

NEWSLETTER



BBA PROGRAM

As always, the BBA program continues to foster innovation, leadership, and global connections. One step at a time, our students are reshaping the future of business.

Together, we are committed to excellence and making a positive impact on our community and beyond.

Action is the foundational key to all success.

-Pablo Picasso



WHAT ARE THE FUNDAMENTALS OF INVESTING?

- Internships
- Networking events
- International recognition

AND MORE...



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INTERNATIONALIZATION



Hello, dear reader...

As we embark on a new semester in the BBA program, I am filled with excitement and pride to share with you the latest edition of our newsletter. This publication is more than a collection of updates; it is a tribute to the extraordinary journey we are on together—a journey marked by ambition, resilience, and a shared vision of excellence.

The pages ahead capture the essence of who we are as a community. They reflect our collective spirit through academic triumphs, cultural celebrations, and moments that have brought us closer as future leaders. Each accomplishment, event, and milestone represents not just hard work but the heart and passion that define the BBA program.

This newsletter serves as both a reminder and a source of inspiration—reminding us of what we've achieved and inspiring us to dream even bigger. As we face the opportunities of this new semester, let's embrace the lessons learned, the friendships built, and the sense of purpose that drives us forward.

Let's continue to support one another, celebrate our successes, and shape a future that we can all be proud of. Here's to making this semester even more remarkable, together.

Warm regards,

A handwritten signature in white ink that reads "Angela Liriano". The signature is written in a cursive, flowing style.

BBA COORDINATOR, CONTENT
DIRECTOR, AND EDITOR-IN-CHIEF

Faculty Growth

BBA'S FACULTY MEETING



Date: August 28th, 2024.



WHAT HOLDS THE FUTURE?

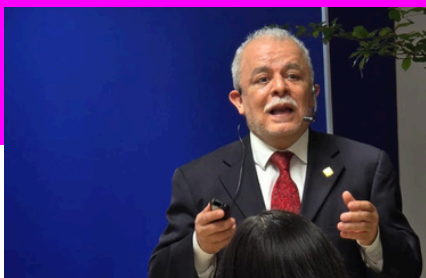
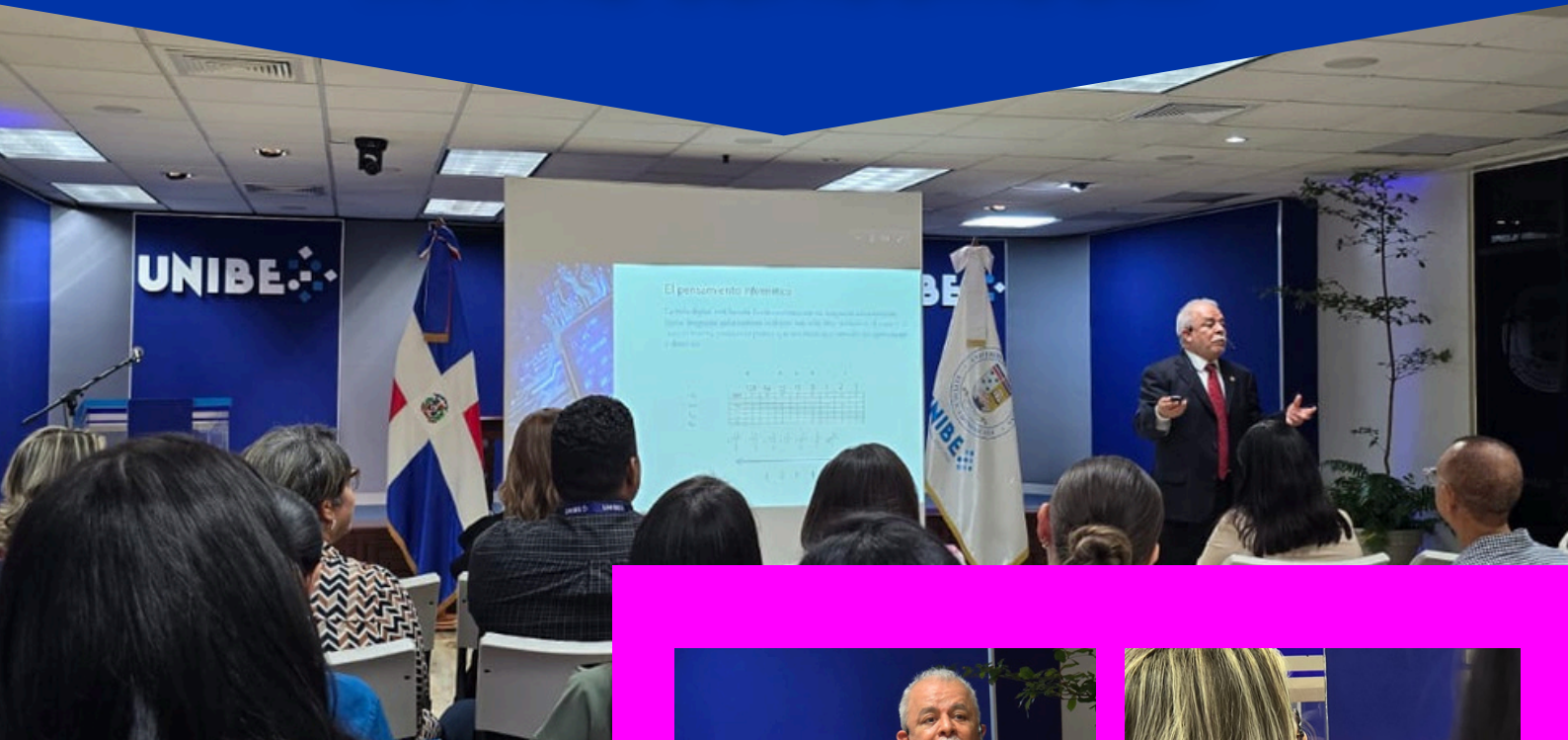
Our skilled professors are setting the stage for the start of an outstanding semester! We are thrilled to welcome our new faculty members: Gabriela Martínez, Daniel Batista, Annabelle Román, and Elvio Guerrero!

THE CHANGE TO GROW!



With fresh ideas and clear goals, all of them are ready to lead the way in our courses. This is just the beginning of what promises to be an exciting academic journey!

EXPLORING THE ROLE OF AI IN THE CLASSROOM



Imagine a classroom where artificial intelligence doesn't just assist — it transforms. Thanks to the groundbreaking work of Dr. Enrique Ruiz Velasco Sánchez, an internationally recognized expert in AI and education, the future of teaching is evolving before our eyes.

With a Ph.D. from the University of Montreal and a postdoctoral fellowship in Science and Technology from the University of London, Dr. Ruiz has dedicated his career to developing innovative tools like AI learning environments and educational robots. These advancements aren't just theoretical — they're setting the stage for a dynamic shift in how students learn and how educators teach.

During an inspiring session with our faculty, Dr. Ruiz shared cutting-edge insights into the integration of AI in education. From rethinking traditional teaching methods to exploring personalized, technology-driven learning experiences, his vision is sparking exciting possibilities.

The impact? Expect classrooms that are more interactive, adaptive, and tailored to individual needs. As we look ahead, AI is not just a tool — it's a partner in shaping the future of education. The question is: Are we ready to embrace this transformation?

Market Link-up

WORKSHOP

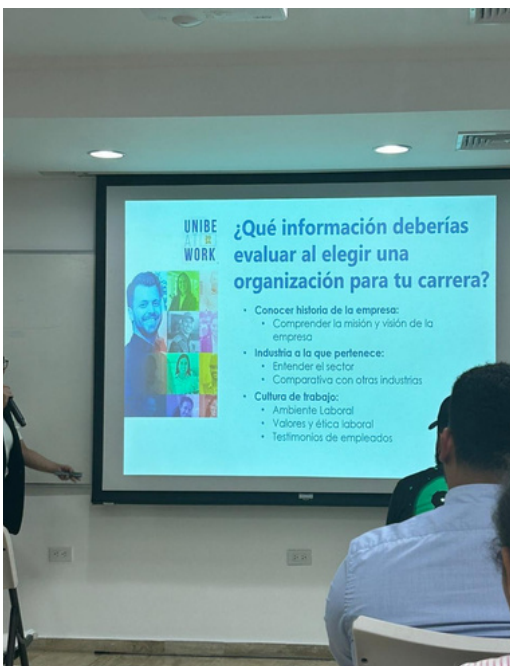
'MI PRIMER EMPLEO'

September 12th, 2024.



Embarking on your career journey can feel like a daunting task, but with the right tools and guidance, the possibilities are endless. Recently, our BBA juniors gained valuable insights during the workshop “My First Job: Building a Balanced and Fulfilling Work Life,” hosted by Banco Santa Cruz.

This engaging session covered everything from setting clear career goals and developing essential skills to navigating the job market and identifying the right company for personal and professional growth. The timing couldn't have been better, as many of our students are gearing up for their internships—an exciting step into the professional world.



The workshop, part of Ms. Angela Liriano's Market Yourself class, gave students practical strategies to build a fulfilling career while maintaining balance and purpose. These future professionals are now better equipped to make informed decisions and confidently take their first steps toward success.

WORKSHOP: 'MERCADO DE VALORES'

Guest Speakers:

Mrs. Glennys Fernández and Laura Contreras from the Securities Superintendency of the Dominican Republic



BBA students recently explored the world of investments and financial regulations in a comprehensive workshop focused on the Dominican Republic's stock market. This two-hour session provided Marketing and Finance students with valuable insights into market dynamics, regulatory frameworks, and the role of key stakeholders.

A heartfelt thanks to Professor Luis Manuel Martínez for organizing this enriching event. Workshops like these equip our students with the knowledge and confidence to navigate the financial world and make informed investment decisions.



Let's keep
learning & growing!



FINANCE FOR SMALL FAMILY BUSINESSES WORKSHOP

GUEST SPEAKER: NATIVIDAD LARA
 CO-FOUNDER AND CFO OF PAULINO LARA ASESORES CONTABLES



From Small Startups to Industry Leaders!

Many of the Dominican Republic's most recognized businesses, such as Plaza Lama, Casa Brugal, and Grupo Punta Cana, started as small, family-run enterprises and have grown into industry leaders while maintaining their roots. Inspired by these success stories, we hosted an exclusive workshop focused on mastering financial strategies tailored to the sustainable growth of similar businesses.



Mastering Finances for Future Success!

Led by Natividad Lara, co-founder and CFO of Paulino Lara Asesores Contables, the session provided invaluable guidance on managing cash flow, using financial planning tools, and building strong foundations for expansion. With years of experience helping businesses across industries thrive, Natividad's insights gave students the tools to think big and plan wisely, preparing them to turn their ambitions into reality.

Vive La Experiencia UNIBE (VEU)

On October 26th, aspiring business leaders gathered to explore the BBA program and all it has to offer. The event highlighted UNIBE's dual-degree options with FIU and WMU, as well as the numerous leadership opportunities available to students. Participants enjoyed program walkthroughs, personalized career guidance, admissions and financial aid tips, and inspiring alumni testimonials.

The day concluded with an engaging Q&A session, offering insights and connections to help attendees take their next steps confidently. Thank you to everyone who joined us on this special day.

Reliving the Energy!



***"Move forward.
Good things are up ahead."***

WORKSHOP: 'FUNDAMENTALS OF INVESTING IN ONE HOUR'

November 14th, 2024.



In an engaging workshop...

led by Alexander Núñez, Associate Professor at Lehman College, CUNY, students gained valuable insights into the essentials of investing and the strategies needed to navigate the financial world confidently.

THANKS...

to the efforts of Ms. Angela Liriano, who invited this outstanding speaker, participants explored key concepts such as evaluating opportunities, managing risks, and adopting a long-term perspective. The session also highlighted the importance of looking beyond numbers to understand the stories behind market trends, leaving students inspired and ready to take their first steps as informed investors.



If you missed this insightful workshop, stay tuned for more opportunities to expand your financial expertise!

↓ **Keep reading!**

Guest Speaker: Scott D. VanAvery

November 19th, 2024.



A few months ago, Scott D. VanAvery, WMU's Manager of Outreach and Recruitment, energized our students with valuable insights about transitioning to Western Michigan University. Freshmen gained clarity on the program, while juniors had their big questions answered.



Adding to the excitement, Mr. VanAvery shared WMU merchandise, boosting motivation and reminding everyone to stay focused and make the most of their journey.



BBA Market Link-Up



The BBA School organized a Market Link Up breakfast, bringing together BBA interns and their supervisors from diverse industries to celebrate mentorship and professional development. This event highlighted the impact of internships in fostering meaningful connections and preparing students for the professional world.



The gathering featured inspiring testimonials from students interning at renowned organizations, including Hilary Gómez and Mardelis Luna from CTC Logistics, and Álvaro Florián from Inversiones Popular.



Supervisors shared positive feedback on the dedication and growth of their interns, while representatives from UWork provided valuable insights into how the program supports students in finding opportunities and navigating their career journeys. It was a true celebration of collaboration and learning.



#MarketLinkUp2024 #BBAConnections
#Testimonials #InternshipProgress
#NetworkingAndGrowth #ShapingFutureLeaders

Student Engagement



BBA STUDENT MERIT SCHOLARSHIP



GLEYCI ARIAS



GIOVANY FANINI



AXEL MARTÍNEZ



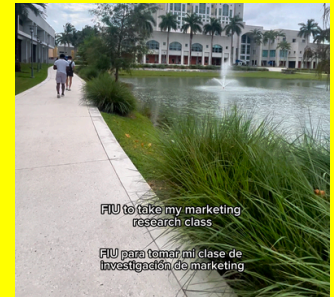
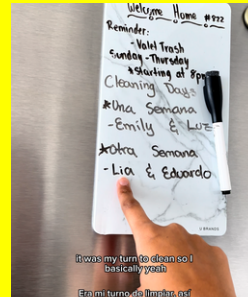
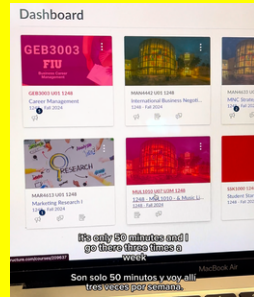
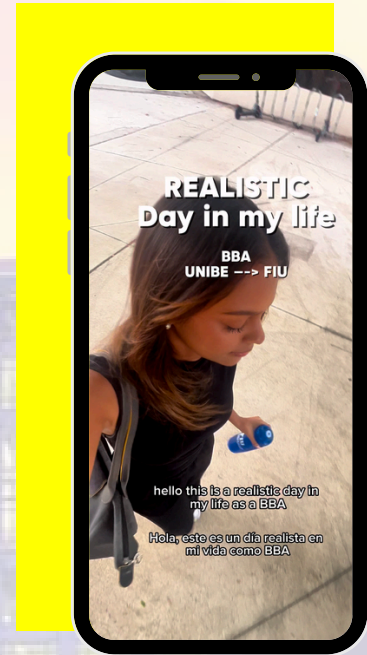
FRANKLIN LABOUR

**Celebrating Excellence:
Meet Our BBA
Scholarship Winners!**
We are proud to celebrate the exceptional achievements of our latest BBA Merit Scholarship recipients: Gleyci Arias, Giovany Fanini, Franklin Labour, and Axel Martínez. These students have demonstrated unwavering dedication, passion, and commitment both in and out of the classroom. Their hard work and perseverance are a testament to what can be accomplished through determination and inspire the entire BBA community to strive for excellence.

FROM UNIBE TO FIU: LIVING THE BEST OF BOTH WORLDS

Lia Puello, a marketing major and undergraduate student at UNIBE, is living the dream of blending cultures and expanding horizons. Now thriving in Miami, Lia is part of the prestigious dual-degree program that allows students to spend three years at UNIBE in the Dominican Republic and complete their degree at Florida International University (FIU) in the United States.

Her journey reflects the perfect mix of academic excellence and cultural exploration. From sharing study sessions with friends at UNIBE to navigating the vibrant streets of Miami, Lia exemplifies the transformative experience of earning a degree recognized in both countries.



This dual-degree program is not just an academic pathway; it's a gateway to global opportunities, enabling students to immerse themselves in diverse environments while gaining a competitive edge in the global job market.

Curious about how this unique program can open doors for you? The BBA program at UNIBE offers the best of both worlds—high-quality education with an international perspective. Reach out to learn how you can embark on this exciting journey.



GAINING REAL-WORLD EXPERIENCE

Internships Sept-Dec 2024

This semester, BBA students are making a significant impact across diverse industries, including marketing, logistics, finance, and administration. Through dynamic, hands-on internships, they are confronting real-world challenges, crafting innovative solutions, and gaining invaluable insights that extend far beyond the classroom.

At the BBA program, our focus is on more than just academic growth—we are committed to placing students in meaningful roles where they can develop leadership skills, make an impact, and prepare for thriving careers in their chosen fields.



Internships offer a unique opportunity to bridge theory with practice, setting the stage for personal and professional transformation. Do you have an unforgettable internship experience that shaped your career? Share your story with us and inspire the next generation of business leaders.



BUSINESS CAMP 2024

Business Management
December 2nd, 2024.

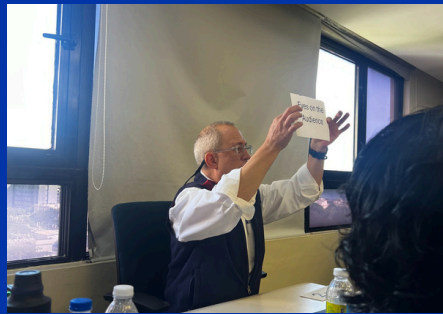
This semester, freshman BBA students embraced the challenge of transforming business ideas into reality as part of the Business Management course. Under the guidance of Professors Daniel Batista and María Herrera, students worked diligently to develop innovative products and services, showcasing their creativity and entrepreneurial spirit at the Plazoleta.



The showcased ideas ranged from Squeeze Lab and UniGo to Coastal Pieces and Soccer Jersey Mystery Box, reflecting a diverse range of concepts. Events like this not only foster innovation but also prepare students with practical skills to thrive in the real world. At BBA, we turn ideas into opportunities for success!

December 6th, 2024.

In an impressive culmination of their efforts, Professor Rocha's students delivered thought-provoking Import-Export Marketing presentations that highlighted their expertise in navigating the complexities of international commerce.



The students went beyond theory, analyzing real-world trade data and developing actionable business plans for the Dominican Republic's Chamber of Commerce. Their work addressed global challenges head-on, offering innovative solutions and fresh perspectives on how shifting trade policies could shape the future of global markets.

These presentations weren't just exercises—they reflected the ingenuity and forward-thinking approach that defines our program. With bold ideas and a drive to make an impact, these future leaders are ready to contribute to the evolving landscape of global trade.



Special Events

WELCOME

TO THE BBA FAMILY!

A JOURNEY OF SUCCESS BEGINS!

On August 28th, we officially welcomed our new BBA students to the UNIBE family, marking the start of an exciting and transformative chapter in their academic journey. This special day was filled with anticipation, enthusiasm, and a shared commitment to excellence, as students took their first steps toward shaping their futures in business and leadership.



We are thrilled to have you on board and can't wait to witness the incredible milestones you will achieve along the way. Here's to a year filled with learning, growth, and unforgettable experiences. Together, let's make this journey one of great accomplishments and endless possibilities!



*Unleashing Potential,
Transforming
Futures.*



As members of the Bachelor in Business Administration program, our students are now part of a dynamic community that values innovation, collaboration, and personal growth. From the opportunities to develop leadership skills and engage with global perspectives to the support of dedicated faculty and peers, this journey promises to be a rewarding one.



CONGRATULATIONS!

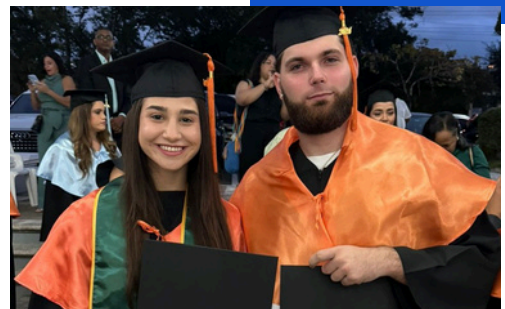


BBA GRADUATES

UNIBE's LVIII Graduation Ceremony

We proudly honor our BBA graduates who achieved this incredible milestone, including their enriching final year at Florida International University (FIU). A total of 33 graduates shined across three majors: Finance, Marketing, and International Business.

Congratulations to all! Your hard work and ambition have paved the way for even greater achievements ahead. Keep striving for what's ahead!



A LOOK BACK AT VIVE LA EXPERIENCIA BBA



The Vive la Experiencia BBA event offered high school students, parents, and academic coordinators a comprehensive look at the unique opportunities within UNIBE's Bachelor in Business Administration (BBA) program. This inspiring event highlighted UNIBE's leadership in business education in the Dominican Republic, showcasing the program's distinctive strengths.

The day featured engaging alumni success stories, a hands-on case resolution workshop, and special participation from partner universities Florida International University (FIU) and Western Michigan University (WMU). More than just an event, it was an invitation to explore personal and professional growth through UNIBE's academic excellence.





UNIBE'S
Give
Thanks

THANKSGIVING DINNER

THURSDAY

NOVEMBER 28TH, 2024.

In the spirit of tradition, UNIBE hosted a memorable Thanksgiving Dinner, bringing together international students, faculty, and the broader community for an evening of gratitude and unity. The event celebrated the bonds that make the UNIBE family so special.

HIGHLIGHTS INCLUDED...

inspiring messages from Dr. Vhyna Ortega Díaz and Dr. Marcos Núñez, a heartfelt performance of The Prayer by the UNIBE Choir led by Andy Matías, with Zoé Drullard captivating the audience on violin. It was an evening that honored diversity, togetherness, and the joy of being part of this vibrant community.



GRATITUDE AND
CONNECTION

Internationalization

Reaching New Heights of Excellence

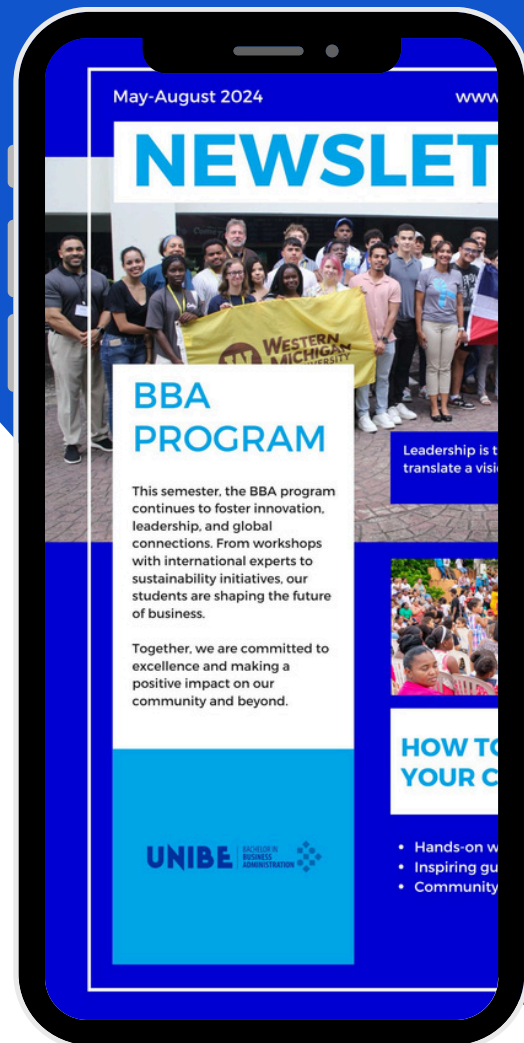
Fernando Rodríguez Senior

Meet Fernando Rodríguez Senior, an extraordinary BBA alumnus whose accomplishments continue to inspire. Recently, he achieved a historic milestone by becoming the first Dominican to conquer Mexico's three tallest mountains within an astonishing 72-hour timeframe.



This remarkable feat reflects more than just physical endurance; it embodies resilience, determination, and the unwavering drive that defines the UNIBE spirit. Fernando's journey serves as a powerful reminder of the heights we can reach when passion and perseverance align.

Congratulations to Mr. Rodríguez for pushing boundaries and setting an example for us all to aim higher, both in life and in our careers. Your achievements inspire the entire community to strive for greatness.



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BBA, where we shape global success.

For more information visit...

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