

MAY-AUGUST 2020

NEWSLETTER



FULL ONLINE SEMESTER DUE TO
COVID-19 PANDEMIC

UNIBE
LEADING GLOBAL EDUCATION

BACHELOR IN
BUSINESS
ADMINISTRATION



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2020

BBA BACHELOR IN BUSINESS ADMINISTRATION

A person wearing a yellow long-sleeved shirt is sitting at a white desk. Their hands are visible, one resting on a laptop keyboard and the other on a stack of papers. The background is slightly blurred, showing more of the desk and the person's arm. A blue rectangular box is overlaid on the center of the image, containing white text.

WORK TEAM

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MARIA LAURA DIONICIO
JESSICA PENG

UNIBE's NI

FIRST DOMINICAN UNIVERSITY TO JOIN QUALITY MATTERS

Quality Matters is a nonprofit organization comprised of a dedicated staff that works together virtually—from cities all over the United States—to support everyone's quality assurance goals. To achieve the mission of defining and maintaining quality assurance in online learning, they rely on the larger community of QM Coordinators, workshop facilitators, peer and master reviewers, program reviewers, conference presenters, and all the other individuals and groups who are champions for QM and help everyone deliver on the promise of online learning.

QM Vision:

To lead **quality assurance** in online and innovative digital teaching and learning environments.

QM Mission:

Promote and **improve the quality** of online education and student learning nationally and internationally.

In 2020, UNIBE became the first Dominican university to join Quality Matters, international leader in quality assurance around digital and virtual teaching and learning.

NEWS

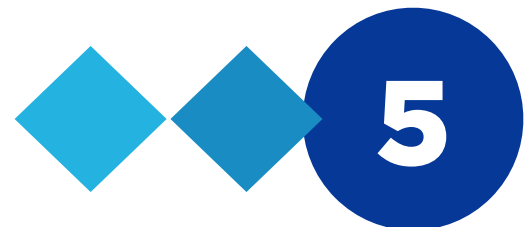


UNIBE: +10 years in the virtual modality

For 10 years we have used the **virtual modality**, which has helped us to adapt to the current situation of the COVID-19 pandemic.

In March, UNIBE assumed a complete virtualization process of the academic offer as a reaction to an imminent closure of the institution and the urgency of ensuring the continuity of the academic learning. However, 10 years ago, the university had already started promoting the use of virtual tools to support face-to-face education. In fact, some courses were a blend of online and face-to-face interactions, in addition of having the **Learning Management System, Blackboard** and **Moodle**. Also, teachers were encouraged to use complementary applications in their classes.

"Online learning is rapidly becoming one of the most cost-effective ways to educate the world's rapidly expanding workforce." - Jack Messman






BBA GOES ONLINE

The pandemic brought global challenges, forcing us all to develop new strategies that could help us adapt to the changes. As for BBA-UNIBE, we have shifted our face-to-face semesters into a completely online semester.

In order to achieve the transition, new integrations were added into our virtual platform, BlackBoard, such as:

- Rubrics
 - Announcements section
 - Self-assessment and peer-assessment
 - Case studies method
 - Use of technology in business
 - Use of audiovisual and simulators
 - Students' presentations
 - Use of discussion forum and questions forum
 - Use of TIC for mathematics
 - Use of data analytics
- 

Technological Tools

Taking advantage of the technological tools that are available today, our professors were able to successfully manage the virtual sessions through Blackboard and continue providing the high quality education that BBA promises.

Other tools that were used to achieve this transition: Loom, Data Studio, Kahoot, Telegram, Google Analytics, Mentimeter and LiveBoard.

National and International Guest Speakers

During this first online semester, we were honored to receive national and international guest speakers that provided information of the real business world, outside of the scope of the classroom. These experts were able to share their experiences and help our students understand how to turn theory into practice.

Thank you Burson Cohn & Wolfe, Industrias Sam Miguel, Felicidad Laboral, Gam Capital and RunAdic for sharing your professional expertise with our students!



**ONLINE LEARNING IS THE
NEW NORMAL**

FACULTY'S ACHIEVEMENTS

**WMU'S SUPPLY CHAIN
MANAGEMENT PROGRAM
AS NO.11 ON THE NATIONAL
RESEARCHER GARTNER'S LIST**



The Haworth College of Business from Western Michigan University (WMU) recently ranked on No.11 for their integrated supply management program on national researcher Gartner's list of Top U.S. Supply Chain Undergraduate Programs.

This distinction places it within the top tier programs nationwide - a distinction that WMU has enjoyed since 2009!



***GO
BRONCOS!***



FACULTY'S ACHIEVEMENTS

XLIX UNIBE'S ORDINARY GRADUATION, WMU'S & FIU'S GRADUATION 2020

Congratulations to our BBA students for achieving this huge milestone! We are thrilled for your accomplishments, especially how you all managed to thrive despite the difficulties presented during this pandemic.



**Keep working hard and remember,
the BEST is yet to come!**

FACULTY'S ACHIEVEMENTS

BBA ENTREPRENEURS



"Brunch For Us stems from my passion to bring a smile to others through delicious meals. It is a completely personalized breakfast service that is carried out with much love and dedication for the enjoyment of all kinds of clients."

- **Liza Robles, owner of @brunchforusrd, 6th semester student**

"DG Fitness is not just a program, it's a community devoted to change their lifestyle into a healthier one. I dedicate myself to each and everyone of my clients to reach their fullest potential in fitness, in health, and in happiness. No matter where the client stands; I can help them crush their goals and become the best version of themselves."



- **Dilmarys Gabin, owner of @dgfitnessrd, BBA-FIU student**

"Passion, creativity, and resilience are the most crucial skills in business. If you've got those, you're ready to embark on the journey."

-Jo Malone

DigiCraft is a boutique advertising agency dedicated to turning creative thoughts into real life experiences within the areas of community management, graphic design, branding and paper goods. As content creator, my mission is to offer a highly personalized experience for my clients and deliver an attractive design solution with high quality.



– **Maria Laura Dionicio, owner of @digicraftrd, BBA-WMU student**



Shannon's Make-Up was inspired by my love for make-up and wanting to help others feel more beautiful. It consists of make-up services of any kind and personalized make-up classes. My goal is to spread happiness through very long lashes.

– **Shannon Flynn, owner of @shannonmakeup, 6th semester student**

I am privileged to say that I have found my Ikigai. I chose this career because since a very young age I knew I wanted to be an entrepreneur. On 2016 I started to consciously create my personal brand, CENEV DIARIES, on 2019 I created a remote agency that specializes in digital marketing and advertising, CENEV & Company and also, I am proud enough to say that I'm about to start a new project called Conquista Babe focused on women entrepreneurs."



– **Carla Natalia Vargas, owner of @cenevco & @conquistababe, BBA-WMU student**

EXPERIENTIAL LEARNING STUDENT'S EXPERIENCE ABROAD



It is a pleasure to share my experience in the BBA Program and the opportunity that I had to transfer from UNIBE to Western Michigan University in this dual degree program and in my senior year of college. Being able to come from the Dominican Republic to Kalamazoo, Michigan, and adapt to a whole new culture was a thrilling experience. It provided me with the necessary capabilities and strengths to succeed within the sports industry, not only as a professional but also as an individual. I also managed to make the Dean's list in Haworth College of Business for three consecutive semesters, majoring in Management and minoring in Business Analytics. Being able to adapt to a fully online semester was difficult, challenging, but not impossible with all the techniques that we have learned across the way. Go Broncos!

**Francisco Hernández,
BBA-WMU Alumni**

I am a recent graduate from the dual degree program with FIU and UNIBE. I majored in International Business and Marketing and I want to highlight the importance of being productive during these times. I encourage you guys to be productive, to keep up with your classes, to communicate with your peers, especially your professors and the office, and to be very open because these are very difficult times and everyone deals with things in very different manners. Therefore we need to be patient with one another. Keep in mind that the most important thing right now, the only thing you can control, is your future and your career. Use all of the resources that you have available in order to keep yourself motivated and productive because during these difficult times where uncertainty rules, the only thing you can make sure is that the hard work that you are putting into your classes will pay off.



**Lingny Ruiz,
BBA-FIU alumni**

I think the BBA program really gives you the best of both worlds; It does not only prepares you for the national setting but also the international setting, allowing you to be prepared to work anywhere you go. One thing that really helped me be very competitive was that throughout the career we did a lot of case studies and projects, which allowed me to apply each and every concept learned in class. Thanks to what I have learned in FIU and UNIBE, I was able to get an internship at Northwestern Mutual, which is one of the leading financial services company across the United States. I encourage you all to join the program and learn anything you can.



**Laura Jonchong,
BBA-FIU Alumni**



I'm an alumni from UNIBE and Western Michigan University. I have a degree in Business Administration and one in Advertising and Promotion. I currently work as an assistant brand strategist for a media company in New York. My experience at WMU was very unique, very different from what I have seen before, but it was very eye opening. I really liked the fact that I was able to see inside myself through the side of Marketing that I actually wanted to do and I was only able to see that while at Western Michigan and I was able to participate in a nationwide competition where we had to build a media plan from scratch and that is something that I had never done before, which was very interesting for me. Also, I was able to be inducted into an association for marketing students that excel in marketing classes. That is also very nice and something that you get to feel very proud about so if you are thinking about going to Western Michigan and/or just having the experience, research into it and trust me that you won't regret it. Go Broncos!

**Flor Perdomo,
BBA-WMU Alumni**



Montserrat Jorge

SCHOLARSHIPS **FIU & WMU**



Maria Laura Dionicio

FIU

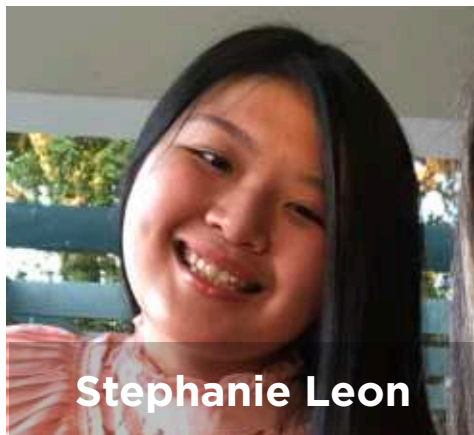
Our student **Montserrat Jorge** was awarded with the **Transfer Academic Achievement Scholarship** from **Florida International University**. The Transfer Academic Achievement Scholarship is a merit-based scholarship awarded to U.S. citizens, permanent residents, and international Transfer students that prove a record of high academic achievement.



Carla Natalia Vargas

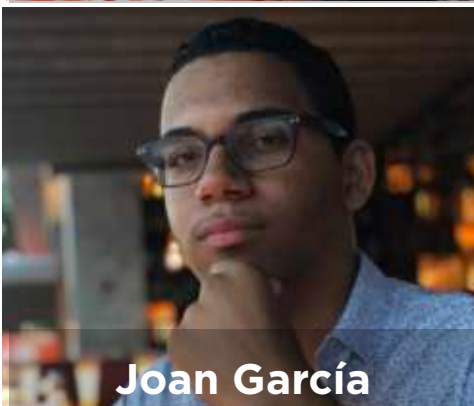
WMU

Our students **Maria Laura Dionicio, Carla Natalia Vargas, Stephanie Leon** and **Joan Garcia** were awarded with the **Diether H. Haenicke Scholarship** from **Western Michigan University**. The Diether H. Haenicke Scholarship is a merit-based scholarship awarded to international students upon first-time admission to Western Michigan University. The award amounts are determined on the basis of the cumulative Grade Point Average (GPA) on a four-point scale.



Stephanie Leon

Congratulations students, we are proud of your achievements! Take advantage of this scholarship opportunity to advance your professional development and enjoy this new journey abroad!



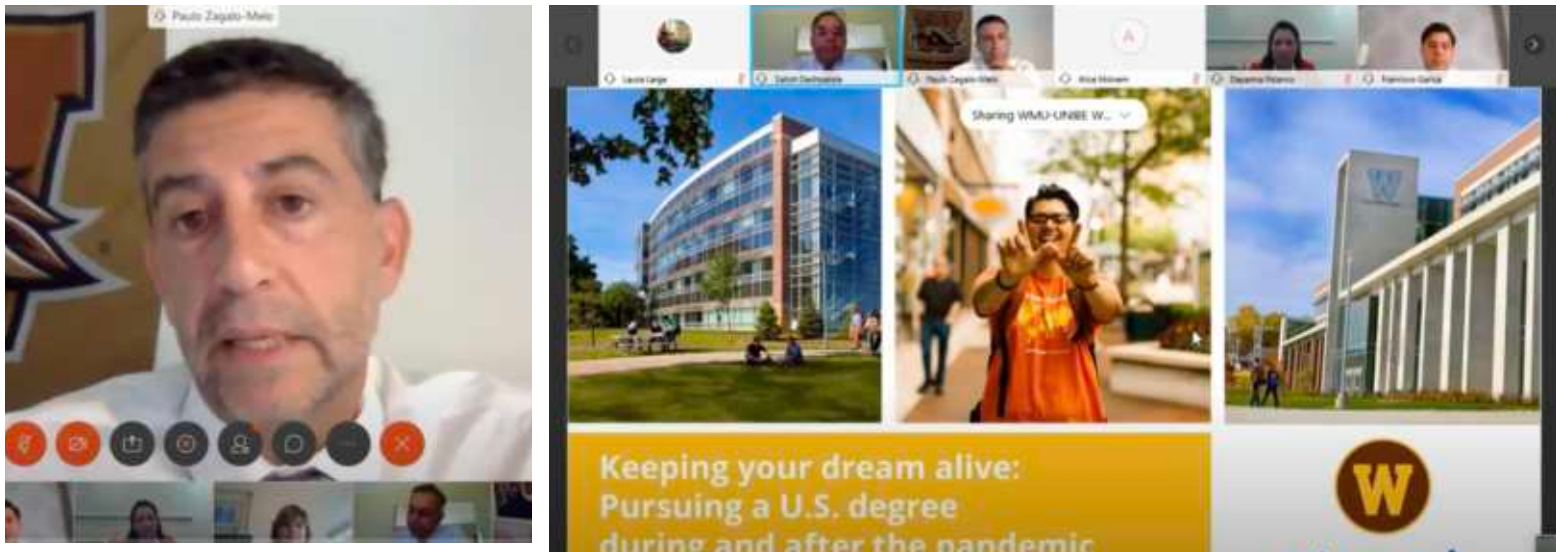
Joan García

WMU & UNIBE LIVE SESSION

KEEPING YOUR DREAM ALIVE: PURSUING A U.S. DEGREE DURING AND AFTER THE PANDEMIC

Amid the current **COVID-19 pandemic**, there are many uncertainties. During the month of July, **WMU** and **UNIBE** shared a live session to talk about how you can **keep the dream of studying in United States alive** during such challenging times. Although students are encountering the difficulties brought by the current situation, they still wish to pursue a U.S. degree whether it is during or after the pandemic.

Our **BBA** program, alongside our **institutional partners**, is still offering many opportunities to obtain the dual degree that students are looking for. If you wish to learn more about the advantages that we offer, you can enter the YouTube channel of WMU International and watch the recorded live session of “WMU & UNIBE present: Keeping your dream alive: Pursuing a U.S. degree during and after the pandemic”.





Search or type a command



lanco Ventura



Naisa Fidelina Tejada Encarnación



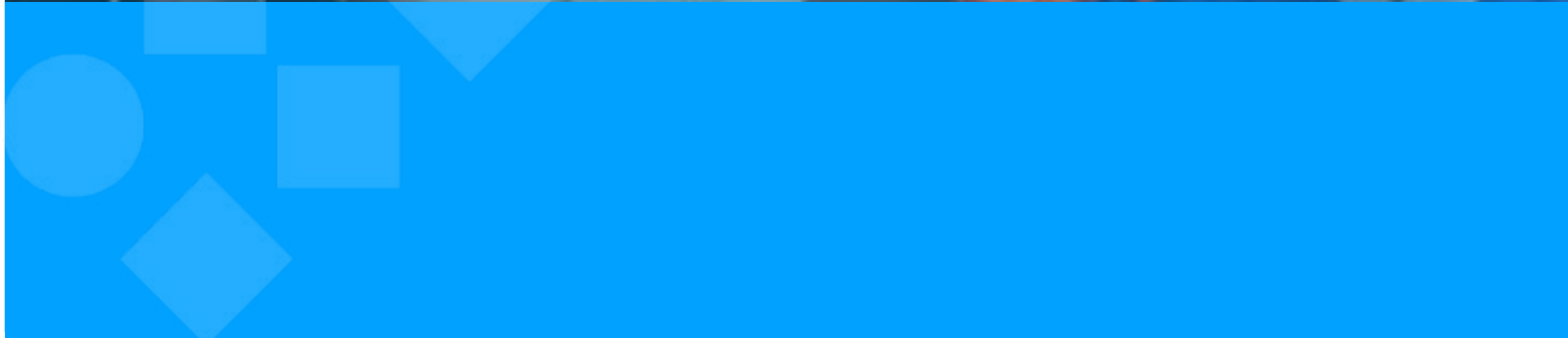
Angela Liriano (Guest)



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Angela Liriano (Guest)



This year we celebrated our Teacher's Appreciation Day through a Superheroes themed virtual party. Thanks to the hard work of our professors, students have received the high quality education that BBA promises. Apart from leading our students to achieve professional growth, they also help them adapt and overcome challenges such as the pandemic we are facing today.



**Our professors are
true superheroes!**
CONGRATULATIONS!

**TEACHER'S
APPRECIATION DAY 2020**
SUPERHEROES EDITION

ADVANTAGES OF STUDYING BBA

PART I

- 1. Dual degree program:** Graduate with two degrees, one from UNIBE and another one from abroad.
- 2. Apply for Optical Practical Training (OPT):** If you're interested in gaining working experience abroad, you will have the opportunity to apply for OPT once you get into the United States.
- 3. Expand your international network:** One of the greatest advantage of the program is being able to meet new people and create a diversified network.
- 4. Program Rankings and Accreditation:** Florida International University and Western Michigan University are both AACSB accredited. In addition, they have nationally ranked programs such as: FIU's Undergraduate International Business Program as No. 2 according to the US News And World Report and WMU's Supply Chain Management Program as No. 11 on the National Researcher Gartner's list.
- 5. Cost and Time Saving Structure:** We offer a cost and time saving structure for students and families with a 3+1 articulate program.

1. Best University Ranking within the Dominican Republic:

UNIBE obtained for the fourth consecutive year the best score in the Ranking QS in the Dominican Republic and it is ranked among the best 136 universities in the Latin American region.

2. First Bilingual University in the Dominican Republic:

UNIBE is the first university with a bilingual offer with dual degree. This international approach can give a distinctive element to your professional profile.

3. First University of the Dominican Republic to be Member of Quality Matters (QM):

UNIBE is the first Dominican university to join Quality Matters, international leader in quality assurance around digital and virtual teaching and learning.

4. Comprehensive Plan of Study:

A complete and articulate national and international curriculum that prepares the student to excel in a global and diverse environment within the different business fields.

5. Highly Qualified Professors:

Our BBA professors are highly qualified in their area of expertise, teaching not only the theoretical aspects of the course, but also how to apply them into real life experiences.

6. Internship Opportunities

While at BBA, you will be able to receive great internship opportunities from well-known companies and institutions in the Dominican Republic, strengthening your professional profile. You can be eligible to the same opportunity in the United States.



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Promovamos nuestros **VALORES**

Construyamos juntos
una mejor convivencia

- **Integridad**
- **Excelencia**
- **Compromiso Social**
- **Liderazgo**
- **Inclusión y Diversidad**
- **Actitud Emprendedora**
- **Servicio Excepcional**
- **Sostenibilidad Ambiental**

THAT WAS THANKS FOR READING! ALL

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