



COMMISSION ON HIGHER EDUCATION

REGIONAL OFFICE III

RELEASED

MAR 23 2023

CHEDRO III

**CHEDRO-III MEMORANDUM**

No. 039, s. 2023

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

Subject : **2ND GENERAL ASSEMBLY OF MEMBERS OF COUNCIL OF DEANS AND EDUCATORS IN BUSINESS REGION III**

Date : **MARCH 20, 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 **2<sup>nd</sup> General Assembly of Members of Council of Deans and Educators in Business Region III**, with the theme, "**CODEB III Revitalized: Future Thinking in Business Education**". This will be held on **April 17, 2023, 10:00 a.m. to 5:00 p.m.** at **Xenia Hotel, Clark Freeport Zone, Angeles City.**

The event aims to professionalize Business Education in Central Luzon and making accessible once again a professional organization for deans and faculty members in Business.

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

For pre-registration of participants and submission of application for membership (new members), please email [bangcot.marites@auf.edu.ph](mailto:bangcot.marites@auf.edu.ph) or [jenrbaun@gmail.com](mailto:jenrbaun@gmail.com) or register through this link: <https://forms.gle/bXsM9216NotQ2aYM9>. For other inquiries like registration fee, membership fee and mode of payment, please contact Dr. Chere' C. Yturralde through her email address: [yturralde@auf.edu.ph](mailto:yturralde@auf.edu.ph).

Participation of all concerned is voluntary.

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

Incls: 1. Letter of Dr. Chere' C. Yturralde, CODEB III President  
2. Provisional Program of Activities

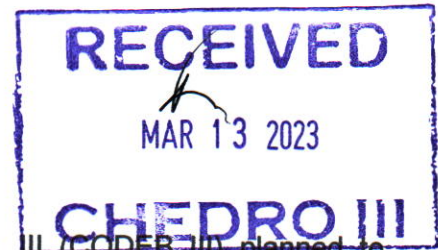


# COUNCIL OF DEANS & EDUCATORS IN BUSINESS

REGION III

March 07, 2023

DR. LEONIDA S. CALAGUI, CESO III  
Director IV  
CHEDRO III, City of San Fernando



Dear Madam:

The Council of Deans and Educators in Business Reg. III (CODEB-III) planned to reintroduce the Council through the holding of its 2<sup>nd</sup> General Assembly of Members with the theme: "CODEB III Revitalized: Futures Thinking in Business Education" on Monday, April 17, 2023, 10:00 – 5:00 p.m. at Xenia Hotel, Clark Special Economic Zone.

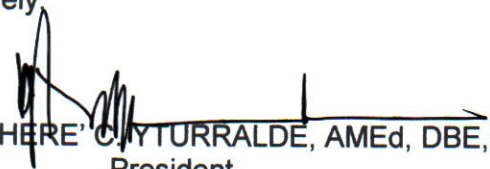
This has been initiated with the main objective of professionalizing Business Education in Central Luzon and making accessible once again a professional organization for deans and faculty in Business. We are expecting around 200 deans and faculty members from the different schools, colleges and universities within the region.

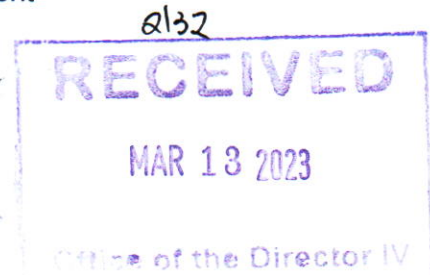
The conference fee is P1,200.00 which includes lunch and snacks and a certificate of attendance. A separate membership fee of P500 for new members (both regular and associate) and P300 for renewal will also be collected.

For pre-registration of participants, emailing of the registration form including application for membership (new members) may be done via [bangcot.marites@auf.edu.ph](mailto:bangcot.marites@auf.edu.ph) or [jenrbaun@gmail.com](mailto:jenrbaun@gmail.com) and payments (both registration and membership fees be deposited to Ramon T. Quito, BPI Savings Bank #873-930-7393. For other queries, the participants may contact the undersigned at Angeles University Foundation via her email: [yturraldecc@auf.edu.ph](mailto:yturraldecc@auf.edu.ph).

In line with this, may we request endorsement from your office to further motivate regional schools to support the undertaking? We are looking forward to your support as you are one with us in enriching higher education in the region.

Sincerely,

  
DR. CHERE' C. YTURRALDE, AMEd, DBE, CPME  
President





## PROGRAMME

### GENERAL ASSEMBLY AND INDUCTION OF OFFICERS

April 17, 2023 (Monday), Xenia Hotel, Clark

8:00-9:30	Registration	
9:30-9:35	Invocation	
9:35-9:40	National Anthem	
9:40-9:50	Acknowledgment of Participants	
9:50-10:00	Welcome Remarks .....	Dr. Luisito Reyes Dean, CBA, DHVTSU CODEB PRO
10:00-10:05	Introduction of the Keynote Speaker.....	Dr. Dolores T. Quiambao VP for Student Affairs, DHVTSU CODEB Executive Vice President
10:05-11:00	Keynote Speaker.....	Dr. Leonida S. Calagui, CESO III CHED Regional Director III
11:00-11:25	Induction of Officers and Members .....	Dr. Leonida S. Calagui, CESO III CHED Regional Director III
11:25-11:45	Response on Behalf of CODEB III.....	Dr. Chere' C. Yturralde Dean, CBA, AUF CODEB President
11:45-12:00	Picture Taking with Dr. Calagui by Province	

### Lunch Break

1:00-1:15	Presentation by Sponsor 1	
1:15-2:00	Introduction of the Guest Speaker.....	Mrs. Jennylyn R. Baun CODEB Board Secretary

"Futures Thinking in Business Education"  
Dr. Maria Flordeliza L. Anastacio, CPA, DBE  
Vice President for CEU Malolos  
(To be confirmed)

- 2:00-2:45 Introduction of the Guest Speaker..... Prof. Joan Pasoquin  
CODEB P.R.O
- “Student Mobility in the ASEAN: Road to Internationalization”  
Dr. Amado Magsino, CPA, DBE  
VPAA, International Peace Leadership College
- 2:45-3:00 Academic Exchange..... Ms. Jenilyn R. Baun (DCT)  
CODEB Boar Secretary
- 3:00-3:30 Snacks/Raffle
- 3:30-4:00 Presentation and approval of the changes in the CODEB Constitution  
& By-laws..... Dr. Chere C. Yturralde
- 4:00-4:30 Treasurer’s Report..... Dr. Ramon T. Quito  
CODEB Board Treasurer
- 4:30-4:50 Raffle
- 4:50-5:00 Closing Remarks..... Dr. Joan Gamboa  
CHED Education Specialist for Business Programs

Dr. Manuelita G. Valencia  
Master of Ceremony