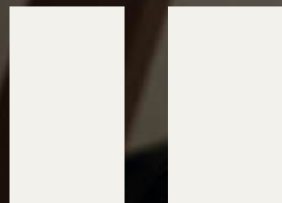




# NEWSLETTER

SEPTEMBER-DECEMBER 2020



**UNIBE**  
LEADING GLOBAL EDUCATION

BACHELOR IN  
BUSINESS  
ADMINISTRATION



# TABLE OF CONTENTS

**4** Faculty's Achievements

**11** Experiential Learning

**17** Virtual Experience

**BBA**

**BACHELOR IN**

**BUSINESS ADMINISTRATION**

A photograph of a person's hand writing in a spiral notebook with a pencil. The notebook is on a desk next to a laptop. The background is slightly blurred, showing a wooden desk and a person's arm. A semi-transparent red rectangle is overlaid on the center of the image, containing white text.

# **WORK TEAM**

**DIRECTOR:**

**DAYANNA POLANCO**

**ACADEMIC ASSISTANT:**

**NAISA TEJADA**

**EDITORS IN CHIEF:**

**VIAKEL ARAUJO  
MARGARET BEARD**



# FACULTY'S ACHIEVEMENTS

## Stephanie Almanzar

In November 2020, we were able to celebrate our alumna Stephanny Almanzar for becoming a finalist on Impúlsate Popular with her Project Nature U, a company dedicated to the production of natural hair products, and receiving a special mention for its social impact.

Impúlsate Popular is a program that supports young entrepreneurs by granting winners investment capital to help them build their brand and start monetizing their ideas. The BBA community is proud to see their students achieving their dreams while contributing to a social impact issue.





## Isabel Lebrón

Thanks to this new form of electronic sports and virtual games, neither the pandemic nor the confinement could conspire so that a growing number of players that doubled that of the previous tournament would meet in another virtual online chess match. The students, in a very entertaining and friendly atmosphere, measured their skills against each other in an arena version of five rounds of ten minutes per player.

On this occasion, the BBA student, Isabel Lebron, was tied for first place with Ana Lucia Mota in the women's tournament.



# L Graduación Ordinaria

## UNIBE





# Congratulations!



Our BBA students were able to accomplish a great goal by completing their professional careers in such difficult situations. We are thrilled for their accomplishments and success and are excited to see what their future holds.

# Class of December 2020

## FIU GRADUATION



**FIU**

FLORIDA  
INTERNATIONAL  
UNIVERSITY





Our undergraduate dual degree business students celebrated their graduation day at Florida International University (FIU).

Congratulations students! You guys made it!







# EXPERIENTIAL LEARNING



# YAMILE HAZIM

## THE BRAND BUILDING INSTITUTE

Yamile Hazim is a marketer and creator of the digital magazine Revoltiao and The Brand Building Institute, where she teaches people how they can discover their happiness and turn it into business. This semester she was part of the Business Management course, where she taught our students how to create branding and find the why behind a business.

Without a doubt, this was a talk full of knowledge, emotion, and inspiration. Students were able to ask questions, share their ideas, and learn more about the importance of branding behind a company in order to create a business based on what makes them happy and inspires them.



# RICARDO ARBONA

## MY FINANCIAL ARCHITECT

The Business Management students were able to hear from Ricardo Arbona, an entrepreneur and co-founder of My Financial Architect (**myfintect**), a company that helps and teaches Millennials about financial literacy and financial decisions. Arbona delivered a great presentation about personal finances and their importance in our personal life, and also how to manage finances successfully in the business scope.



# MIYUKI KASAHARA & LUZ GONZALES

## PRETTY BUSY CLUB

In this semester, the students of the Business Management class were honored to receive talks from Miyuki Kasahara, creative producer and marketing consultant, and Luz Gonzales, entrepreneurship mentor and consultant in business incubation and acceleration of Pretty Busy Club. The Pretty Busy Club is a space for entrepreneurs who need support and it is also a community that helps ideas and projects grow. It offers personalized mentoring and a club of members who offer the tools and content to undertake business effectively.

Miyuki Kasahara taught the students how to create the branding of their company based on how they wanted customers to perceive it. According to the students, one of the most memorable points of the talk was when she expressed how companies can be described as if they were a person, creating personal profiles.



Moreover, Luz Gonzales talked about one of the most important parts of the company: the client. She expressed the importance of attracting the customer to the company and how to make them "fall in love" by not only providing an excellent service or product, but also a memorable experience.



# RAWILL GUZMÁN

## INTRODUCTION TO DEBATE

In this semester, for the Negotiation and Conflict Resolution class, our students had the opportunity of learning about debate with Rawill Guzmán. This workshop's main focus was debate and conflict topics. He defined debate, formally, as any form of verbal confrontation, direct and contradictory between, at least, two positions about a common topic. Additionally, Guzmán also defined argumentation as the construction and presentation of ideas to defend an opinion with the intention of persuading the audience, which is commonly used during a debate.





# VIRTUAL EXPERIENCE



# STUDENT'S TESTIMONIES

## Felipe Sartori

Starting college online has been a unique experience, but that doesn't mean it was good. Although the classes were more comfortable, I feel that when we start face-to-face classes, everything will feel heavier and it will be more difficult to get used to. In addition, the first semester is also for students to get to know their classmates and teachers more closely and we did not have that experience.

## Ileana Paula

The online classes are one of the most interesting things that could ever happen to my professional career. There's improvement with the student-professor interactions, and enhanced time efficiency management. It also granted me the opportunity to face new challenges in the E-learning process that enabled me space to grow. Overall, it's been an amiable experience that I look forward into next semester.

## Eva Llibre

My experience with virtual university has been very boring. I feel like I haven't learned as much as I can, and also haven't been able to concretely develop connections with my peers. As it is already my second year at university, I have already experienced face-to-face classes, and I can affirm that I miss it. I understand that it is the best for everyone due to the pandemic and the health of everyone involved, but it is a shame that we have not been able to return and live the full experience of college life.

## Margaret Beard

Due to the current pandemic, we have had to start our professional careers behind a screen, which is the complete opposite of what we expected. During this first semester at college, it has been very difficult to develop connections with our classmates and professors. Besides, I feel we might not be giving our full potential. However, I understand our university has worked really hard in order to give us the best online experience. I am definitely excited to go on campus and live the full college experience.

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**Thanks for  
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