

JANUARY-APRIL 2020

NEWSLETTER



STUDENTS PARTICIPATED IN THE FIRST CONFERENCE OF @LETSWORKRD AS PART OF THE STAFF

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"There are no secrets to success. It is the result of preparation, hard work and learning from failure."

- Colin Powell

**BBA IS:
DEDICATION,
HARD WORK,
PASSION,
DEVOTION,
and more...**

The background features a blue-tinted photograph of two women smiling and looking at each other. In the background, a banner for 'UNIBE' is visible with the tagline 'LEADING GLOBAL ED'. The text 'UNIBE' is in large, bold, white letters, and 'LEADING GLOBAL ED' is in smaller white letters below it. The overall aesthetic is professional and collaborative.

WORK TEAM

DIRECTOR:

DAYANNA POLANCO

ADMINISTRATIVE ASSISTANT:

FRANSHESKA COLLADO

ACADEMIC ASSISTANT:

NAISA TEJADA

EDITORS IN CHIEF:

MARIA LAURA DIONICIO
JESSICA PENG

A MESSAGE FROM OUR DIRECTOR

Dear Academic Community,

In these unprecedented times, I want to congratulate each of you for the resilience you have shown during this past academic semester. I truly believe this process has brought us together, and more importantly, has shown us that change is imminent, but we are ready to succeed under any circumstances if we work as a team. Faculty, staff and students, your quick adaptation to different methodologies has been impressive in this past month or so, I want to motivate all of you to keep thriving under these circumstances and help us to create a much stronger academic community.

As a business school, we are constantly teaching about adaptation and innovation, and at this moment, we truly moved to a new “normal” from our business as usual scenario. It is time to thrive and keep preparing the students to be truly “global leaders” that can succeed under any crisis scenario. We do have a great challenge ahead of us, but I truly believe that working together we can have a successful **online summer semester!**



BBA DIRECTOR:
DAYANNA POLANCO

**ENJOY THIS
NEW EDITION!**

1ST UNIVERSITY WITH **A BILINGUAL OFFER IN THE DOMINICAN REPUBLIC**



UNIBE
LEADING GLOBAL EDUCATION

FACULTY'S ACHIEVEMENTS



UNIBE is consolidated as the first university with bilingual offering in the Dominican Republic.

By 2019, UNIBE officially incorporated English as a second language in its entire academic offer, both undergraduate and continuing education.

With this step, UNIBE becomes the **first university** in the country with bilingual offer at a professional level, fulfilling one of its strategic goals of establishing itself as an international and global university, sustainably strengthening the intercultural competencies of its graduates in a competitive and globalized world.

UNIBE students will have the options to select subjects, concentrations, workshops, seminars and certifications in english, promoting intercultural competences. For these purposes, the International Faculty Department was created for the selection of professors graduated from international programs with the required capabilities.

In addition, UNIBE's international agreements with other universities will allow students to take one or two semesters for student mobility or opt for a double degree program, thus enriching their cultural experience.

The step of incorporating bilingual offer into its academic programs has been structured from a new institutional perspective: **leading global education**. Since its founding, UNIBE has been characterized as an international university, and in response to this approach today we have more than 250 international agreements in more than 40 countries.



STUDENT DILMARYS GABIN

FACULTY'S ACHIEVEMENTS

UNIBE EMPRENDE 2019



With the aim of mentoring entrepreneurial projects, UNIBE alongside the Center for Entrepreneurial Development and Entrepreneurship celebrated the second edition of the Pre-Incubation Startup Program. During this celebration, our student Dilmarys Gabin became one of the finalists of this program, obtaining seed capital to start her own business "Spices Bakery RD".

"CIDE was a gratifying experience full of valuable workshops and mentoring that guided us to have a successful startup. Within the time we were in the program, we were able to have the right tools to grow our project. Within each meeting with our mentor, it helped us towards the next step we had to take and find a clearer vision and path of what we had envisioned of what our company can be. This program also assisted us to find who are our potential clients and the most efficient way to fix their problem or needs. CIDE definitely made a great impact on our business."

- Dilmarys Gabin

**Congratulations
Dilmarys!
We wish you and your
business all the BEST!**

FACULTY'S ACHIEVEMENTS

NEWSPAPER ARTICLE

By: Dayanna Polanco

Our BBA Director, Dayanna Polanco, published an article titled **“¿Cómo puede la empresa enfrentar crisis actual?”**. In this article, our director talks about the difficulties that businesses are facing today due to the global crisis caused by the pandemic and how they should be handled in order to thrive throughout the crisis and counteract the economic impact.

“En la vida, lo único real es el cambio y nuestras empresas dependen de cómo decidimos enfrentar este período trascendental en el que estamos inmersos.”



Source: Listin Diario

Siendo conscientes de que esta pandemia vino a crear un antes y un después en la economía global, las empresas deben enfocarse en estos ejes principales:

1. **Reformulación de objetivos y métricas.**
2. **Nuestro talento humano.**
3. **Nuestro nuevo cliente**
4. **Uso de las tecnologías de información.**

**A huge shoutout to our
Director Dayanna Polanco!**

Soluciones

Cómo puede la empresa enfrentar crisis actual

Readaptación. Es importante notar que, al momento de enfrentar los desafíos, lo más significativo es identificar sistemas de mejoras que puedan ayudarnos a contrarrestar el impacto económico.

APORTE

Santo Domingo

En la actualidad, todos estamos inmersos en procesos de gran incertidumbre, y el mercado global no es ajeno a ello. Las empresas, no importa si son grandes, medianas o pequeñas se encuentran embarcadas en un proceso de mucha tensión, del cual necesitan tomar decisiones acertadas de cómo manejar las crisis.

Para cada una ellas, familiar o no familiar, tendrá un reto distinto que debe de trabajarse conociendo la situación real en la que se encuentra y con los recursos que tienen disponibles, pero, sobre todo, apoyándose en las competencias fundamentales que la hacen única. En la vida, lo único real es el cambio y nuestras empresas dependen de cómo decidimos enfrentar este período transcendental en el que estamos inmersos.

Siendo conscientes de que esta pandemia vino a crear un antes y un después en la economía global, las empresas deben enfo-



Dayanna Polanco Directora, Escuela de Negocios Internacionales, Unibe.

carse en estos ejes principales:

Reformulación de objetivos y métricas.

Debemos determinar cuáles son los retos iniciales que trae consigo este proceso para con nuestro nicho de mercado y partiendo de ahí, identificar qué necesita nuestra empresa y cómo podemos atacar el desafío. Con esto crear un plan de acción para re-imaginar nuestro nuevo "normal" y reformar planes de respuestas.

Nuestro talento humano.

En todo momento, y mucho

más ahora, el talento humano jugará un papel determinante para ganar esta ardua batalla que tenemos en frente. Se debe asumir un liderazgo significativo para con los nuestros, motivándoles a pensar fuera de la caja, a ser proactivos a la hora de la búsqueda de soluciones.

Nuestro nuevo cliente.

El consumidor dentro de este proceso se ha visto obligado al cambio de sus necesidades y a identificar de manera diferente los productos o servicios que consume. Es importante conocer este cambio de mentalidad, para identificar cuáles serían los nuevos nichos que pueden surgir, ver nuevas competencias y cómo las empresas pueden aventajarse de ellos.

Uso de las tecnologías de información.

El drástico cambio que ha surgido con el tele-trabajo y la búsqueda de nuevas opciones de conexión, debe de identificarse como una nueva necesidad de mejora para nuestros sistemas actuales, en donde lo esencial es enfocarnos en identificar las nuevas oportunidades que nos brindan los mercados. Darle frente a esta batalla es trabajo de todos, seamos residentes y reinventémonos.. —

If you want access to the article, there's a link in our Instagram biography that will direct you to it. We hope you enjoy it!



EXPERIENTIAL LEARNING

DANDO CEREBRO

On January 14th, for our Corporate Communication course, our students received the visit from **“Tú Primero”**, a project of the Vice presidency of Dominican Republic that focuses on analyzing the issues that our society faces and promotes critical thinking in order to present sustainable solutions. During this visit, students were challenged to identify some of the main problems that occur with **Institutional Communication** and explain the importance of conducting careful and effective communication.

Dando Cerebro is an activity where the student gets involved in a creative and critical thinking process. Thus, it enables the flow and emergence of new ideas that contribute to the inclusive development of the country's most needed sectors. This being a scenario of citizen participation that allows the development of cognitive skills and generate effective solution to topics related to health, education, etc., which aim to meet and fulfill the needs of that specific segment of the Dominican population.

- Dando Cerebro was a very fun and enriching activity!



CRITICAL THINKING VISION



Dando Cerebro objectives are to increase the impact of social interventions to improve the quality of life of the most vulnerable people of the D.R. and the promotion of a greater social inclusion, with an emphasis on women and young people.

"If there was one life skill everyone on the planet needed, it was the ability to think critical objectivity."

- Henry David Thoreau



PROFESSOR ANGELA LIRIANO



EXPERIENTIAL LEARNING

LET'S WORK RD

On February 2nd, students from our Career Development Seminar participated in the “**Primera Conferencia de Empleabilidad y Desarrollo Profesional**” as part of the staff with Professor Angela Liriano, cofounder of the event. During the preparation of this conference, our students learned how to plan for a big event, including logistics, sponsorship and contacting the media sector. Additionally, they were able to learn the importance of building your own personal brand that will help in your career development as a professional.



EDUCATION

EMPLOYMENT

ENTREPRENEURSHIP

Their **objective** is to position themselves as a platform that contributes to the decrease of the unemployment rate of the Dominican Republic, and to offer a safe space where participants can raise their concerns.



Congratulations Ms. Angela! We wish you the best of lucks on your new project.

Follow @letsworkrd on instagram



On February 12th, our students were honored to receive Ricardo Sanabia as a special guest for the course of Career Development Seminar. Mr. Sanabia taught our students the importance of facing their **fears** in order to build a successful career through his own personal experience, emphasizing in the importance of taking measurable risks to achieve greater **goals**.

Thank you Ricardo for your time and dedication to our students.



EXPERIENTIAL LEARNING

VISIT OF RICARDO SANABIA

On March 2nd, our BBA students participated in two different workshops imparted by Mark P. Orbe from Western Michigan University (WMU) in which they were sectioned per workshop. The first group of students participated in the **“Intercultural Communication and Ethnography Workshop”**, where they learned the importance of understanding the global culture and their interrelationship. Our second group of student participated in the **“Nonverbal Communication Across Cultures Workshop”**, in which they had the opportunity to learn about the importance of verbal and nonverbal communication in the different cultures.



Thanks to UNIBE, WMU, and professor Orbe for having our students.

EXPERIENTIAL LEARNING
WORKSHOPS OF MARK P. ORBE

EXPERIENTIAL LEARNING

VISIT OF LUZ GONZALEZ



WHO IS LUZ GONZALEZ?

Luz is a proactive woman who since 2011 has been working with entrepreneurs, startups and companies looking to change the status quo and bring value to them. In 2016, she graduated as a consultant in incubation and acceleration of companies in the University of Salamanca and Doinglobal Silicon Valley and began working as a consultant in the coordination of the pre-acceleration program CREE Banreservas. Today, she's the cofounder and executive director of the **Pretty Busy Club**, which is a space for women entrepreneurs.

On March 4th, our students from **Career Development Workshop** received a special visit from Luz Gonzalez, who talked about the importance of knowing how the market works in order to identify the best moment to launch a product or service.

She also showed our students how to identify their skills and know how to build and incorporate them in the **workplace**, emphasizing in the importance of developing them in order to operate your business effectively because in the real world, wanting something and actually doing something for it are two different things.



**“Passion is not enough
for a business to function” - Luz Gonzalez**



EXPERIENTIAL LEARNING

FRANCOPHONIE



On March 9th, our students from the Human Resources class and professor Angela Liriano celebrated the **UNIBE's Week of the Francophonie** by presenting the influence of French culture in other countries' traditions (food, culture and music).

Great Job students!



INTERNSHIP EXPERIENCE

CERVECERIA NACIONAL DOMINICANA

The opportunities offered by the BBA program are totally enriching in every sense. As a BBA student, we are privileged to have the first contact with the professional world applying our knowledge in the real life. You have the chance to participate on internship programs of the greatest leading companies from this country. Throughout the time, it gives us a better understanding on how to develop into future professional relationships. In my case, I had the opportunity to become an intern for Cervecería Nacional Dominicana, **Aprendíz CND, being part of the first generation of this program.** This project aims to help outstanding students, who are in the middle of their career, enter for their first time into the labor force. Through the assignment of projects and tasks, students will be able to learn the necessary skills required for the good management of a company.

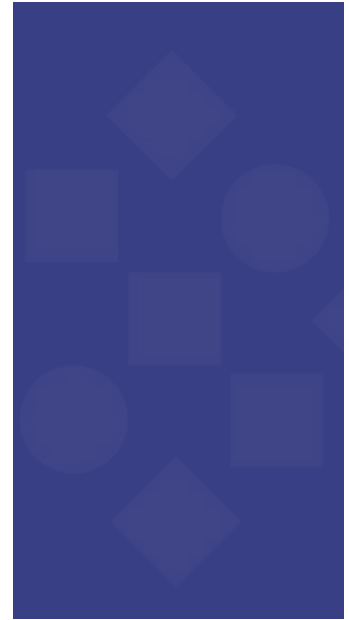
Regarding my internship program, I worked for the sales department of La Aurora Cigars. It was a totally new experience and challenge as it made me go out of my comfort zone. As part of my job, I did research studies in places such as gift shops and supermarkets. I was able to learn and observe the different sides of La Aurora, from the inside office operations to the outside world of distribution. I was able to apply all the knowledge acquired over the last three years of college, especially in the context of marketing. It was a rewarding experience, where I was able to grow both personally and professionally; putting my skills into practice, meeting new people and adapting to the culture of Cervecería Nacional Dominicana (CND).



"Thanks to the BBA program for helping me open the doors to the labor market and achieving a successful first work experience. It was and will always be a unique and unforgettable experience."

**Maria Laura Dionicio,
9th Semester student**





The greatest advantage of studying BBA is getting the best of both worlds: dual degree in just four years. Additionally, this program expand opportunities over the academic horizon, offering internship programs with well-known companies. Thanks to BBA, I was able to start an internship at the Cervecería Nacional Dominicana (CND), which is something I have always dreamed of.

Cervecería Nacional Dominicana is known as one of the Dominican's Republic biggest company, not only due to its financial success, but also due to its commitment to the society to achieve a sustainable environment. Through my internship program, the **"Aprendiz" program**, I was able to work and expand my knowledge in the marketing department, working directly with the marketing campaign of "The One Beer", which is targeted to a young community.

I have enjoyed this opportunity very much and it has allowed me to discover the business area I am most interested in, which is the Marketing department. As business students, we often find ourselves confused since it is such a broad career and it is extremely important to be offered the chance to work in different departments and gain experience to fully find where your skills and abilities fits the best.

**Jessica Peng,
9th Semester student**



INTERNSHIP EXPERIENCE

KPMG DOMINICANA



The BBA Dual-Degree Program is an excellent business program that I would encourage anyone to take. It teaches you the importance of analysis, marketing, customer service, international business and how markets function. This program transforms BBA students into future entrepreneurs and business executives. One of the highlights of undergoing this academic process is the experience of learning about the business environments of multiple industries around the world. The business school also focuses on building the professional profile of their students by incorporating a study abroad portion as well as helping students emerge into internship positions.

I am very grateful to the International Business School (BBA) for having presented me an opportunity to apply for an internship position at KPMG Dominicana. Being a **Tax & Legal Intern** was a great experience. I was able to take theoretical knowledge and apply it to the workplace. There was definitely a difference of what I had learned in class and what I was learning on a day-to-day basis at the company. Doing an internship allows a person to receive practical experience and gives an insight as to what may be demanded of them when they work towards their career field. I was able to greatly develop my teamwork, research and writing skills. **Finally, I give thanks to KPMG Dominicana for having accepted me as an intern and being a part of my professional and personal development.**



Francisco Belliard,
9th Semester student

INTERNSHIP EXPERIENCE

GABINETE DE COORDINACIÓN DE POLÍTICAS SOCIALES

Thanks to the BBA Program, I had the opportunity to do an internship at the Gabinete de Coordinación de Políticas Sociales of the Dominican Republic in their **Interinstitutional Relationships** Department. During my internship, I was able to put into practice all the knowledge and skills I have acquired throughout my years at BBA. This internship also served as a great opportunity to learn new things regarding the international business sector, and grow and develop as a professional in the field.

I am really thankful to the BBA program for providing me with this opportunity. Having the opportunity to work in a field closely related to my career has helped me both inside and outside the classroom.



**Sebastian Ortiz,
9th Semester student**



CONGRATULATIONS STUDENTS FOR THIS ACHIEVEMENT!



- Bill Gates

SPECIAL SECTION

ACTIONS THE WORLD'S WEALTHIEST ARE TAKING IN RESPONSE TO THE COVID-19

ACCORDING TO FORBES

1

The Bill and Melinda Gates Foundation would commit **\$100 million** to aid global detection, isolation and treatment of COVID-19. More than half of it will go toward developing vaccines, treatment and diagnostics.

Bill Gates,
Microsoft co-founder

2

Tesla CEO is shipping **FDA-approved ventilators** to hospitals around the world free of charge during the coronavirus pandemic.

Elon Musk,
Tesla CEO

3

The Alibaba co-founder has pledged **USD \$14 million** to help develop a COVID-19 vaccine. On March 13, he announced he's also donating **500,000 testing kits** and 1 million face masks to the U.S.

Jack Ma,
Alibaba Founder

4

His retail giant has invested **\$20 million** in the AWS Diagnostic Development Initiative to bring COVID-19 tests to the market faster. Amazon has also donated **\$1 million** to emergency COVID-19 funds in the Washington, D.C.

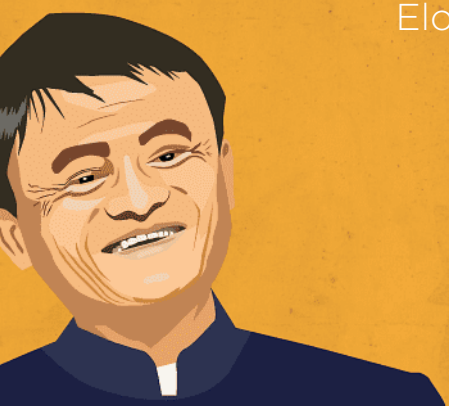
Jeff Bezos,
Amazon Founder

5

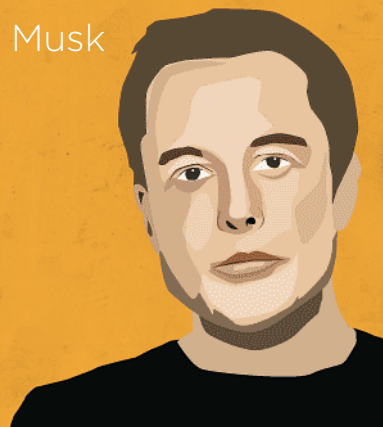
The Armani Group converted all production at its Italian factories to manufacture single-use medical overalls. Armani has donated about **\$2.2 million euros** to hospitals in Milan, Rome, Bergamo, Piacenza and Versilia.

Giorgio Armani,
Armani Group Founder

Jack Ma



Elon Musk



"As we look ahead into the next century, leaders will be those who empower others"

- Bill Gates

BLACKBOARD COLLABORATE TESTIMONIALS

"Using Blackboard Collaborate was initially surreal, perhaps because of the situation that we are now facing. UNIBE and the BBA Program very much surprised me at their quick adaptability of the conference tools that Blackboard offers. There certainly was a learning curve, where both students and teachers had our missteps, but I can confidently claim that by the end of the semester both faculty and students felt better equipped with this platform.

Although the platform has several glitches, for me it was easy to transition and learn the several features that it offers. Presentations were probably the hardest part to adapt to, not because of a problem with the platform, but as students we realize how much we rely on non-verbal cues of communication. This is a lesson that we should have early on in our professional life, especially as the workforce transitions more into a digital landscape. This will be very useful for students next semester."

**Montserrat Jorge,
9th Semester Student**

"My experience with UNIBE Collaborate has been, overall, pleasant and satisfactory. Although, I have to acknowledge that there are still some areas where the service can improve. At first, I had many problems with the audio and the microphone, and it turned out to be a problem everyone in my class had; we had to wait a bit in order for the problem to be solved. Furthermore, my peers and I reported many connection issues, in which we would be disconnected randomly. Aside from that, I believe this platform is great for virtual learning and does a good job in connecting many people together for learning purposes."

**Joan García,
9th Semester Student**

"One cannot neglect, it has been a difficult time as a consequence of this global pandemic, not only in the aspect of working remotely but also for educational learning. Blackboard Collaborate is a virtual classroom solution which offers a high level of connection and engagement for both students and faculty. In Collaborate, we can participate in video chat discussions with our professors, as well as raising a virtual hand to get the professor's attention. This educational platform and tool, as said by its name, is collaborative, which allows the professors and students to share their screen and present finished work and projects with each other. Professors just need to add the student to a presenter role, in this way, students are able to share their documents. An optional class chat room is given, in case they want to inform anything to the instructor without interrupting the class. I can say that Blackboard Collaborate makes one more connected and engaged to learn whenever and wherever we are. "

**Stephanie Leon,
9th Semester Student**

"Blackboard Collaborate has been our number one virtual partner through this time of crisis. Blackboard Collaborate is a simple and reliable virtual classroom that delivers us the opportunity of meeting up with our professors from where they are in a comfortable way. It's a user-friendly platform that gives us the ability to stay engaged with the class with the different learning tools that it offers such as the option of viewing our professors' presentations, the whiteboard, and the opportunity of letting us present our materials. There is no need to install any software and every student has easy access to it. Conclusively, if I were to identify any problems with it, I would say none come from the platform itself. The only problem related to the platform, is that, depending on the user, poor internet connection doesn't let users follow up with the class concurrently."

**Maria Laura Dionicio,
9th Semester Student**

"In education, technology can be a life-changer, and a game changer for learners." - Queen Rania of Jordan

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BBA EXPERIENCE



THAT WAS
THANKS FOR READING!
ALL



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