September 28, 2016 was a red letter day for the College of Business & Accountancy as one of its most distinguished alumni honored his alma mater with a state of the art room to the tune of Three Million Pesos via the Ysmael V. Baysa Simulated Corporate Office (YVB SCO). The former OSR headquarters was turned into a modern high tech corporate office comparable with the boardroom of blue chips companies. Adorned in its entirety with brand new furnishings and superb acoustics that boggles the mind, simulates one’s imagination, this room is primarily made for business students to give them the opportunity to experience and be part of a present day corporate environment as a fitting application on their theoretical studies of various business courses and offerings.

The day also marked the Blessing and Inauguration of the Ysmael V. Baysa Simulated Corporate Office which began exactly at 4:00 in the afternoon with the crowd composed of students, faculty and university officials led by Madam President Naila E. Leveriza. Officiated by the University Chaplain, Rev. Fr. Ramilo V. Esplana, the blessing was followed by the Opening remarks from the Dean of the College of Business and Accountancy, Paz L. Bobadilla, who narrated the events that transpired from a mere concept amid some small conversations to its eventual realization and finally, the inauguration. Then a concise but very meaningful message was delivered by the benefactor, Mr. Baysa, who underscored the real purpose of his donation, for the welfare of the CBA students who hold a very dear and special place in his heart. It was really a heartwarming and enlightening message about the limitless opportunities open for the students that can only be brought by their boundless imagination. He aims to inspire the students and did exactly that.

The response of the University was made in the person of the President Madam Naila E. Leveriza. It was immediately followed by the Signing of the Deed of Donation leading to the unveiling of the simulation room marker. A short video clip that highlighted the magnificent sense-surround acoustics capped the day.

The program was handled by CBA faculty Flormando P. Baldovino. However, the day was not yet over for it was further highlighted by a sumptuous dinner for more than fifty persons at around 6:30 in the evening held at the residence of the donor, the Tahanan ng Baysa. A truly joyous and nostalgic evening full of music and to say the least, good food and drinks lasted late in the evening.

Also present in the affair were Dr. Benilda N. Villenas, vice president for academics, and Prof. Evelyn S. Abeja, assistant vice president for administration.

by Romerico A. Alvarez  
CBA Faculty
Good afternoon! I hope you like your room!

I can tell you honestly that this looks even better than the board room of Jollibee Foods Corporation! And I don’t think Ateneo De Manila, De La Salle or the University of the Philippines has an equivalent quality room designated to its students! So, to the students, you may say- you have something they don’t have!

Allow me to tell you some details about the refurbishment of this facility.

First, everything you see inside is brand new! Except for the building structure, everything inside is 100% brand new! The ceiling, the windows, the wood panels, the movable partitions, the carpets are truly fresh.

Second, every furniture and equipment that are installed here are truly of top notch quality! The sound system, TV monitor and projector are top of the line- from Bose Speaker System, Sony and Epson. You will see the high definition projection and hear the high fidelity sounds later. What you will find is that now, the College of Business and Accountancy has a really nice home theatre.

To further, furniture are all imported or made of imported materials. The desks are movable partitions, the carpets are truly fresh! The furniture are all imported or made of imported materials. The desks are custom built for this room and are designed to be easily re-arranged, or set aside. Later, I will introduce to you the people who rebuilt this room.

The question that may be running at the back of your mind is: Why did I go to the trouble of making it like this? Why did we have to put in top of the line equipment and materials here, when lesser ones may do, functionally?

As part of my work, I go to and have meetings in some of the most impressive corporate offices in the financial centers of the world: in Hong Kong, Tokyo, Singapore, London, Frankfurt, New York, Boston, Washington, D.C., Chicago, San Francisco. These are the offices of some of the world’s largest banks and fund managers. The assets they manage are measured in billions, even hundreds of billions of dollars. They have those very impressive conference rooms. And many have truly breathtaking views of their cities like that of San Francisco Bay or of Central Park in New York City.

When you are in one of those rooms, I realize that my thoughts move somewhat differently. You become more introspective. You begin to have a stronger sense of how your city is different. You become more introspective. You begin to have a stronger sense of how your city is different: the culture of such a city is different. You begin to have a stronger sense of how your city is different: the culture of such a city is different.

And so, I now say, we took the trouble to make this room as good as this in order to stir the imagination of those who enter and study here, our students and faculty members.

We intentionally designed this place to be so different from other parts of the campus. One who enters here may feel he or she may as well be in Manila or Hong Kong or London, or some other places abroad. In other words, a place where there are few boundaries.

Here, I hope that the students set aside for some moments their daily routine and concerns so that their minds are free to wander. Most of all, I hope that here, they begin asking beautiful questions. Or thinking of creative solutions. At any rate inspired by what is possible.

Our suggestion I have for stimulating this process is to have a showing here of video recordings of talks or speeches of great business leaders- to a group of select students using our audio-visual facility. An open discussion will follow, aided by guide questions and facilitated by a faculty member or an invited resource. I think that will be a very interesting learning dynamic.

Albert Einstein said: “Imagination is more important than knowledge. Knowledge is limited. Imagination encircles the worlds.”

I hope that more than gaining knowledge, this room will help stir the imagination of our students and inspire them to go to explorations and adventures in building their professions and businesses.

I would like to thank Dean Pax Bobadilla for encouraging and supporting me in pursuing this project and in facilitating the coordination of the project with the university resources. Dean Pax, thank you for your wholehearted support and encouragement. Let us thank our architect, Mr. Larry Fajardia and his assistant Mr. Leopoldo Salcedo for diligently and faithfully managing the refurbishment of this room and the overall project. They did these while I was working in Manila or abroad practically all of that time (we actually worked on this project mostly via e-mails and text messages!). They are my friends, part of my high school “barkada” that is one of the joys of my life.

Let us also thank our main supplier of furniture and fixtures, Contract Design represented here by Ms. Rachelle Daysy. The firm is based in Quezon City and had projects with some of the largest corporations in the country like Globe Telecom and Asia Brewery. Rachelle and their staff helped me developed the aesthetic look of this room through the choices of materials and through computer-aided graphics.

Let us also thank the person who built our signage at the entrance and our marker by the door, Mr. Rene Sino. Some of you may have seen the very beautiful chandeliers in the Roman Catholic Church of Sariaya. They were fabricated by Rene. That was a project of our high school “barkada”, way back in 2006 and we worked with Rene on that project. Let us also thank our nephews, Charles Bryan Remo for assembling and testing our audio-visual system.

But most of all, my biggest thanks go to my wife, Emma for all the support and inspiration. She has been always supportive of my endeavors not just at work but also of my social projects such as the basketball activities in our community and the maintenance of the lighting of the Sariaya church. She is my biggest thank you go to my wife, Emma for all the support and inspiration. She has been always supportive of my endeavors not just at work but also of my social projects such as the basketball activities in our community and the maintenance of the lighting of the Sariaya church.

And finally, my thanks go to my children Daniel and Marielle. They, together with my wife Emma, are my biggest source of joy, inspiration, love and fun! There is no higher pleasure for me than to just being with them! I also would like to thank my sisters who are here with us: Ate Helen and Ate Emily.

Let us all look forward to the imagination that this room will inspire upon our students and faculty members, with the blessings of our God Almighty. We thank our Lord for all His blessings particularly on this Feast Day of Saint Lorenzo Ruiz whose intercession we invoke. May our God truly bless this room, helping all the people who enter and study here, to learn and to grow according to God’s will and plan.

Enjoy the room! Once again, a very happy and blessed afternoon!

YVB: 09/28/2016

“Ihope that more than gaining knowledge, this room will help stir the imagination of our students and inspire them to go to explorations and adventures in building their professions and businesses.” - YV BAYSA
A joyous and nostalgic evening at Tahanan ng Baysa

DONOR: THE BAYS FAMILY, Ynsael W. Baysa and his wife Emma, children Daniel and Marielle Baysa