

# Move to Lead

DLSU-Manila offers programs that harness the leadership qualities of its students.



**MOVE EL graduates.**

At 20, BS Applied Economics and Accountancy student Eric Ebro can handle more tasks more efficiently compared with other students his age. An active student leader on campus, he is currently the president of the DLSU Debate Society and a member of the Advisory Committee of the Economics Organization, which he used to serve as president.

Two years earlier, Eric chaired the University's Tuition Fee Research Committee, helping the student body negotiate a reasonable increase in enrolment fees. He was also voted academics representative of the College of Business and Economics. In 2003, he was chosen as a Philippine delegate to the Hitachi Young Leaders Initiative in Thailand.

Recognized by DLSU-Manila as its 2004 Most Outstanding Leader, Eric reveals that he used to be afraid to take the challenges of leadership. The Management of Organizations for Visible Effectiveness for Emerging Leaders (MOVE EL) Program of the DLSU Student Development Office changed that attitude.

Established in 1986, MOVE EL is a yearlong training workshop that seeks to develop the leadership, communication, and organizational management skills of Lasallian students gifted with the exceptional potential to become effective leaders.

Under the program, the students undergo workshops on self-discovery, self-awareness, leadership theories, social skills development, and project, time and conflict management. They also discuss the Lasallian values of *religio, mores, et cultura*.

MOVE EL boasts of graduates who are recipients of various distinctions including the Ten Outstanding Students of the Philippines Award, The Outstanding Coeds-The Outstanding Young Men honors, and BPI Science Awards. Some of them become delegates to local and international events, while others get scholarships abroad.

Eric says the MOVE EL program has made him psychologically prepared to hurdle tasks of magnitude. "It gave me the confidence in times of pressure and the ability to stand immediately after falling," he adds.

# SGV Extends Expertise to DLSU-Manila

**Industry practitioners are tapped to handle La Salle's new accounting modules.**



*Achievers, Inc.* is a publication of De La Salle University-Manila for its industry and academic partners. Designed especially for chief executives and human resource directors, *Achievers, Inc.* provides the latest and most relevant information on the academic front to help them find the right people and give them the venue to put across developments and requirements in the business world.



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**W**ith the support of SyCip Gorres Velayo & Co.(SGV & Co.), DLSU-Manila students have started taking a modular approach to accounting education in June this year.

The modular approach is a redesigned method of learning accounting, with lessons that respond to the changing role of today's accountant. This approach encourages students to be more proactive in their studies. Materials are uploaded online so they can read ahead and prepare questions in time for the next session.

The Philippine Board of Accountancy sets four modules to be covered in the prescribed curriculum namely: Module 1, financial accounting; Module 2, costing and auditing; Module 3, management services and information technology; and Module 4, a review of all the major areas taken up in preparation for the board examinations.

Under a three-year agreement with the University, SGV will provide experts and industry practitioners who will conduct lectures and presentations on different topics of the module on a weekly basis.

SGV & Co. is the Philippines' largest multidisciplinary professional services firm in the country providing integrated solutions that draw on diverse and deep competencies in assurance, tax, risk advisory, and corporate finance. The firm upholds the highest standards of quality and remains to be the only ISO 9002-certified professional services firm in the Philippines since 1996.

# Employment Screening on Campus



**La Salle opens its doors to pre-employment exams by partner companies.**

Looking for first-rate employees without sweating? La Salle opens its doors to companies wanting to conduct on-campus examinations. The Office of Career Services (OCS) assists employers in organizing the activity, from selecting the examinees and coordinating the schedule to reserving the venue.

In the past year, participants of the University's annual job fair such as Procter & Gamble, Maersk, GlaxoSmithKline, Accenture, and Philippine Airlines conducted pre-employment examinations on the Taft campus. One employer got as many as 400 examinees at one point. Other companies like Unilever also conducted interviews at La Salle.

Meanwhile, companies can subscribe to DLSU-Manila's graduate listing and get three issues every school year. The list, arranged by course, contains all the names, addresses, email addresses, and phone numbers of graduates for the trimester.

For details, contact OCS at 523-4286 or at 524-4611 to 26 loc. 416.

## Job Fair 2004

Almost 100 companies from various industries participated in the Job Expo 2004 sponsored by the Office of Career Services of DLSU-Manila and the Career Placement Office of the DLS College of Saint Benilde at the Yuchengco Ground Floor and the CSB grounds this July.

The four-day event included talks on developing and honing job-hunting skills. Some of the participating companies also held talks to familiarize students and guests with the operations and nature of their businesses. These companies included Chinabank, Convergys, Drake International, Accenture, and ICT Group.

Some of the top companies that joined the Job Expo 2004 were Procter & Gamble (P&G), Chinabank, GMA Network, Inc., Philippine Airlines, Jobstreet.com, Accenture, Sykes Asia, E-Telecare, Bank of the Philippine Islands, Philippine Long Distance Telephone Co., Honda Cars Makati, Inc., Joaquin Cunanan & Co., United Laboratories, Inc., and Petron Corporation.

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# Roberto A. Deluria

President and CEO

Tridel Technologies, Inc.



For Robert Deluria, success is possible despite limited resources and a sluggish economy. As president and CEO of Tridel Technologies, Inc., he has proven that business can flourish amid adversities.

An AB Economics and BS Business Management graduate of DLSU-Manila in 1985, Robert says he tries to inculcate his management team with a “never-give-up” attitude that he learned in school.

As a student, he discovered that opportunities for growth often seemed like problems at first. When the trimestral system was introduced in the University, for instance, he was forced to accomplish a lot of things within a shorter period. The faster pace actually contributed to his being more resilient in the face of bigger challenges in the workplace.

In 1996, he pioneered the Internet services in the Philippines with only five staff and a meager capital of P60,000. What started with a small investment eight years ago now profits a yearly gross of P80 million.

Today, Tridel Technologies is considered a leading Information Communication Technology (ICT) solutions provider in the Philippines. Robert says the vision of Tridel Technologies, Inc. is to improve the lives of people through technology. This reflects the Lasallian ideal of creating leaders that will help improve the quality of life in Philippine society, he adds.

“I believe that Lasallians have been taught to think out of the box and perceive every difficulty as an opportunity to make a difference. The entrepreneurial culture in the school has taught me to be independent, assertive, and innovative in facing challenges,” he points out.

**He believes that every difficulty is an opportunity to make a difference.**

## Topnotch Act

De La Salle University-Manila graduates once again garnered top slots in the latest series of board examinations conducted by the Professional Regulation Commission (PRC).

In the Certified Public Accountants board exams in May, La Salle registered a passing rate of 62 percent as against the 19.6 percent national passing rate. Ten Lasallians out of the 64 successful examinees were on the Top 20 list, including the first two slots. According to a PRC report last year, La Salle has consistently achieved a 70 percent performance level from 1996-2000.

Civil Engineering graduates also made the University proud with the results of the May board exams. DLSU-Manila recorded a passing rate of 87 percent as against the national passing rate of 33.5 percent. Three of the Lasallian board takers landed on the Top 20, one of them capturing the second slot.

In the Chemical Engineering board exams, DLSU-Manila posted a 76 percent passing rate, the second highest passing percentage among institutions with 10 or more examinees. The Lasallian topnotchers on the Top 10 list took the first and the sixth slots.

The University also ranked Number One among schools with 50-99 examinees in Electronics and Communications Engineering. On the Top 20 list were seven La Salle examinees, including the second and third placers.

In the Mechanical Engineering licensure exams in April, DLSU-Manila registered the highest passing percentage among schools with 10-24 examinees. The school also ranked the highest among the top performing schools in the Philippines. It recorded a 93 percent passing rate, way above the national passing rate of 47 percent.

**Results of the latest board exams show the consistent topnotch performance of Lasallians.**



# Strengthening Economic Policy Advocacy

Experts from various research centers in Asia collaborate for policy advocacy on global trade.

A team of researchers from DLSU Angelo King Institute for Economic and Business Studies (DLSU-AKIEBS) and other research experts from China, Indonesia, Malaysia, Thailand, and Vietnam are currently working on a research project titled "Production Networks, Industrial Adjustment, Institutions and Policies, and Regional Cooperation."

The research project amounting to CAD \$363,320 (about P15 million) is funded by the International Development Research Centre-Canada. It studies regional and national production networks in a globalized economy. Its results will be used for policy advocacy.

The researchers, mostly faculty members of the Economics and Business Management Departments, will look at the implications of liberalization and globalization to domestic trade and investment policies. They will also examine the impact of globalized economic policies on selected Philippine industries.

Key businessmen, trade representatives, policy makers, researchers, and civil society representatives are being consulted on policy issues related to free trade agreements and regional trade agreements.

## Graduate Programs that Get Better

**PAASCU gives high marks to DLSU-Manila's graduate programs.**

Many companies today encourage, if not require, their employees to pursue graduate studies for promotion and development. But where to go? The accreditation ratings of the Philippine Accrediting Association of Schools, Colleges, and Universities (PAASCU) can give employees a general idea of what institution to choose.

DLSU-Manila's Graduate Programs in Education, Liberal Arts, and Science, for instance, enjoy a five-year Level III re-accreditation status granted by PAASCU. The certification is, to date, the highest given to a graduate program in the country. PAASCU has only four accreditation levels, Level I being the lowest and Level IV, the highest.

PAASCU's evaluation covered the following areas of the graduate programs: community involvement, faculty, instruction, library, laboratories, physical plant, student services, and administration.



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## Tech Camp of La Salle Talents

The poster at the entrance of the La Salle exhibit read: "Enter the magical world of Pinagpala. See a wall-climbing robot. Learn the language of the deaf." The small booth, which was part of the Consumer Electronics Show at SM Megatrade Hall in May 2004, belied the many worlds being explored by La Salle students in computer science, computer engineering, and information technology.

Visitors discovered some of the most innovative and relevant research projects that were undertaken by students, with the support of La Salle's industry partners. One major research was an online training system for the Technical Education and Skills Development Authority (TESDA), a government institution that provides competency-based training for different job functions in the country.

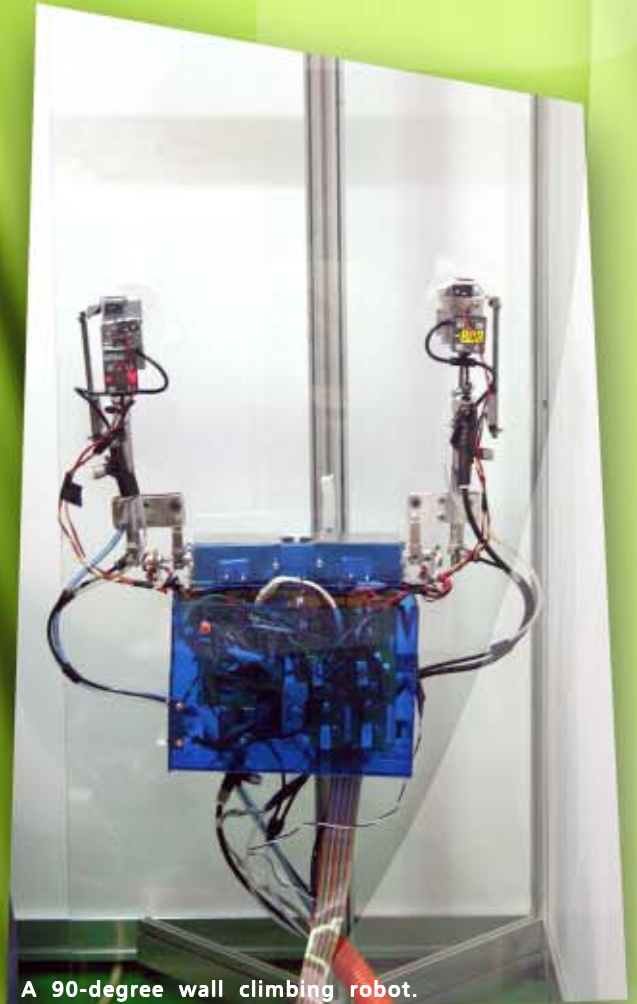
Another thesis project was made for Mega Magazine and Publishing, Inc. (MMPPI), a company that manages several major local magazines. The team of students developed a document management system that allows users to store, index, retrieve, manage and track documents.

For companies into software technology, another team developed a 3D graphics engine that runs on multiple machines through a dedicated server and can serve as the backbone for web-based applications like virtual environments and games.

Also part of the exhibit was the project Hand Pose Interpolation, which earned the Gold Medal for Outstanding Thesis from the University. This software on finger spelling simulation of the American Sign Language (ASL) aims to minimize the need for human translators.

Mobile robots were also featured in the exhibit. One of these was a 90-degree-wallclimbing robot, designed for use in risky activities such as window cleaning of high-rise buildings. Another was an autonomous crawler-type robot, also called the Stair Climbing Autonomous Vehicle (SCAV).

To learn more about CCS projects, contact 542-0402.



A 90-degree wall climbing robot.

**An exhibit of some undergraduate thesis projects from the College of Computer Studies of DLSU-Manila shows the quality of training and research in the University.**

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# Engineering Research for Business

**The academic-industry-government network underscores the need for relevant research initiatives.**

Local companies are tapping the expertise of the Center for Engineering and Sustainable Development Research (CESDR) of La Salle for their research and development projects.

Among the projects to be undertaken by CESDR under the DLSU-Manila's College of Engineering are the recycling of styrofoam packaging into concrete bricks for Jollibee and Senbel Fine Chemicals Company; the application of biological biofilm reactors to the treatment and reuse of prawn-growing waters for Innovotronix; and a low-cost biological treatment facility for Valenzuela Tannery Corporation.

The project concepts were generated during a recent Industry Research Forum on the Taft campus. Some 40 industry officials and representatives from the academe, government, and funding institutions attended the event.

The forum aimed to strengthen the University's academic-industry-government network through the sharing of its current engineering research initiatives. It highlighted CESDR's capability to undertake contract R & D to boost Philippine industry and economy.

## IE Programs for Service Industries

To meet the needs of information technology and the service industries, the Industrial Engineering (IE) Department of DLSU-Manila is offering two new programs beginning school year 2005-2006: Bachelor of Science in Industrial Management Engineering minor in Information Technology (BS IME-IT) and Bachelor of Science in Industrial Management Engineering minor in Service Management (BS IME-SM).

The BS IME-IT aims to train students who will eventually design and develop business solutions that will facilitate the business process and achieve higher productivity and quality in the corporate world.

Through the BS-IME-SM program, the University seeks to develop professionals who will have the passion to improve various service industries such as call centers, health care, public service, retail, and food services. The new programs are designed to improve not only business operations but also the quality of life of both consumers and employee.

**The academic-industry-government network underscores the need for relevant research initiatives.**