



SPU Manila INTER-OFFICE BULLETIN

Vol. XI No. 38

26 March 2018

Self-Renewal and Sharing of Skills of DBA students

Contributed by Dr. Elizabeth D. Ramos

The students of Doctor of Business Administration had a self-renewal and sharing of skills activity on 17-18 March 2018 in Balai Sadyaya, Sariaya Quezon. This was the culminating activity of the Executive Leadership class under Dr. Elizabeth D. Ramos.

In line with Stephen Covey's seven habits of highly effective people, the members of the class, who are also leaders in their respective academic and business organizations, practiced the 7th habit, which is "sharpen the saw."

To renew themselves cognitively, the students had a learning session with Mr. Ysmael Baysa, VP Finance of Jolibee Foods Corporation (JFC). Mr. Baysa hails from Sariaya, Quezon.

Mr. Baysa discussed how JFC transformed from a family corporation to a multi-national, multi-cultural public corporation. He pointed out, among others, the values of the executive leaders of the organization and how these values transcend to strategic directions, building organization capabilities, restructuring to meet company goals, and creation of shared services. He also stressed the importance of investing for competitive advantage. Questions raised by the students during the open forum centered on development programs for managers, succession planning, motivating employees, how the company copes with volatility and risks, maintaining quality management systems, and Mr. Baysa's perceived strengths and weaknesses as a leader.

The DBA students also conducted academic service learning to selected young barangay leaders of Sariaya, Quezon. Mr. Rolando Alagde, one of the DBA students, discussed Servant Leadership. This was followed by a workshop facilitated by Mr. Pelagio Labang, Jr., another DBA student. In the workshop, every barangay leader was "adopted" by two DBA students. The students shared insights on servant leadership with the barangay leaders and answered queries regarding leadership.

Thereafter, each barangay leader presented his/her personal aspirations as a leader.

Dr. Ramos then met the DBA students as a class for processing of their learning from Mr. Baysa's talk and encounter with the barangay leaders. This was followed by individual presentation of their assigned tasks related to the course.

For spiritual renewal, the students visited St. Francis of Assisi Church in Sariaya Quezon. Based on the historical marker, the first structure of the church was constructed in 1599, the second one was built in 1605, and the present church was built in 1748.

The students also visited ancestral houses. This enabled them to have a glimpse of the past. The activity also gave the students an opportune time to bond with one another and renew themselves physically in the green and pollution-free environment of Sariaya, Quezon.



**L-R. Mr. Ruben de Gracia (DBA student),
Mr. Ysmael Baysa (VP-Finance JFC),
Dr. Elizabeth Ramos (CBM Dean)**



**Talk of Mr. Ysmael Baysa
(VP-Finance JFC)**



Mr. Ysmael Baysa, Dr. Elizabeth Ramos, and DBA students



DBA students during the sharing of insights on servant leadership with the young barangay leaders



One of the young barangay leaders sharing his aspirations with the group



The DBA students, young barangay leaders, and Dr. Elizabeth Ramos



**The DBA students
in one of the ancestral houses
they visited**

DATA PRIVACY ORIENTATION FOR PAULINIAN STUDENT LEADERS, SCHOLARS, AND NON-ACADEMIC PERSONNEL

The Student Services team, headed by Ms. Myra Arañas, RGC, together with Ms. Raquel Evangelista, RGC, Guidance Services Coordinator, and Dr. Joanne Popanes, Human Resource Services Director, conducted an orientation on Republic Act No. 10173, also known as the Data Privacy of 2012. The session was held on 19 February 2018 in Room 217 for student leaders and on 26 February 2018 in the Viewing Room for non-academic personnel.

The orientation started with an opening prayer followed by video clips giving a brief overview of the law. The government has mandated all institutions to start implementing the policies on the Data Privacy Act of 2012. The policy governs the safety and security of data relating to individuals in the organization. In the context of St. Paul University Manila, this applies to relevant information collected from the students and employees which may be held in the office by concerned employees or a third party affiliated with the institution and which is being used for justifiable purposes.

All collection, processing, and retention of personal data and information must be done in accordance with the following principles:

1. Informed consent is required prior to the collection of all personal data. In order for a data subject to give an *informed consent* as to the collection and processing of his personal data, he must be informed about the extent and purpose of processing. The consent shall be evidenced by written, electronic, or recorded means, or through an authorized representative of the data subject. Consent is further required for sharing information with affiliates.

2. Personal data shall be processed fairly and lawfully. Processing should ensure data quality. This means the data must always be accurate or must be rectified in case of inaccuracy.
3. Personal data shall not be retained longer than necessary. Any authorized further processing shall have adequate safeguards



The National Privacy Commission has given three general principles for data privacy in the Philippines. First, *transparency*, where the data subject must be aware of the nature, purpose, and extent of the processing of his/her personal data, including the risks and safeguards involved. Second, *legitimate purpose*, where the processing of information shall be compatible with a declared and specified purpose, which must not be contrary to law, morals, or public policies. Lastly, *proportionality*, where the processing of information shall be adequate, relevant, suitable, necessary, and not excessive in relation to a declared and specified purpose.



After presenting the content and guidelines of the law, Ms. Arañas opened the floor for questions from the participants. She also emphasized the important role of each of the staff in the improvement of the systems and processes related to data privacy in their respective units. Ms. Arañas ended the orientation by encouraging everyone to know more about the law by visiting the website of the National Privacy Commission (www.privacy.gov.ph).