

BBA NEWSLETTER

May - August 2021

UNIBE
LEADING GLOBAL EDUCATION

BACHELOR IN
BUSINESS
ADMINISTRATION



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A top-down view of a desk with two silver laptops. A blue semi-transparent rectangle is overlaid in the center, containing white text. In the background, there is a magazine titled 'Courier' with a photo of two women. Other items include a black power bank, a pink folder, and various pens and cables.

WORK TEAM

DIRECTOR:

DAYANNA POLANCO

ACADEMIC ASSISTANT:

NAISA TEJADA

ADMINISTRATIVE ASSISTANT:

YENNY TEJEDA

EDITOR IN CHIEF:

MARGARET BEARD



Experiential Learning

Leadership and Social Action

Professor: Angela Liriano

Miguel Alejandro Martinez is a politician and activist. He is the coordinator of Guardians for Democracy, a movement that seeks to safeguard the vote of citizens. In the leadership and social action class, Miguel was talking with our students about the importance of having a social commitment. Understand our privileges and use them for the benefit of the group. He also spoke about @santodomingoenbici, a movement of which he is part, and that promotes sustainable transport in our country.

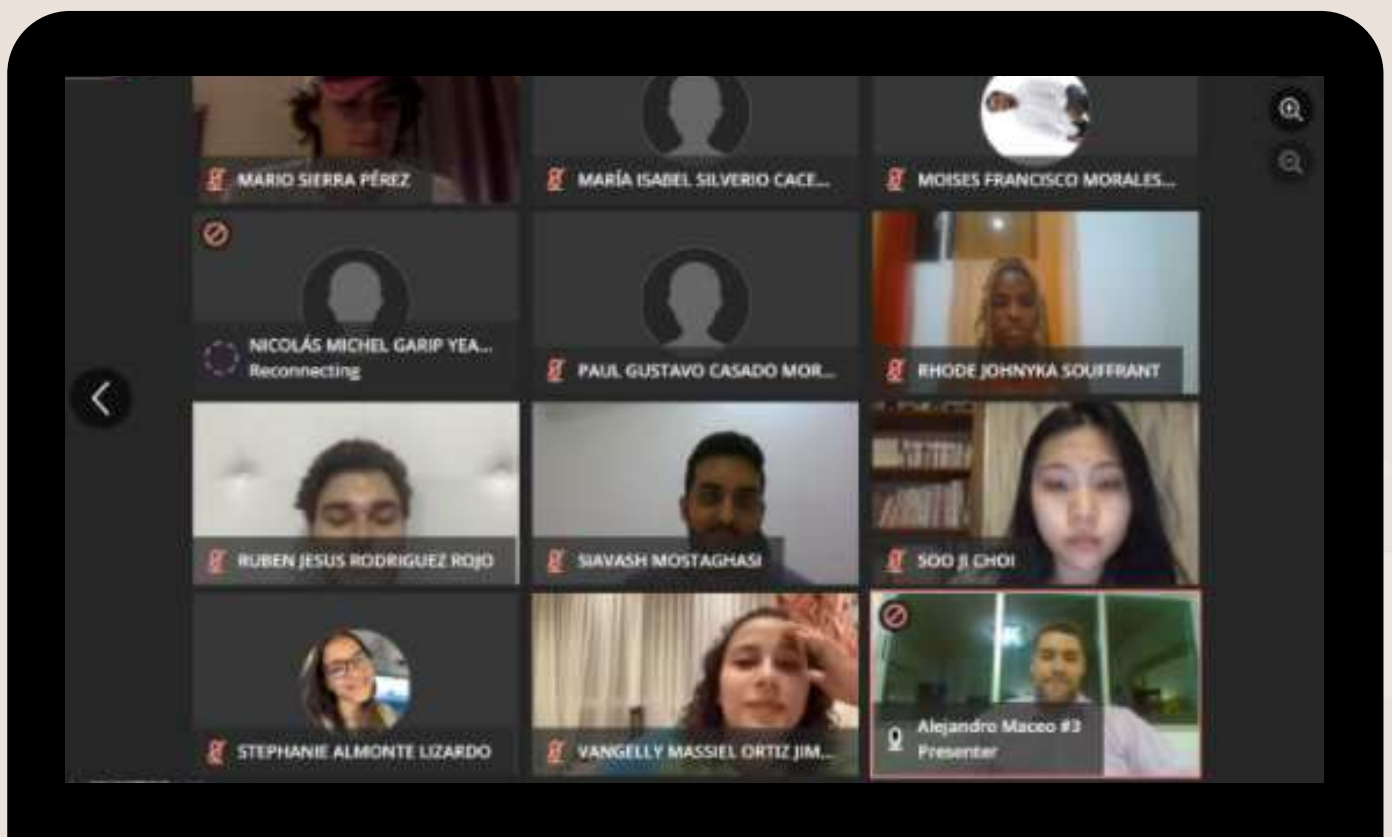


Digitalization in Retail during and post-COVID-19

Throughout the **COVID-19** pandemic, companies and governments were forced to address numerous, competing goals at the same time. One of the most difficult: how to keep an economy running while yet shutting it down to protect residents from illness. One of the main learning points that companies need to take into consideration after this situation is digitalization. We no longer apply the same demands to markets and enterprises that we used to; instead, we want something new, something that addresses our new lifestyle. Digitalization is what we want and, honestly, need, and that is all that businesses should be concerned about.

Mr. **Alejandro Maceo**, CEO, board member, and mentor of Advisory Services USA, shared a wealth of insider knowledge on digitalization. Post-Covid-19 digital change in the retail business, with his presentation on "The digitalization of retail in the global crisis." I believe this presentation gave us a wider perspective on how necessary digitalization is during this situation.

As we already know, prior to the COVID-19 pandemic, most firms were not particularly focused on digitization. However, because of this drastic shift, organizations and enterprises are now deciding to focus on the digital components of their operations. The application of digital capabilities to processes, goods, and assets to improve efficiency, boost customer value, manage risk, and navigate new income creation prospects is known as digital transformation. This worldwide change necessitates the use of digital technology for both internal and external activities, including sales, marketing, and support initiatives.



Principles of Microeconomics
Professor: Robert Mendez

Teacher's Achievements



Professor Wayne Johnson
Academic Excellence 2020

Teachers Awarded for their Tenure

You're an inspiration to students and other teachers alike. You've awakened a hunger for **knowledge** and **wisdom**, inspiring us to plan our future and become better individuals.



Elsa Torres Suarez

10 YEARS

Agustin Lizardo

10 YEARS





Jose Montilla

5 YEARS

Ivanna Lajara

5 YEARS



Antonio Giraldi

5 YEARS



3 Habits of Highly Successful People

01

They make their physical and mental health a priority

02

They avoid wasting time

03

They seek growth in every opportunity



E-Learning Tools

Khan Academy



Khan Academy offers practice exercises, instructional videos, and a personalized learning dashboard that empower learners to study at their own pace in and outside of the classroom. We tackle math, science, computing, history, art history, economics, and more, including K-14 and test preparation (SAT, Praxis, LSAT) content.

From <https://www.khanacademy.org/about>



Google Digital Garage

The Digital Garage is a non-profit nationwide programme from Google delivering free digital skills training via an online learning platform. This platform provides individuals with a tailored training plan to learn digital skills, completely for free.

From <https://www.linkedin.com/company/google-digitalgarage/>

Coursera



Coursera is an online learning platform that offers thousands of online courses in partnership with over 200 of the world's leading universities and companies. The site offers individual courses as well as bachelor's and master's degree programs that reduce barriers to higher education. There are also professional certificate programs designed to aid workers in securing new roles or promotions.

From <https://www.businessinsider.com/what-is-coursera>



Investopedia

Investopedia is the world's leading source of financial content on the web, about market news, retirement strategies, investing education, among a vast variety of content. Investopedia helps investors understand financial concepts, improve investing skills, and learn how to manage their money. Investopedia reaches over

16 million people each month.

From <https://www.investopedia.com/>

Epic Pen



Epic Pen is a tool that allows you to draw or write on your screen without interacting with the software in the background. This means you can annotate over almost anything!

From <https://epic-pen.com/faq>



Jamovi


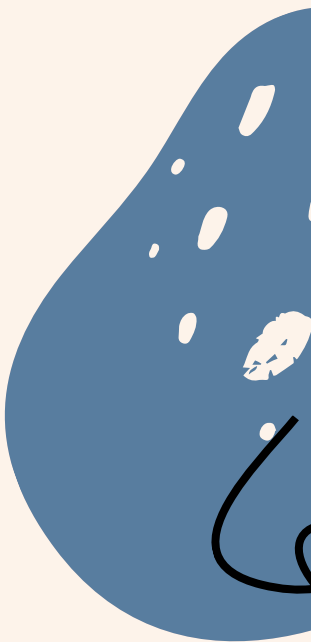
Jamovi is a free, open-source, standalone software that offers a point-and-click interface for R. It offers the power of R, including advanced analyses such as mixed models and factor analysis, with an interface elements that SPSS-users will recognize. Functionality can be replicated within R through the `jmv` package.

From <https://infoguides.gmu.edu/software/jamovit>



Remember:

DIFFICULT
DOES NOT
MEAN
IMPOSSIBLE





Academic Achievements

Sigma Beta Delta Chapter IV



Alejandra Bencosme



We congratulate our students for this great achievement!

Sigma Beta Delta
Chapter IV

Sigma Beta Delta was established to honor students who have attained high honors in business programs in school and in colleges.

Alejandra Zuazua



Wenfong Wang



Viakel Araujo



Lorena Menicucci



Beatriz Ferrua



Maria Carrasco



LI Graduación Ordinaria UNIBE



Congratulations to our students who are officially BBA graduates!

You have exceeded our expectations and have demonstrated great effort to get to where you are today. Keep going, we will always be here to support you!

CNVFILLM FF1



CANVA STORIES

23 ▶

CNVFILLM FF1



CANVA STORIES

23 ▶

Graduation
Class of 2021



Carla Natalia Vargas Castillo
Advertising & Promotion



Maria Laura Dionicio Ortiz
Advertising & Promotion

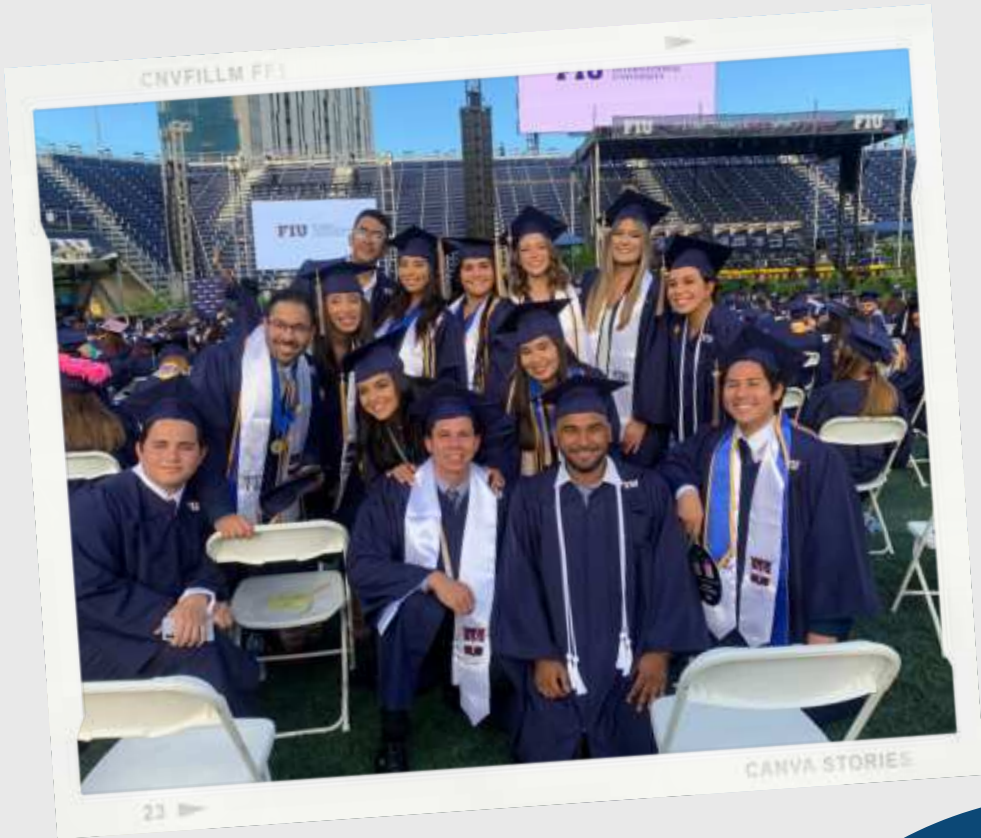


Stephanie Leon Wu
Digital Marketing & E-Commerce



Joan Jose Garcia Guman
Finance

Class of 2021



**THEY
DID IT!!**

We congratulate our BBA students for this great achievement. Remember that this is just the beginning of a new journey!





Teacher's Article

Angela Liriano

Subjects: Human Resources, Leadership and Professional Development



Teaching profile

Coach, specialist in employability, job placement and staff development. She worked as a Career Trainer for America Works, a company that runs one of the employability programs of the Work First program of the New Jersey state government, in the United States. She founded the company Opus Human Resources Development, a company that not only helps companies in their human and financial management processes, but also provides job support and coaching to job seekers. She has more than 5 years of experience in the field of employment and employment education. Her passion is connecting people with their career dreams.

La Responsabilidad Social en el ejercicio del Liderazgo del Siglo XXI

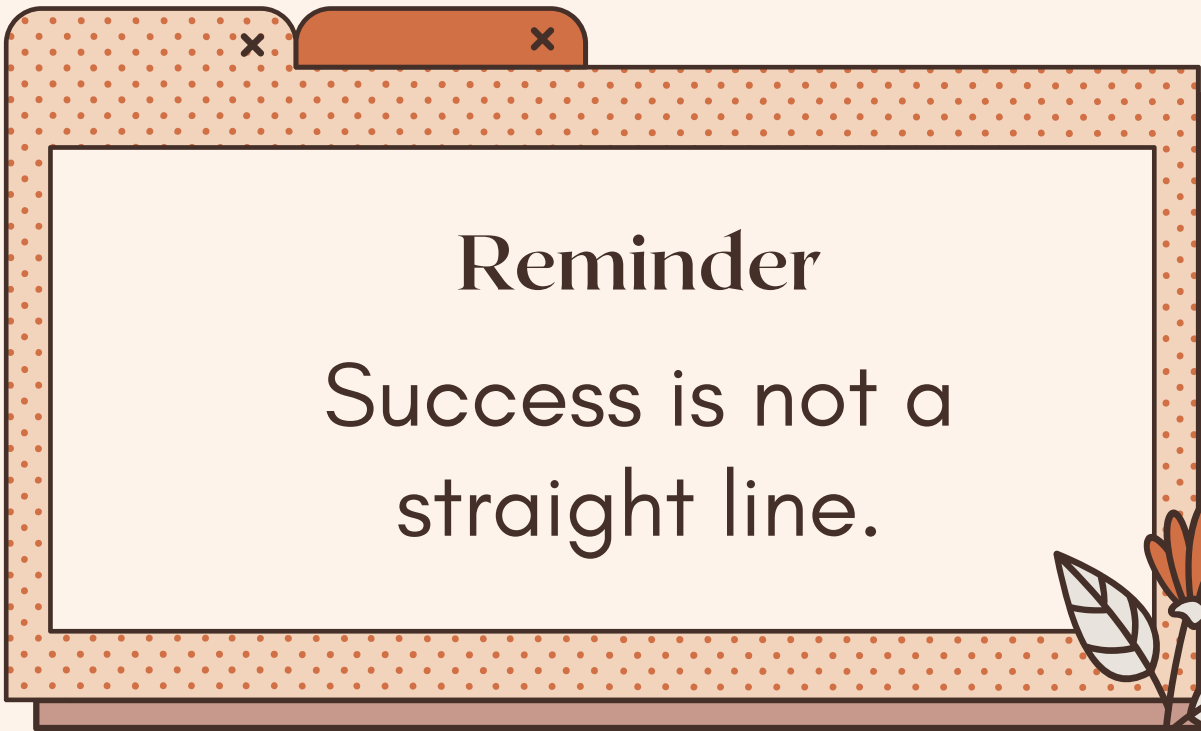
En nuestra sociedad actual, el liderazgo se ha convertido en una de las habilidades más requeridas, en todos los ambientes propios de una sociedad en desarrollo. El rol del liderazgo social se muestra cada vez más relevante para la solución a los problemas que como colectivo podemos presentar. Liderar es cuidar, y así lo presenta Simon Sinek cuando describe que los líderes deben de tener empatía y perspectiva. Los líderes están para cuidar y promover el crecimiento de la gente tomando acciones, éticas, que promuevan la igualdad y eliminen las barreras. En este artículo, busco ilustrar algunas ideas sobre lo que representa realmente ser un líder en la actualidad y cuál es el ejercicio social que los líderes deben de ejercer en esta era.

“Los líderes están tan ocupados en sus posiciones que se les olvida el trabajo real por el cual son líderes, ese es, cuidar a su gente” (Sinek, 2017).

Los líderes actuales tienen la responsabilidad de cuidar a su gente, pero ¿Qué significa esto y cómo podemos llevarlo a la practicidad? Sinek revela que hay dos cosas que los líderes deben de tomar en cuenta, determinar cuál es la misión y hacia dónde vamos como grupo. Fomentar la unidad entre las personas y hacer que sientan que pertenecen. El verdadero liderazgo no es elitista, sino que busca la expansión y la inclusión de todas las personas en la organización.

Los líderes deben de concentrar sus esfuerzos en trabajar para la gente, esto se logra solo a través del trabajo de desarrollo eficaz con las personas, podemos también garantizar una sociedad más justa, en igualdad y condición, sobre guardando los derechos fundamentales de las personas.

Es justamente desde el liderazgo que podemos hacer transformaciones sociales. Tal como expresado anteriormente, el liderazgo es cuidar a la gente, y por consiguiente a la sociedad en general. Es buscar las mejores respuestas en favor del colectivo. Apelamos a un liderazgo más humano, más cercano.



Reminder

Success is not a
straight line.





Back in Campus

Important Information

Requirements to return to the university

- Register vaccination status in your UAcademy profile.
- The use of masks.
- Physical distance of 1.5 meters.
- Complete the Health assesment form.
- Personal commitment to comply with all safety protocols.

Course Delivery Modes & Guidelines

Virtual Mode

Duration: 15 Weeks

Required Online Attendance: 15 Weeks Online

Required On Campus Attendance: 0 Weeks

Student Capacity per Section: 40 Students

Student Attendance Capacity on Campus: 0 Students

Asynchronous Virtual Mode

Duration: 15 Weeks

Required Online Attendance: 15 Weeks Online

Required On Campus Attendance: 0 Weeks

Student Capacity per Section: 40 Students

Student Attendance Capacity on Campus: 0 Students

Hybrid Mode

Duration: 15 Weeks

Required Online Attendance: 10 Weeks Online

Required On Campus Attendance: 5 Weeks

Student Capacity per Section: 40 Students

Student Attendance Capacity on Campus: 20 Students

Block / Modular Mode

Duration: 7 Weeks

Required Online Attendance: 5 Weeks Online

Required On Campus Attendance: 2 Weeks

Student Capacity per Section: 40 Students

Student Attendance Capacity on Campus: 20 Students

Hybrid On Campus Mode

Duration: 15 Weeks

Required Online Attendance: Student Selection

Required On Campus Attendance: 2 hours max.

Student Capacity per Section: 40 Students

Student Attendance Capacity on Campus: 20 Students

On Campus Mode

Duration: 15 Weeks

Required Online Attendance: 0 Weeks Online

Required On Campus Attendance: 15 Weeks

Student Capacity per Section: Pending Approval

Student Attendance on Campus: Pending Approval



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THANK YOU FOR READING!



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Av. Francia No. 129, Gazcue Santo Domingo
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| (829) 292 - 7382

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