

UP-CBA Renamed to Cesar E.A. Virata School of Business



The Board of Regents during its 1287th Meeting held on 12 April 2013 approved the proposal of the business faculty to honor its former Dean by renaming the College of Business Administration as Cesar E.A. Virata School of Business.

Cesar E.A. Virata is a graduate, professor and dean of the College, and an honorable public servant who served as Secretary of Finance and Prime Minister of the Philippines. Dean Virata is respected as a professional manager by the business community in the Philippines and in the ASEAN region. His career can be an inspiration to aspiring managers and it is fitting that the business school of the University of the Philippines should carry his name.

Cesar E.A. Virata was the fifth Dean of the College of Business Administration from 1960 to 1967. He graduated from the University of the Philippines with both the Bachelor of Science in Business Administration (*cum laude*) and Bachelor of Science in Mechanical Engineering degrees in 1952. He completed his Master of Business Administration major in Industrial Management from the Wharton Graduate School of the University of Pennsylvania in 1953. He received the Doctor of Laws degree (*honoris causa*) from the University of the Philippines in March 1976. He is included in the list of 125 illustrious Wharton alumni during the 125th anniversary of the Wharton School of Finance in 2007.