



COMMISSION ON HIGHER EDUCATION

REGIONAL OFFICE III

RELEASED

JAN 06 2023

CHEDRO III

**CHEDRO-III MEMORANDUM**

No. 004, s. 2023

For : ALL PRESIDENTS/HEADS OF PUBLIC AND PRIVATE HIGHER EDUCATION INSTITUTIONS IN CENTRAL LUZON OFFERING BUSINESS EDUCATION PROGRAMS

Subject : 18<sup>TH</sup> ANNUAL CONFERENCE OF COUNCIL OF DEANS AND EDUCATORS OF BUSINESS (CODEB) IN REGIONS III, IV-A, IV-B, V AND OTHER REGIONS

Date : JANUARY 5, 2023

In accordance with the pertinent provisions of Republic Act (R.A) 7722, otherwise known as the "Higher Education Act of 1994", this Office hereby endorses the conduct of the **18<sup>th</sup> Annual Conference of Council of Deans and Educators of Business (CODEB) in Regions III, IV-A, IV-B, V and Other Regions**, with the theme, "*Internationalization and Digitization in Business Education: Getting Ready for Industrial Revolution 5.0*". This will be held on **February 23-24, 2023 at Xenia Hotel, Clark Freeport Zone, Angeles City.**

The objectives of the conference are:

1. To present current perspectives on making business programs more relevant and inclusive;
2. To feature models of transforming business education to become more responsive in the light of internationalization and digitization; and
3. To foster cooperation and sharing of learned experiences that will help business schools in the regions and nearby provinces to perform their mandated functions and pursue their mission and vision of doing research, instruction and community service.

Target participants are **Deans, Department Chairs/Heads, Program Coordinators and Educators of Business Education programs.**

For confirmation of participation, payment of registration fee and other inquiries, please contact the organizer of the event, CODEB IV-A through its President, **Dr. Arnel Pedro V. Rodelas**, at telephone number (042) 317-5639 or mobile number 0917-8476645 or e-mail Dr. Amado L. Magsino, President Emeritus at [domads\\_47@yahoo.com](mailto:domads_47@yahoo.com).

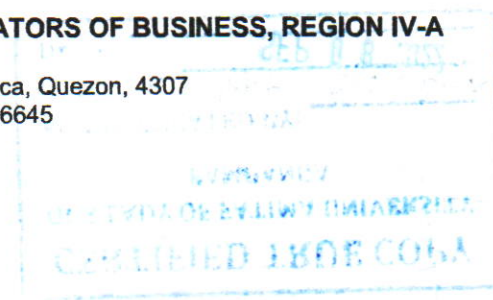
Participation of all concerned is voluntary.

  
**DR. LEONIDA B. SIGUA-CALAGUI, LLB, CESO III**  
Director IV

- Incls: 1. Letter of Dr. Arnel Pedro V. Rodelas and Dr. Amado L. Magsino of CODEB IV-A  
2. Program of Activities



**COUNCIL OF DEANS AND EDUCATORS OF BUSINESS, REGION IV-A**  
c/o Eastern Quezon College  
R. Marco St., Brgy. Pinafrancia, Gumaca, Quezon, 4307  
Contact Nos. (042) 317-5639/ 09178476645



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Eastern Quezon College  
Dr. Jesus P. Briones  
Executive Vice-President  
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**President Emeritus:**  
Dr. Amado L. Magsino  
First Asia Institute of Technology and Humanities

January 2, 2023

Dr. LEONIDA S. CALAGUI  
Director, CHEDRO III  
Commission on Higher Education  
City of San Fernando, Pampanga

Dear Dr. Calagui,

Greetings!

The Council of Deans and Educators of Business in Region IV-A (CODEB4A) shall hold its 18<sup>th</sup> Annual Conference on February 23-24, 2023 at Xenia Hotel, Clark Freeport Zone, Angeles City. The theme of the conference is **"Internationalization and Digitization in Business Education: Getting Ready for Industrial Revolution 5.0"**.

The conference aims to meet the following objectives:

1. To present current perspectives on making business programs more relevant and inclusive;
2. To feature models of transforming business education to become more responsive in the light of internationalization and digitization; and
3. To foster cooperation and sharing of learned experiences that will help business schools in the region and nearby provinces to perform their mandated functions and pursue their mission and vision of doing research, instruction, and community service.

The participants who are expected to attend this academic assembly include the Deans, Department Chairs/Heads, Program Coordinators and Educators of Business from the different higher education institutions of Regions III, IVA, IVB, V and other regions.

Registration fee for this two-day assembly attending on a face-to-face modality is **Php6,500** which will cover hotel accommodation, meals (Day 1 - pm snack and dinner; Day 2 - breakfast, am snack, and lunch), certificate of participation/attendance and other conference materials. **However, participants who will pre-register and pay on or before January 15, 2022 will only be charged Php6,200 per head.** Payment may be made through CODEB IV-A BDO SA #001290469278. Check payments shall be made payable to Council of Deans and Educators of Business in Region IV-A, Inc. or via GCash 09564117510 under Dr. Arnel Rodelas.

In this regard, may we request for your kind presence in the above-stated conference to welcome the participants in the city of San Fernando in behalf of the local chief executive of the City.

Your presence in the conference manifests your very strong support to the Council since the time you were with Calabarzon, hence, equivalent to your kind endorsement so we can also invite HEIs from Region III.

Likewise, we are soliciting a 1-page message with 2X2 photo for the souvenir program.

Thank you very much for your usual support.

Truly yours,

**ARNEL PEDRO V. RODELAS, PhD**  
President

**AMADO L. MAGSINO, PhD, DBE**  
President Emeritus

**18th CODEB4A Annual Conference**  
**Theme: Internationalization and Digitization in Business Education: Getting**  
**Ready for Industrial Revolution 5.0**  
**February 23-24, 2023**

**PROGRAMME**

**Day 1 – February 23, 2023**

**Part I**

<b>2:00 - 2:30 pm</b>	Preliminaries		
	Opening Prayer	<b>Dr. Prescilla T. Molinyawe</b> VP for Batangas, CODEB4A	
	Philippine National Anthem		
	Welcome Address	<b>Dr. Leonida S. Calagui</b> Director, CHEDRO III	
	Opening Remarks	<b>Dr. Arnel Pedro V. Rodelas</b> President, CODEB4A	
	Inspirational Message	<b>Dr. Freddie Bulauan</b> OIC Director, CHEDRO IV-A	
	Presentation of the Participants	<b>Dr. Joanna Paula E. Verano</b> Secretary, CODEB4A	
	<b>2:30 - 3:15</b>	Introduction of the Keynote Speaker	<b>Dr. Amado L. Magsino</b> President Emeritus
		Keynote Address	<b>Hon. Commissioner Jo Mark Libre*</b> Commission on Higher Education
		Awarding of Certificate	
<b>3:15 - 4:00</b>	Photo Opportunity		
	Introduction of the Speaker	<b>Dr. Marmelo V. Abante</b> Technical Director, CODEB4A	
	Plenary 1 <b>Building a Sustainable Smart Campus Network</b>	<b>Mr. Regil De Claro</b> Ph Territory Director-Global Enterprise RUIJIE Networks, HK	
<b>4:00 - 4:15</b>	Open Forum		
	Awarding of Certificate		
<b>4:15 – 5:00</b>	Introduction of the Speaker	<b>Dr. Arnel Pedro V. Rodelas</b> President, CODEB4A	
	Plenary 2 <b>Internationalization of HEIs via Passage to ASEAN (P2A)</b>	<b>Dr. Amado L. Magsino</b> Member, Executive Committee Passage to ASEAN	
<b>5:00</b>	Closing Prayer	<b>Dr. Shirley I. Mendoza</b> Asst. Treasurer	

**Part II**  
**6:30 - 7:30**

Dinner

**7:30 - 9:00**

Election of Officers  
Socialization

**Master of the Ceremony**  
**Dr. Rogel L. Limpiada**  
VP for Quezon, CODEB4A

**Day 2 – February 24, 2023**

**8:30 - 8:40**

Preliminaries  
Opening Prayer

**Dr. Rogel L. Limpiada**  
VP for Quezon, CODEB4A

Synthesis of Day 1

**Atty. Zosimo D. Maglangit, Jr.**  
VP for Rizal, CODEB4A

**8:40 - 9:25**

Introduction of the Speaker  
Plenary 2

**Dr. Flormando P. Baldovino**  
Executive Director, CODEB4A

**Business Education Moving Towards Industrial Revolution 5.0**

**Mr. Michael Rada**  
President, International Business  
Center for Sustainable  
Development (IBCSO)  
Czech Republic

**9:25 - 9:40**

Open Forum  
Awarding of Certificate

**9:40 - 9:45**

Introduction of CODEB4A Research Output

**Dr. Marmelo V. Abante**  
IT Director, CODEB4A

**9:45 - 10:05**

Paper 1  
**Entrepreneurship Practices of Higher Education Institutions  
in Region IV-A, Philippines**

**Dr. Jesus P. Briones**  
EVP, CODEB4A

**10:05 - 10:25**

Paper 2  
**Online Business Education Amongst Higher Education  
Institutions: The Case of Calabarzon Region**

**Dr. Flormando P. Baldovino**  
Executive Director, CODEB4A

**10:25 - 10:45**

Paper 3  
**Matching the Competencies of the First Cohort of Graduates  
of the 2017 Revised Curriculum for Bachelor of  
Science in Business Administration and the Needs of the  
Job Marketplace**

**Dr. Rogelio L. Limpiada**  
VP for Quezon, CODEB4A

**10:45 - 11:00**

Academic Exchange

**11:00 - 11:10**

Treasurer's Report

**Dr. Corazon A. Cosico**  
Treasurer, CODEB4A

<b>11:10 – 11:30</b>	<b>President's Report</b>	<b>Dr. Arnel Pedro V. Rodelas</b> President, CODEB4A
<b>11:30 - 11:35</b>	<b>Presentation of the new BOD</b>	<b>Dr. Joanna Paula E. Verano</b> Secretary, CODEB4A
<b>11:35 - 11:45</b>	<b>Closing Remarks</b>	<b>Dr. Amado L. Magsino</b> President Emeritus, CODEB4A
<b>12:00 pm</b>	<b>Lunch</b>	

**Master of the Ceremony**  
**Dr. Maricris G. Unico**  
VP for Laguna, CODEB4A

*\*for confirmation*