bills, concerts, etc.

PANAF Integrated Marketing Communications (IMC) Students' Competition is organized by the Philippine Association of National Advertisers.

*A Prosperous New Year to all!*





# San Beda Manila

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