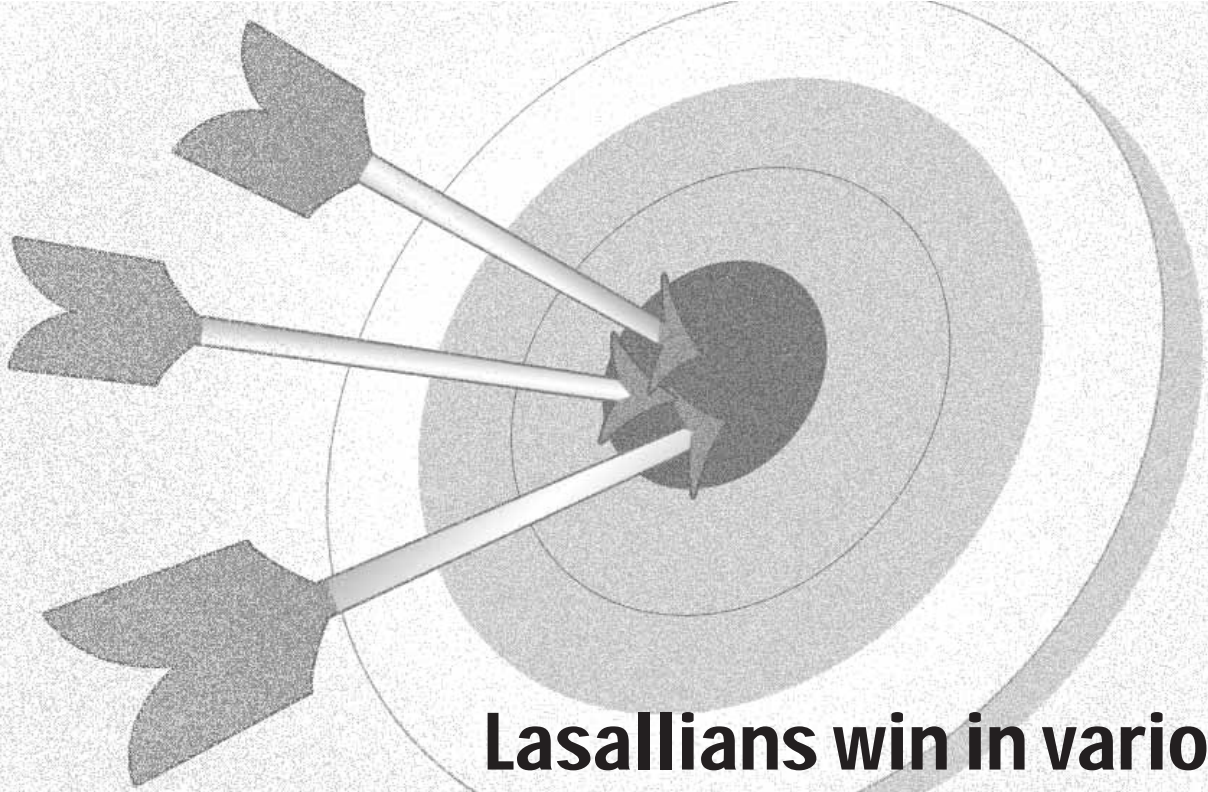




THE OFFICIAL NEWSLETTER OF
DE LA SALLE UNIVERSITY-MANILA

2401 (twen 'teʔoʔ, o, ʔwun) is a landmark number along Taft Avenue. It is the location ID of De La Salle University-Manila, home to outstanding faculty and students, and birthplace of luminaries in business, public service, education, the arts, and science. And 2401 is now the name of the official newsletter of DLSU-Manila, featuring developments and stories of interest about the University.

19 MARCH 2007. VOLUME 38. NUMBER 21. 8 PAGES



Lasallians win in various national competitions

see page 7

2 La Salle professors take lead roles in Philippine Economic Society



4 Tungo sa Isang Makabuluhang Pag-aaral ng Nakaraan
Ni Ronaldo B. Mactal, PhD



Global Resource

This section highlights Lasallian educators with outstanding research projects. Experts in their respective fields, they share their new ideas and learning in national and international seminars, workshops, and conferences.

Business and Economics

Dr. Tereso Tullao, University Fellow and Economics full professor, presented the paper, “The economic impacts of international migration: A case study on the Philippines,” in the International Conference and Panel Discussion on East Asian Labor Migration. Philippine Institute for Development Studies (PIDS) and East Asian Development Network (EADN), held at the NEDA Building in Makati City on March 9. Tullao currently serves as the director of the College of Business and Economics Research and Development (CBERD).

Liberal Arts

Lysander Rivera and **Fr. Jimmy Belita, CM**, both of the Theology and

Religious Education Department, were among the 133 participants from across Asia in a seminar on ecumenism for Asian Bishops held at the Pope Pius Catholic Center in Manila on February 7-11.

The seminar, which carried the theme, “The Search for Christian Unity: Where We Stand Today,” was organized by the Vatican’s Pontifical Council for Promoting Christian Unity (PCPCU), the Federation of Asian Bishops’ Conferences (FABC), and the Catholic Bishops’ Conference of the Philippines (CBCP).

Participants came from Episcopal conferences in Kazakhstan, Japan, Malaysia-Singapore-Brunei, the Philippines, and Taiwan.



The seminar sought to provide an opportunity for Asian bishops and others working in the field of ecumenism to reflect on the realities of ecumenical relations in Asian countries, and to develop effective pastoral approaches. It was part of a series organized by the pontifical council to consider various themes associated with ecumenism.

La Salle professors take lead roles in Philippine Economic Society

Dr. Michael Alba, associate professor of the Economics Department, is the new president of the Philippine Economic Society (PES), one of the strongest networks of economists in the academe, government, and business sector and a founding member of the Federation of Asean Economic Associations.

Dr. Myrna Austria, current dean of the College of Business and Economics, was elected member of the Society’s Board of Directors. Other faculty members of the Economics Department in the PES Board of Directors are Dr. Winfred Villamil, who was re-elected for another two-year term, and Angelo King Institute executive director Dr. Ponciano Intal Jr., who is serving the second year of his two-year term.

The elections were held during the 44th Annual PES Meeting in November 2006 at the Assembly Hall of the Bangko Sentral ng Pilipinas.



Lasallians attend language confab in Singapore

De La Salle University-Manila faculty and students took part in the Waseda University-Regional Language Centre (RELC) International Student Seminar held at the RELC International Hotel in Singapore from February 11-15.

This year's seminar, featuring the theme "Language and Identity," gathered the participating professors and students from the World Englishes and Miscommunications videoconference series, one of which was facilitated by DLSU-Manila last year.

Sydney Gonzales-Villegas, assistant professor from Department of English and Applied Linguistics, together with three MA in English Language Education students, namely, Eduardo Teodoro Ramos Jr., Lourdes Gomez, and Neslie Carol Tan, also a faculty of DEAL, represented La Salle in the said event.

Other participating universities included Chulalongkorn University (Thailand), Fudan University (China), Hannam University (Korea), Hong Kong

Baptist University, Korea University, Namseoul University (Korea), National University of Singapore, University of Malaya (Malaysia), and Wenzao Ursuline College of Languages (Taiwan).

The gathering featured lectures, workshops, and faculty meetings for World Englishes professors to plan for future live sessions. Participants were also given a campus tour at the National University of Singapore.

Lectures were delivered by Dr. Michiko Nakano, chief promotion officer of the Digital Campus Consortium of



Waseda University, Dr. Tony Hung of Hong Kong Baptist University, Dr. Anne Pakir of National University of Singapore, and Dr. Azirah Hashim of University of Malaya.

The seminar was part of the Cross-Cultural Distance Learning Project of Waseda University under the supervision of Prof. Nakano.

Chemistry faculty appointed to CHED technical panels

Chemistry Full Professor Dr. Wyona Patalinghug was recently appointed as member of the Commission on Higher Education's (CHED) Technical Panel for Chemistry. Her area of specialization is X-ray crystallography.

Dr. Eric Camilo Punzalan also of the Chemistry Department was appointed as member of the CHED Technical Committee

for Environmental Science. His area of specialization is Organic Synthesis and Environmental Chemistry.

CHED, with the assistance of its technical panel of experts, reviews and revises academic programs to meet the demands of the times. The revision of existing policies and guidelines are products of CHED's international benchmarking initiatives.



Tungo sa Isang Makabuluhang Pag-aaral ng Nakaraan

Panimulang Karanasan ng Departamento ng Kasaysayan sa Pagpapatupad ng *Transformative Learning Pedagogy* (ikalawa sa dalawang bahagi)

Ni Ronaldo B. Mactal, PhD

Kasabay ng pagpapatupad ng De La Salle University-Manila (DLSU-Manila) simula taong pampaaralan 2006-2007 ng binagong kurikulum ng general education na tinawag na LaSallian Core Curriculum o LCC ang isang bagong metodolohiya o pamamaraan sa pagkatuto (learning): ang transformative learning (TL). Sa dalawang terminong pagpapatupad sa mga kursong Kasaysayan ng Pilipinas1 (Kaspil1), Kasaysayan ng Pilipinas2 (Kaspil2) at History of Civilizations (Histciv) sa pamamaraang TL, nakapagmumulat, kakaiba at makabuluhan ang mga karanasang pinagdaanan ng Departamento ng Kasaysayan.

Maliban sa pagsunod sa mga instruksyon at dedlayn ng Unibersidad sa preparasyon at implementasyon ng TL, kabilang sa mga ipinatupad na pansariling inisyatibo ng Departamento ang mga sumusunod:

1. Pagrehabilitasyon ng inaprubhang silabus ng LCC upang umayon sa prinsipyo, pamantayan at proseso ng TL. Mula sa pagsisimula ng diskusyon sa LCC hanggang sa kasalukuyan, mahigit limang beses ng nagrebisa ng Departamento ng silabus sa Kaspil1 at Kaspil2.
2. Pagtutugma ng nilalaman, dibisyon at paghahati ng mga paksa at maging ang daloy o pagkakasunod-sunod ng mga paksain sa pagitan ng silabus at ng modyul.
3. Kasabay na *pilot-testing* sa klase ng lahat ng aktibidad sa bawat modyul pagsisimula ng implementasyon ng unang termino.
6. Pagkakaloob ng karagdagang babasahing magpapalalim sa kaalaman at pang-unawa ng facultad sa TL at maging sa LCC. Isinama ito bilang apendiks sa ipinamahaging modyul sa Kaspil1 at Kaspil2.
7. Pagpapatupad ng polisiyang magkaroon ng tig-isang klaseng ituturo sa pamamaraang TL ang lahat ng facultad sa unang termino ng implementasyon.
8. Bilang solusyon sa kakulangan ng panahon sa pagdami ng uusap at pagbabahagi ng karanasan ng bawat isa, nagtakda ng ilang espesyal na pulong sa loob ng bawat termino upang magkaroon ng formal na pagtatasa ang lahat sa implementasyon ng bawat modyul, matuto sa karanasan ng isa't-isa at matulungan ang kapwa facultad na lutasin ang problema sa pagsasagawa ng TL.
10. Pagtatakda ng *workshop* pagkatapos ng bawat termino upang matasa ang implementasyon ng kabuuan ng mga modyul. Siniguro ring hindi lamang matutukoy sa *workshop* ang mga modyul na ginagamit ng Departamento sa Kaspil1 kaysa sa isinumite nito sa URCO at ipinatupad ng unang termino.
11. Upang masigurong nakasusunod ang lahat sa TL, hiniling sa ITEO ang pagsasagawa ng ebalwasyon sa bawat kursong itinuturo ng lahat ng facultad sa pamamaraang TL sa dalawang magkasunod na termino, pagbisita sa klasrum ng pamunuan ng Departamento, paghikayat sa bawat facultad na magmasid sa klasrum ng isa't-isa, at pagsusumite ng lahat ng mga

upang matasa ang katumpakan o kahinaan nito sa isang aktwal na sitwasyon at upang mataya ang panahong kakailanganin sa bawat modyul. Nakatulong ng malaki ang prosesong ito sa pagtutugma ng bilang ng modyul sa buong kurso sa nilalaman ng silabus.

4. *Pilot-testing* ng lahat ng modyul sa halip na dalawa lamang na itinatakda ng Unibersidad.
5. Pagtatapos ng kumpletong modyul sa dedlayn at pagkaloob nito sa lahat ng facultad bago ang

Bilang karagdagan, sa bawat hakbang at patakarang ipinapatupad, sinisigurong kundi man may pagsang-ayon ay may konsultasyon sa lahat. Bunga nito, hindi naramdaman ng facultad na isang pagdidikta ang pagpapatupad ng TL sapagkat sila’y kasama at direktang kasangkot mula sa pagpapalano at pagpapatupad nito; mula sa pagbubuo at pagpipino ng silabus hanggang sa pagbubuo, pagrerebisa, *pilot-testing*, pagpapatupad at patuloy na pagpipino ng lahat ng modyul sa kasalukuyan.

Mga Realisasyon ng Facultad sa Pagpapatupad ng TL

Batay sa ebalwasyon ng ITEO at sa mga pagbabahagi ng facultad sa kani-kanilang karanasan mula sa *pilot-testing* hanggang sa dalawang terminong pagpapatupad ng TL, nakatutuwa ang mga positibong komento ng estudyante sa pagbabagong idinulot sa kanilang pananaw sa pagkatuto ng TL: na nasa kanilang mga estudyante mismo bilang *learner* ang pangunahing responsibilidad sa pagkatuto sa paggabay lamang ng kanilang guro. Bagama’t mayroon ding negatibo tulad ng reklamong napakaraming trabaho, sa pangkabuuan masasabing higit pa ring matimbang ang positibo sapagkat binabanggit din mismo ng mga estudyante na kanilang naunawaan ang kahalagahan ng lahat ng aktibidad na kanilang ginagawa para sa kanilang sariling pagkatuto.

Maging ang lahat ng facultad ay nakapansin ng malaking kaibahan sa naging epekto sa kanilang mga estudyante ng TL kaysa sa tradisyonal na *transmission learning* na kanilang dating ginagamit. Naging higit na

- aktibidad sa loob ng klase, ipinatupad ang patakarang lahat ng itinakdang panood ng pelikula at dokumentari, pagdalo sa mga lektyur at *fora*, kasama pati lakbay aral ay gawing sentralisado sa pamamahala ng Departamento sa pakikipagtulungan ng Liga Historia sa libreng oras ng mga mag-aaral. Ang mga aktibidad na ito ay labas o hindi kasama sa opisyal na bilang ng pagkikita sa bawat termino.
9. Sa kabila ng paghikayat na magkaroon ng di-pormal na pag-

analitikal, organisado at lohikal ang pangangatwiran sa mga presentasyon at talakayan, sa pagsagot sa mga eksamen laluna sa sanaysay at sa halos lahat ng pangangailangan (output) sa bawat modyul. Kapuna-puna rin ang pagiging reflectivo, ang kakayahang magtrabahong mag-isa (independent) at maging ng naka-grupo, at ang higit na tiwala sa sarili na ipinamalas ng nakararaming estudyante sa kanilang mga kasagutan, paninindigan at opinion sa mga diskusyon sa loob at labas ng klasrum. Maging sa mga *fora* at lektura, napapaisip at maraming pagkakataong nagpahayag ng paghanga ang mga lektyurer sa lalim at katalinuhan ng mga katanungang mula sa mga mag-aaral. At kung pagmamasdan mo ang guro ng estudyanteng nagtanong at maging ng iba pang facultad na naroon, kitang-kita ang pagmamalaki, ang kasiyahan bilang isang edukador.

Isang realisasyon sa mga facultad ng Departamento na punong-puno ng sorpresa ang pagtuturo sa bawat pagkikita sa mga klase ng TL. Kapana-panabik ang bawat pagkikita sapagkat palagiang may maaasahang kakaiba at kagulat-gulat sa lawak at lalim ng kaalaman, pag-unawa, pag-aanalisa at paglalagom maging sa uri ng presentasyon, katanungan at ideyang magmumula mismo sa malalim na pananaliksik at pag-aaral ng estudyante sa bawat paksang tinatalakay. Sa TL, sadyang napakahirap hulaan at madiktahan ng professor ang impormasyong lalabas at magiging daloy ng talakayan sa bawat pagkikita. Higit na dapat maging eksperto ang facultad upang hindi masorpresa ng klase na mas marami pa silang alam kaysa sa kanya o di kaya ay

ang problema kundi makakabuo ng solusyon at maipapatupad kaagad ito ng susunod na termino. Halimbawa, sa pangalawang termino ng 2006-2007 bilang resulta ng *workshop* sa pagtatapos ng unang termino, nagsagawa ng integrasyon ng ilang modyul upang mapaigsi sa 5 mula sa 7 sa Kaspil1, at pagggamit ng rubric sa pagtatasa sa ilang mga aktibidad tulad ng mga gawaing pampangkat, presentasyon, sanaysay at iba pa. Sa katunayan, simula ikalawang termino ng 2006-2007, bago na

halimbawang aktibidad laluna ng ginamit na ebalwasyon sa bawat modyul; at,

12. Pagtugon sa lahat ng pangangailangan ng buong facultad sa maayos na pagpapatupad ng TL tulad ng pagbibigay solusyon sa problema ng mga babasahin/sanggunian at *rubric*, at paghahanap ng karagdagang espasyo upang makapagsagawa ng madalas na konsultasyon ang mga estudyante sa kanilang guro.

napaglumaan na ang kanyang nalalaman. Dahil sa TL, bumalik ang pagiging *boy/girl scout* ng mga facultad ng Departamento: “laging handa” sa bagong sorpresa ng estudyante, sa mga bagong karanasang maaring kanyang madiskubre at matutunan sa kanyang mga mag-aaral sa bawat pagkikita.

Paglalagom

Sa loob ng dalawang termino, batay sa pansariling pagtatasa ng facultad ng Departamento at mula sa aming naririnig na hinaing at reklamo mula sa iba, masasabing naging maayos bagama’t marami pa ring dapat paghusayin sa pagpapatupad ng TL sa Kaspil1, Kaspil2 at Histciv. Sa pagbabalangkas ng pansariling mekanismo at proseso ng Departamento mula sa mga inilatag na *blueprint* ng Unibersidad bilang gabay at walang kapagurang pagsuporta ng kinauukulang opisyal, hindi naging problema ang paglipat ng pag-aaral at instruksyon ng kasaysayan mula *transmission learning* tungo sa *transformative learning*. Sa loob ng dalawang termino, ang nakararaming facultad ng Departamento’y masasabing nagkaroon ng malaking transpormasyon sa perspektibo sa pag-aaral at pagkatuto. Sa aming kakaibang karanasan sa pagpapatupad ng TL, hindi lamang nagkaroon ng kumbersyon ang halos buong Departamento sa TL kundi naging mga disipulo pa nito. Mga tapat na tagapaglingkod na naglalayong ipagpatuloy ang pagtuklas ng mga bagong istrategiya at paraan upang higit pang mapahusay ang paggamit ng TL tungo sa adhikaing gawing higit na kapana-panabik, mapanuri at makabuluhan ang pag-aaral ng nakaraan para sa kasalukuyan.

2007 BPI-DOST Science Awardees named

Two students of Engineering and one from Computer Studies joined the list of this year's Bank of the Philippine Islands-Department of Science and Technology (BPI-DOST) Science Awardees during the awarding ceremonies held last February 22 at the Marilen Gaerlan Conservatory.

The honorees were Raymond Gavino of Mechanical Engineering (ME), Herbert Kalus Martin Hallig of Chemical Engineering, and Mikhail Francisco Geronimo of Computer Science.

BPI-DOST bestows the award on students who excel in specialized fields of science, namely: mathematics, physics, engineering, chemistry, biology, and computer science. Winners have to pass a rigorous screening by the University.

For the event, the students presented their outstanding research papers.

Gavino's research, which he conducted with four other ME students, is titled "*Development of an automated wind turbine using fuzzy logic.*" The paper offers solutions to the various problems hindering the use of wind energy as an alternative source of power.

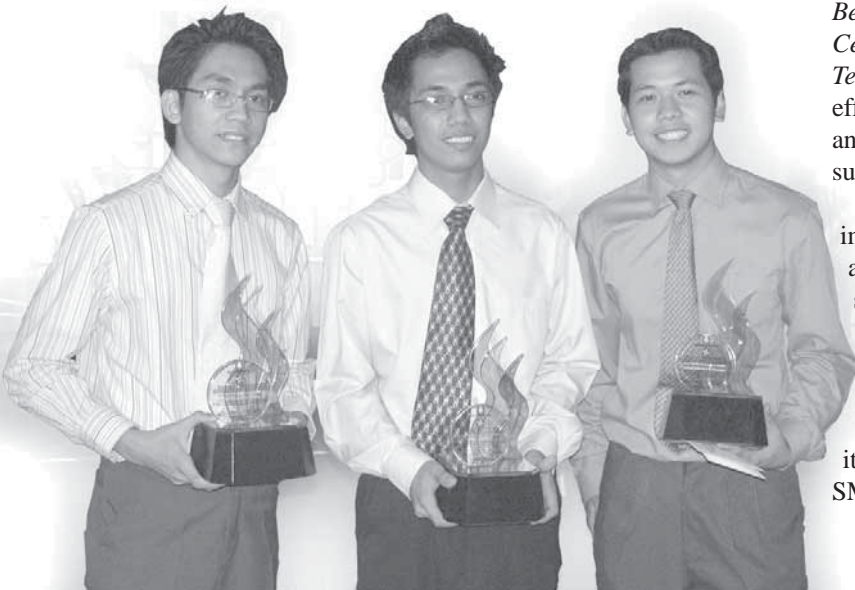
He showed that the application of arm angle and the automation of pitch angle can help maximize the power coming from the wind. The automated wind turbine that his group designed adopts the geographical setting of the country and can be installed in isolated areas.

Meanwhile, Hallig presented the paper, "*Adsorption of Benzene and Toluene on Pre-treated Activated Carbon and Cerium Oxide Supported on Pre-treated Activated Carbon using Temperature Programmed Desorption Method.*" He studied the effects of different types of pre-treatment on both commercially and locally produced activated carbons in adsorbing air pollutants such as benzene and toluene.

Hallig's study, which concluded that pre-treatment notably improves the surface property and the adsorption capacity of an activated carbon, would allow local industries to produce samples which are competitive against commercially produced adsorbents.

For his part, Geronimo presented, "*e-SME: A Viable Tool for National Development,*" a research aiming to further strengthen small and medium enterprises (SME) by expanding its markets with the use of internet. In his paper, he called the SMEs as the prime movers of the nation's progress.

From left: Hallig, Gavino, and Geronimo



More students join this year's Premio Ambahan

The Bienvenido N. Santos Creative Writing Center's (BNSWC) *Premio Ambahan 2007*, which was held last February 20 at the Yuchengco Building, received almost a hundred works from students, more than double the entries generated the previous year.

Dr. Malou Jacob, director of the BNSWC, said that the competition's judges, John Torralba and Manolito Sulit, both of the Filipino Department, were so impressed with

the entries that instead of just handing out three awards to deserving students, the board gave three more special awards.

The winners came from different colleges, added Jacob.

The awardees were Political Science major Danica V. Pabalan (*Antok*), Computer Science student Eugene Tan Ong (*Buhay-Tulisan*), and Electronics and Communications Engineering undergraduate Rodolfo Anthony M.

Semira Jr. (*Dayo*). Ruprecht Robertson Cua (*Torpe*), Abigail Aguirre (*Sa Puso Ko*), and Joem Fulo (*Lamok*) received honorable citations.

The Center simultaneously sponsored a *Premio Ambahan* among elementary students in the Mangyan Hanunuo Community in Mindoro.

Ambahan is a set of poetic expression indigenous to the Hanunuo Mangyan, with seven syllable lines in measured rhyme.



Lasallians win in various national competitions

De La Salle University-Manila students in the fields of marketing, science, international studies, and engineering emerged as winners in recently-held national competitions sponsored by various organizations.

Agora Youth Awards

Five Marketing Management students joined the list of this year's Agora Youth National Awardees, with the batch valedictorian chosen among them.

Named batch valedictorian was Santiago Jorge Syjuco, who was lauded for his leadership and active social involvement. He has an extensive experience in events organizing. He also participates in community service, teaching Math and English to underprivileged children.

The other La Salle students honored were Joseph Simoun Ferrer, Marie Kris Rodriguez, Dianne Jeanne Tee, and Shiven Mukhi.

The Agora Youth is an annual event organized by the Philippine Marketing Association to honor the country's top marketing students. It aims to motivate marketing students to venture into the field of marketing while impressing them the importance of going beyond the stringent standards of excellence.

Surveying the entire region for the best of the brightest marketing students in the country, the panel of judges composed of the industry's most respected individuals in different fields closely scrutinized the finalists' case studies and credentials, grilling them on the spot on how they plan to market Philamlife's Aksitext.

DLSU-Manila's Junior

Entrepreneurs Marketing Association was also recognized as one of the outstanding student marketing organizations.

Nihongo Fiesta 2007

For displaying confidence and poise while delivering Nihongo pieces, two Japanese Studies majors, Stefanie Tan and Ma. Clarissa Lazaro, won in the *Nihongo Fiesta 2007* Speech Competition held last March 3 in Intramuros, Manila.

Lazaro was named second placer in the open category, which was joined in by advanced, non-native speakers. Other participants in the meet were professionals who work in Japanese corporations.

Tan finished third in the student category.

The competition was sponsored by Japan Foundation-Manila and was graced by Ambassador of Japan to the Philippines His Excellency Ryuichiro Yamazaki.

Industrial Engineering Quiz

Industrial Engineering (IE) students Charlle Sy, Jan Denis Sy, Alvin Chua, Raymund Cuesico, and Al Benjamin Ngo topped the 19th Inter-University Industrial Engineering Quiz contest, the culminating activity of the Philippine Institute of Industrial Engineering (PIIE) Student Congress. IE faculty Eric Siy served as the team's mentor.

The quiz contest was held at San

Sebastian-College Recoletos in Cavite City last February 24. Attending the event were over 1,500 students from 27 engineering schools from all over the Philippines.

The same team, with the addition of Patricia Quadra, also an IE major, likewise won the 17th Operations Research (O.R.) Quiz Contest held at the National Institute of Science and Mathematics Education, UP-Diliman on March 10. Serving as the team's faculty trainer was Bryan Gobaco. This competition was sponsored by the Operations Research Society of the Philippines (O.R.S.P.) for its member institutions.

Physicians Board Exams topnotcher

Meanwhile, Human Biology alumnus Loui Chan Gatdula, 20, topped the recent Philippine Regulation Commission's Physicians Licensure Exams. The results were released last February.

Gatdula, who finished his medicine degree at the Health Sciences Campus of De La Salle University (DLSU-HSC) in Dasmariñas, Cavite, led the 1,192 other board passers with his 85.17 percent rating. The National Passing Rate was 53.43 percent.

A Lasallian scholar both in DLSU-Manila and DLS-Health Sciences Campus, Gatdula graduated *cum laude* and class valedictorian in April 2005. He also received the Academic Excellence Award and the Dean's Special Award.



Robotics confab features La Salle's top research projects

The 3rd International Conference on Humanoid, Nanotechnology, Information Technology, Communication and Control, Environment and Management (HNICEM) held at the Century Park Hotel, Manila last March 15-18 showcased some of the latest research projects of DLSU-Manila's Engineering faculty and students and provided a venue for an exchange of ideas among scientists and engineers from across the globe.

Attending the event were delegates from foreign universities, including Korean Advanced Institute of Science and Technology's Prof. Jong-Hwan Kim (South Korea), University of Toledo's Prof. Ioan Marinescu (USA), National University of Singapore's Prof. Marcelo Ang, Tokyo Institute of Technology Prof. Kaoru Hirota (Japan), Nagoya University's Prof. Toshio Fukuda (Japan), Stanford University's Prof. Oussama Khatib (USA), and Coventry University's Prof. Raouf Naguib (UK).

Dr. Alvin Culaba of the Mechanical Engineering Department delivered the plenary lecture on Energy and Environment. Parallel sessions tackled issues on humanoids and robotics, manufacturing and nanotechnology, and intelligent control.

The research projects of DLSU-Manila faculty and students shared during the sessions ranged from autonomous robots that could play golf and water plants to manufacturing machines like soft ice cream dispenser and automated sachet filling and sealing machines. Lasallians also tackled projects that impact the environment, such as testing biodiesel quality and using fuzzy logic to monitor systems.

The first and second HNICEM conferences were held in Manila in 2003 and 2005 with the aim of bringing together researchers from different disciplines to stimulate scientific and technological innovation.

In addition to the fields of study covered by the previous conferences, HNICEM 2007 covered novel applications of intelligent systems in biomedical sciences.



is published bi-weekly by the Marketing Communication Office (L-163, intercom 144). Editorial deadline is 3 p.m. Tuesdays. Contributions should include the name, office and signature of the sender. Materials may be edited for clarity or space.

Brian Gail E. Bautista (bautistabg@dlsu.edu.ph), Director; Ma. Ruby A. Carlos (carlosm@dlsu.edu.ph), Editor; Gian Vizcarra, AARichela dela Cruz, Writers; Peter Varona, Art Director; Meneer Marcelo, Luis De Vera, Graphic Artists; Virginia Umacob-Gases, Secretary; Raymond Menor, Office Assistant; Aaron Mamiit, MCO volunteer and contributing writer. 2401 may be accessed online through the URL: <http://www.dlsu.edu.ph>