



Republic of the Philippines  
**DEPARTMENT OF EDUCATION**  
Zamboanga Peninsula, Region IX  
Division of Zamboanga del Norte  
Dipolog City 7100



DEPARTMENT OF EDUCATION  
DIVISION OF ZAMBOANGA DEL NORTE  
DIPOLONG CITY 7100

**RELEASED**

**MEMORANDUM**

To : Public Schools District Supervisors  
Senior High School Principals  
Senior High School Teachers

From : Office of the Schools Division Superintendent

Subject: **INVITATION TO REGIONAL BUSINESS YOUTH SUMMIT**

Date : December 7, 2017

DATE: 08 DEC 2017  
NAME/SIGNATURE

1. Herewith is a letter from the College of Business Administration of St. Vincent's College for all the Senior High Schools with ABM strand inviting you to the PCDEB Regional Business Youth Summit to be held at the Zamboanga del Norte Convention and Sports Center tomorrow, December 8, 2017.

2. The expected participants are Business, Accounting, Hospitality Management, Computer Studies and Senior High School students under ABM strand in Region IX.

3. The objectives of this convergence are to:

- a. interact and listen to worthwhile discussions from business practitioners and educators about business and career development and
- b. foster camaraderie among students and other stakeholders of business education in the peninsula.

4. Participation to this is voluntary and ON OFFICIAL TIME only. Registration fee of P150.00 for students shall be borne personally while P250.00 for teachers shall be charged to local school funds.

5. For information and dissemination.

**PEDRO MELCHOR M. NATIVIDAD, CSEE**  
Schools Division Superintendent





September 4, 2017

DEPARTMENT OF EDUCATION  
DIVISION OF ZAMBOANGA DEL NORTE  
DIPOLONG CITY 7100

RECEIVED

NOV 24 2017

DR. PEDRO MELCHOR M. NATIVIDAD

Superintendent

Zamboanga del Norte Schools Division

Department of Education

Dipolog City, Zamboanga del Norte

**SUBJECT: Request for DepEd Edorsement for the PCDEB Regional Business Youth Summit on December 8, 2017 (8:00 AM – 5:30 PM)**

Dear Dr. Natividad:

*Warm Greetings!*

The College of Business Education of St. Vincent's College in partnership with the Philippine Council of Deans and Educators in Business, a national organization of business deans and educators, and the Commission on Higher Education Regional Office IX, will be holding the **PCDEB Regional Business Youth Summit** at the Zamboanga del Norte Convention and Sports Center on December 8, 2017. This is a one-day event with its theme, **"Building a Career-Business a Solution"**. This will be participated by students of Business, Accounting, Hospitality Management, Computer Studies, and Senior High School under the ABM strand in Region IX. **The registration fee for this activity is P150.00 per person for students, and P250.00 per person for teachers.**

This is another occasion where participants get to interact and listen to worthwhile discussions from highly respected motivational speaker, business practitioners and educators about business and career development of our soon to be business professionals. With this relevant exposure, they can become more competitive immersed in a highly competitive and globalized business world in the future. Additionally, it will foster camaraderie among students and other stakeholders of business education in the peninsula.

In view of this, may I sincerely request for an Endorsement of this undertaking to Senior High Schools with ABM Strand. Herewith attached are the invitation letter addressed to the Senior High School Principal as well as the program details. Should you have any relevant inquiries, you can reach me at **0917-100-4588**, or at **joseph\_refugio@yahoo.com**.

Thank you very much and anticipating for your favorable response and continuous support.

Respectfully yours,

**DR. JOSEPH G. REFUGIO, FBE**  
**Conference Chairperson/ Organizer**

SVC Dean, Colleges of Business, Accountancy,  
International Hospitality Management,  
Computer Studies, and Engineering



September 4, 2017

**THE PRINCIPAL**

Senior High School  
Zamboanga del Norte

**SUBJECT: PCDEB Regional Business Youth Summit in Zamboanga Peninsula on December 8, 2017**

Sir/Madame:

*Warm Greetings!*

In collaboration with the premiere organization of business educators in the country, the Philippine Council of Deans and Educators in Business, and the Commission on Higher Education Regional Office IX, the College of Business Education of St. Vincent's College will be holding the **PCDEB Regional Business Youth Summit** at the Zamboanga del Norte Convention and Sports Center on December 8, 2017. This is a one-day event with its theme **"Building a Career-Business a Solution"**. This will be participated by students of Business, Accounting, Hospitality Management, Computer Studies, and Senior High School under the ABM strand in Region IX.

This is another opportunity where students get to interact with their colleagues and learn first-hand information from highly qualified business experts, educators, and motivational speakers which are essential in becoming a competitive business professionals. As they engage in this meaningful undertaking, they will be able to further develop the required competence needed in a highly competitive business environment. Thus, forging a more enhanced business career founded on relevant exposure and precepts of business education.

In this connection, we cordially invite your students and faculty members to come and join us in this remarkable business education event in the region. Below is the registration fee matrix:

REGISTRATION FEE (Live-Out)		INCLUSIONS
Student	P150.00	ID
Faculty	P250.00	ID & Lunch

Enclosed is the flow of activities together with other details for your reference and guidance. For the confirmation of your attendance and/ or relevant inquiries, you can reach me at **0917-100-4588**, or at [joseph\\_refugio@yahoo.com](mailto:joseph_refugio@yahoo.com).

Thank you very much and anticipating for your favorable response and support.

Sincerely yours,



**DR. JOSEPH G. REFUGIO, FBE**  
**Conference Chairperson/ Organizer**

SVC Dean, Colleges of Business, Accountancy,  
International Hospitality Management,  
Computer Studies, and Engineering





**PHILIPPINE COUNCIL OF DEANS AND EDUCATORS**  
**in cooperation with**  
**the COMMISSION ON HIGHER EDUCATION REGION IX &**  
**St. Vincent's College Incorporated**  
Dipolog City, Philippines

**PCDEB REGIONAL BUSINESS YOUTH SUMMIT**  
December 8, 2017, Zamboanga del Norte Convention and Sports Center  
Dipolog City

**Theme: "Building a Career – Business a Solution"**

## **I. Rationale**

This one-day business regional business youth summit is one of the regular programs of the Philippine Council of Deans and Educators in Business (PCDEB) which is commonly conducted in Metro Manila area. This school year, PCDEB ventures to conduct this event in the regional level particularly in Zamboanga Peninsula (Region IX) in order to provide business students in the provincial level an off-campus learning experience and gain first hand exposure from the relevant business issues delivered by invited successful entrepreneurs and experts in business education.

This event, will focus on the theme "**Building a Career-Business a Solution**" where the students will be hearing inputs on how to build a successful career by internationalization of business education, advertising and Promotion. A special motivational speech is prepared by the organizer to give an added ingredient of the convention in order to motivate the young to soar high for them to be successful in their personal goals in life.

## **II. Objectives**

- To create an inclusive business students' participation platform that enables the youth to acknowledge their capabilities and capacities in building their career;
- To listen and gain out-of classroom experiences and business ideas as a solution in building their respective career; and
- To venture and implement the business challenges in advertising, promotion and internationalization of business education.

## **III. Expected Outcomes**

The PCDEB Business Youth Summit can:

- increase awareness of the relevant business challenges, prospects and opportunities to the business students and motivated young entrepreneurs to venture business as a solution in building their career.
- increase intergenerational engagement, camaraderie and cultural exchange to strengthen business students' participation in the new trends of business education, advertising and promotion.

## **IV. Eligibility of Participants (Who will attend the conference?)**

1. All students officially enrolled in any business related academic and non-academic programs (BSBA, BSA, BS Accounting Technology, BSIT, BSIS, BSCS, BSTM, BSHRM, BSOA, BE Entrepreneurship, BSME, BSCpE) and other related programs; and Senior High School Students under the ABM strand;
2. All academic heads, coordinators, deans and faculty in any business related programs; and
3. Physically and mentally fit.

## V. DELIVERABLES

Completion of the conference and distribution of Certificate of Attendance and participation.

## VI. CONFERENCE CONTENT

LEARNING MODULE			
MODULE NO.	TOPICS	TIME ALLOTTED	RESOURCE SPEAKERS
Keynote Speech	"Building a Career-Business a Solution"	60 minutes	<b>Dr. Hendrati Dwi Mulyaningsih, SE, MM</b> Business Administration Department Faculty of Communication & Business Telkom University, Indonesia (confirmed)
Module 1	Build a Career thru Internationalization of Business Education	60 minutes	<b>MS. GWENN GALVEZ</b> Partnership Alliance Manager Amdon Consulting Pte. Ltd. (confirmed)
Module 2	Build a Career thru Advertising and Promotion	90 minutes	<b>Dean Edward Moises</b> De La Salle - College of St. Benilde, Manila (confirmed)
Module 3	Build Your Career, Develop Your Personality	180 minutes	<b>Ms. Wilma Doesnt</b> Actress and Entrepreneur (confirmed)

## VII. INSTRUCTIONAL STRATEGIES, METHODOLOGY, AND APPROACHES

Lectures & Engaging Activities

## VIII. SCHEDULE AND VENUE

The PCDEB Regional Business Youth Summit shall be on December 8, 2017 @ ZN Cultural & Sports Center, Dipolog City

## IX. PROJECT AND COURSE MANAGEMENT

- A. Training Team:** Dean Maria Victoria M. Ac-ac, PCDEB President; Dean Joseph G. Refugio, Hosts; St. Vincent's College Inc., Technical & Secretariat
- B. Speakers:** Ms. Teresita A. Pinili, CHED 9 Chief Education Program; Dean Maria Victoria M. Ac-ac, PCDEB President; Dr. Hendrati Dwi Mulyaningsih, SE, MM Business Administration Department, Faculty of Communication & Business, Telkom University, Indonesia; Dean Maribeth G. Buenviaje, Lyceum of the Philippines University – Batangas; Dean Edward Moises, De La Salle – College of St. Benilde, Manila
- C. Consultants:** Dean Maria Victoria M. Ac-ac, PCDEB Board Members, Commission on Higher Education

## XI. FINANCE AND LOGISTICS

### A. Itemized Budget:

1. ID, Certificates, Rentals and Materials-	P	50.00
2. Professional fees/Accommodation -	P	50.00
3. Contingencies -	P	50.00
<b>Total</b>	<b>P</b>	<b><u>150.00</u></b>



- B. Registration fee: Regular Php 150.00/pax (on-site)  
 C. Organizer, Hosts, Secretariat, Documentation and Technical - St. Vincent's College Incorporated

***Program of Activities***

TIME	ACTIVITY	Persons In-charge
8:00 – 9:00	Arrival & Registration	Registration Committee
9:00 – 9:30	Opening Ceremonies	Program Committee
	Doxology	AV
	Pambansang Awit	AV
	Opening Salvo	St. Vincent's College Inc.
	Welcome Remarks	<b>Ms. Teresita A. Pinili</b> CHED 9 Chief Education Program Specialist
	Welcome Message	<b>Dean Maria Victoria M. Ac-ac</b> PCDEB President
9:30-9:35	Introduction of the Keynote Speaker	<b>Dr. Joseph G. Refugio, FBE</b> PCDEB Asst. Treasurer Dean, College of Business Education
9:35-10:50	Keynote Speech	<b>Dr. Hendrati Dwi Mulyaningsih, SE, MM</b> Business Administration Department Faculty of Communication & Business Telkom University, Indonesia
10:50 -11:00	Photo Opportunity/Intermission Number	Program Committee
11:00-12:00	Plenary Session 1: Build your Career through Internationalization of Business Education	<b>Ms. Gwenn Galvez</b> Partnership Alliance Manager Amdon Consulting Pte. Ltd.
12:00-01:30	Lunch Break	Food Committee
01:30 -01:40	Intermission Number	Program Committee
01:40-02:40	Plenary Session 2: Building Career through Advertising & Promotion	<b>Dean Edward Moises</b> De La Salle - College of St. Benilde, Manila
02:40 – 05:00	Plenary Session 3: Build Your Career, Develop Your Personality	<b>Ms. Wilma Doesnt</b> Actress and Entrepreneur
05:00-05:30	Distribution of Certificates and Closing Remarks	Program Committee



Republic of the Philippines  
Office of the President  
**Commission on Higher Education**  
Baliwasan Chico, Zamboanga City

**ENDORSEMENT FROM THE REGIONAL DIRECTOR**

FOR : PRESIDENTS/HEADS OF PUBLIC AND PRIVATE HIGHER  
EDUCATION INSTITUTIONS IN REGION 9 OFFERING  
BS HRM PROGRAM, BSBA, BS TOURISM, BS ACCOUNTANCY  
AND OTHER RELATED BUSINESS MANAGEMENT PROGRAMS

SUBJECT : **1<sup>st</sup> PCDEB Regional Business Youth Summit with the theme,  
"Building a Career-Business a Solution", at Zamboanga del  
Norte Convention and Sports Center on December 8, 2017**

DATE : September 22, 2017

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The Commission on Higher Education (CHED) strongly endorses the endeavor of the College of Business Education of St. Vincent's College in partnership with the Philippine Council of Deans and Educators in Business of the above-stated subject..

As such, this is an opportunity for the participants to gain relevant updates and learn from the experts in the field of business education which is in consonant with ASEAN Integration and other global standards.

For further details, please see the attached letter from Saint Vincent's College the organizer of this activity.

Please be guided accordingly.

Very truly yours;

  
**JUANITO R. DEMETRIO, DPA, CESO III**  
Regional Director