

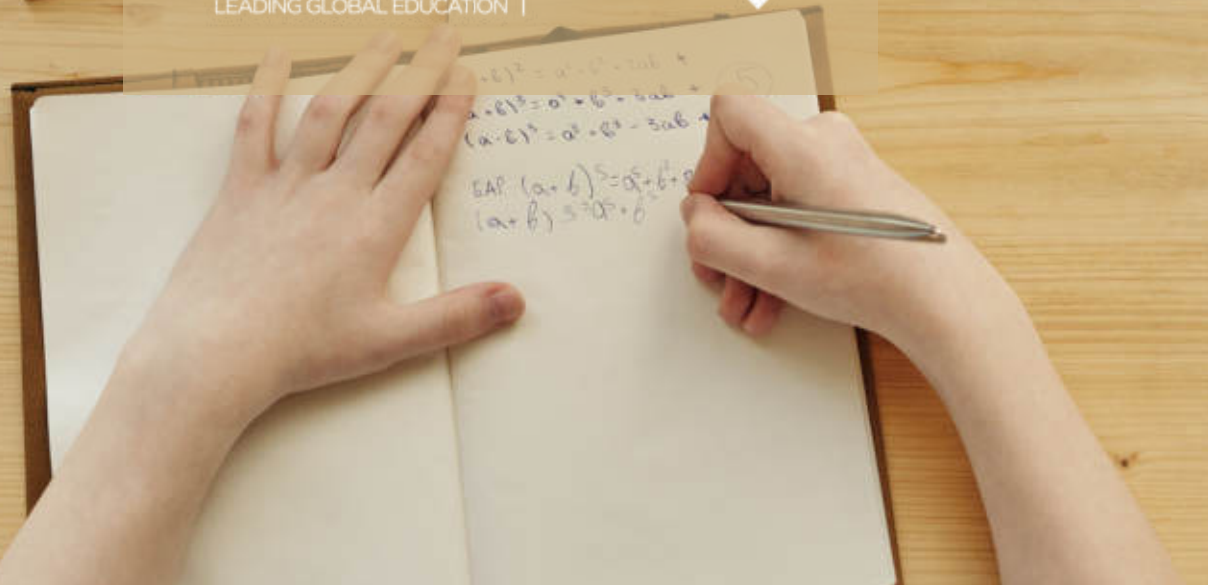


NEWSLETTER

JANUARY-APRIL 2021

UNIBE
LEADING GLOBAL EDUCATION

BACHELOR IN
BUSINESS
ADMINISTRATION



$(a-b)^2 = a^2 - 2ab + b^2$
 $(a+b)^2 = a^2 + 2ab + b^2$
 $(a-b)^3 = a^3 - 3a^2b + 3ab^2 - b^3$
E.A.P. $(a+b)^2 = a^2 + b^2 + 2ab$
 $(a-b)^2 = a^2 + b^2 - 2ab$

TABLE OF CONTENTS

- 4** Experiential Learning
- 8** E-Learning Tools
- 10** Recommendations
- 15** Academic Achievement
- 25** Article

BBA
BACHELOR IN
BUSINESS ADMINISTRATION



WORK TEAM

DIRECTOR:

DAYANNA POLANCO

ACADEMIC ASSISTANT:

NAISA TEJADA

**ADMINISTRATIVE
ASSISTANT:**

YENNY TEJEDA

EDITORS IN CHIEF:

VIAKEL ARAUJO

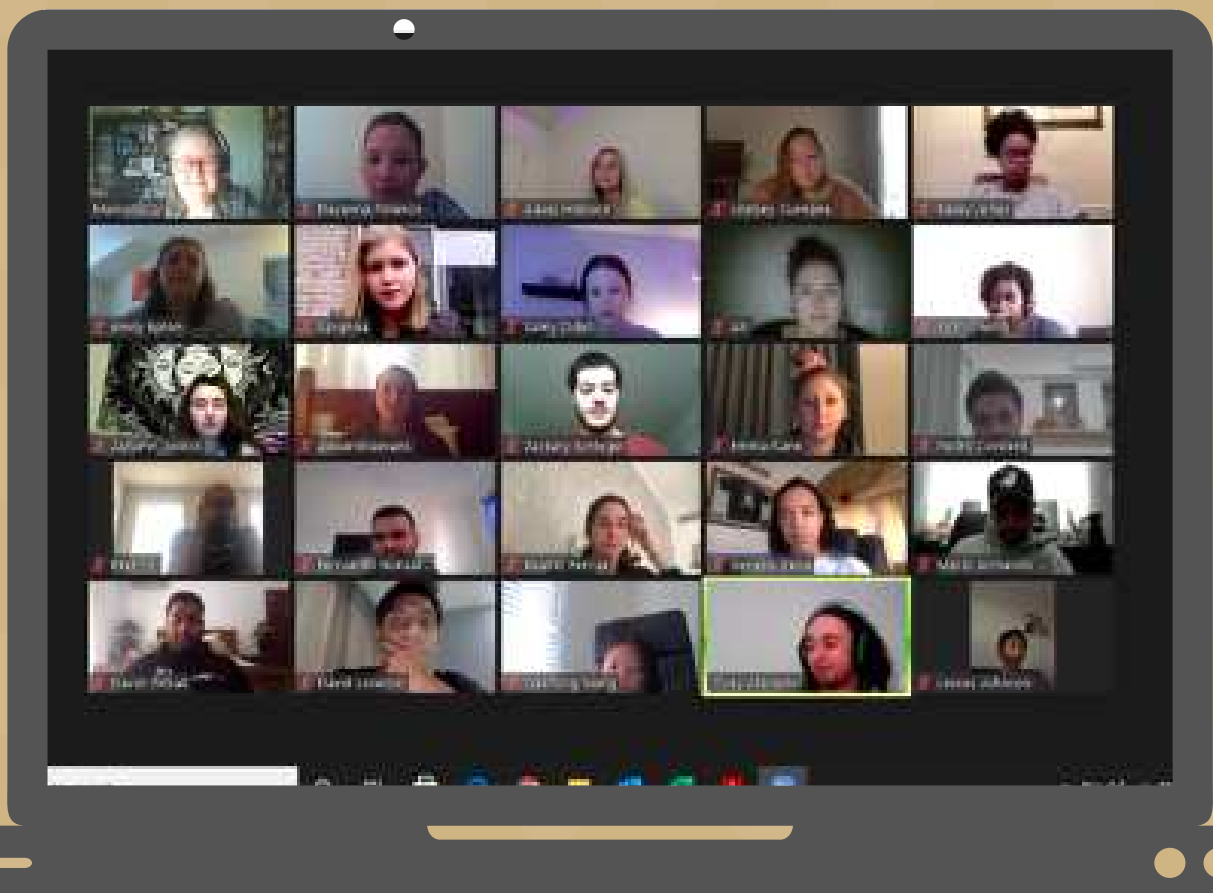
MARGARET BEARD



EXPERIENTIAL LEARNING

Global Understanding Worskshop

Our Small and Family-Owned Business students participated in the Global Understanding Workshop with Professor Dayanna Polanco and Professor Marion Eppler from East Carolina University as part of UNIBE Global Partner Education (GPE) in the Global Virtual Exchange Program. In this course, students were able to discuss Global Issues and how cultural interactions are extremely valuable in today's globalized market.



TESTIMONIALS

Pedro David Cordero

The opportunity of being able to use online tools to discuss highly relevant topics that permeate throughout the current social environment of our increasingly globalized society was truly enriching. The topics of discussion throughout the workshop were relevant and discussed in depth. Interaction in the larger discussion circles was always really organized, smooth, and interesting. Listening to the different points of view shared by the students of ECU and then comparing and contrasting those points with our own, I think really showed what a global understanding workshop is all about. I really enjoyed being a part of all this and I'm thankful to have been able to participate.

Deyanelys Navarro

The global understanding workshop was an exciting new way to learn. In this workshop not only was I able to meet and socialize with new people from different cultures but also a platform to discuss the important events going on worldwide. We discussed many topics such as Black Lives Matter, abortion, stereotypes, and racism. I believe it is a great way to unite young adults around the globe, to interchange information and point of view. The collaborative project that we had to do with our partners was a good way to see how culture can influence the way we perceive things, and how it can unite or divide us in specific situations. This is without mentioning the opportunity for networking and connecting without the distance barrier.

COIL PROJECT

Students from different countries, backgrounds, and communities shared their view on minorities and their impact in the Dominican Republic and in the United States. I cannot expressed how much we can learn from projects like this and how happy I am to be part of it. Being able to hear from people that are so different from me but yet have seen and have struggled with the same societal issues and have similar concerns as I have is an unique experience. Being able to respectfully agree and disagree with each other and still look for solutions that will not only help us, but all of the communities around us. I was definitely exited and intrigued to talk about these topics and my classmates and the students from Monroe Community College did a great job in discussing this kind of issues that affect all of us and that impact both of our societies, no matter how different they are.



A Conversation on Business Ethics



Sandra has over 18 years of experience in leadership development, process improvement and team building in the manufacturing, construction, retail and service sectors. She has the ability to communicate with all levels of the organization in order to find long-term solutions. Sandra is a Rising Star nominee and Oratory Award winning professional.

Cost of Unethical Leadership

- Corporate Citizenship
- Alignment with Org/Community Values
- Fines, Fees, Penalties
- Operational Limitations- Turnover, Reputation, "Like attracts like" recruitment
- Collective Bargaining, unionism, labour unrest
- Criminal Accountability

The screenshot also shows a Zoom meeting interface with six participants in a grid view. The bottom toolbar includes icons for Mute, Stop Video, Security, Participants, Polls, Chat, Share Screen, Pause/Stop Recording, Breakout Rooms, Reactions, and End.



E-LEARNING TOOLS



The Digital Garage is a non-profit nationwide program 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.

Google Jamboard



Jamboard is a cloud-based app that enables visual collaboration between users in real-time. This would enable Sync Teaching and support remote teaching and learning, to mention two obvious use cases. This functions as a shared 'whiteboard' on each user's individual screen.



Microsoft Whiteboard

Microsoft Whiteboard is a free form, digital canvas where people, content, and ideas come together. You can use Whiteboard for collaborating with your team to accomplish many activities — whether your team is in the same place or in multiple locations. Team members can work collaboratively using their own devices.

TED Talks

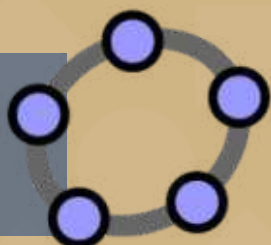


TED offers thousands of talks from inspiring individuals, motivating students to reach their full potential. TED encourages viewers to push boundaries and think outside the box in all aspects of life. The conclusions of the TED videos are motivating and memorable, perfect for students to get through their years of education.



Students transform their understanding of expressions into dynamic and colorful pictures and graphs. Students instantly see changes to their graphs as they manipulate values. The activities allow students to play and help them figure out how functions are graphed. Teachers can track individual student's graphs as they're working, and then use the Snapshot tool to use student's examples to teach concepts.

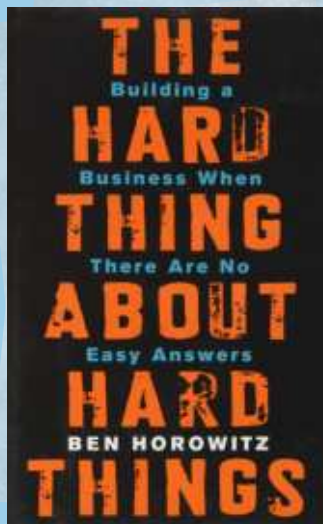
GeoGebra



GeoGebra is a dynamic mathematics software for all levels of education that brings together geometry, algebra, spreadsheets, graphing, statistics and calculus in one easy-to-use package. GeoGebra is a rapidly expanding community of millions of users located in just about every country.

Recommendations

3 BOOKS
every entrepreneur
SHOULD READ

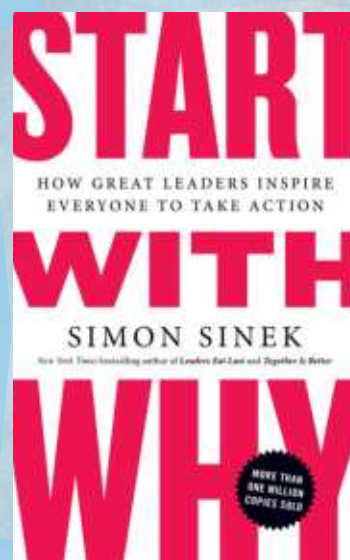


THE HARD THING ABOUT HARD THINGS: BUILDING A BUSINESS WHEN THERE ARE NO EASY ANSWERS, BY BEN HOROWITZ

THE INFORMATION IN THIS BOOK GOES FAR BEYOND A HOW-TO BUSINESS BOOK. IT DRAWS ON HOROWITZ'S PERSONAL EXPERIENCES IN SILICON VALLEY, AND HIS HARD-EARNED SUCCESSES. HOROWITZ IS BRUTALLY HONEST ABOUT HOW HARD IT IS TO RUN A SUCCESSFUL BUSINESS. HE DESCRIBES ALL THE DIFFICULT MOMENTS, MENTAL BATTLES, AND STRESSFUL SITUATIONS HE FACED THROUGHOUT HIS CAREER, AND ALL THAT HE LEARNED. THE RESULT IS DIFFERENT THAN MOST SUCCESS BOOKS — A REALISTIC VIEW FROM A SUCCESSFUL ENTREPRENEUR.

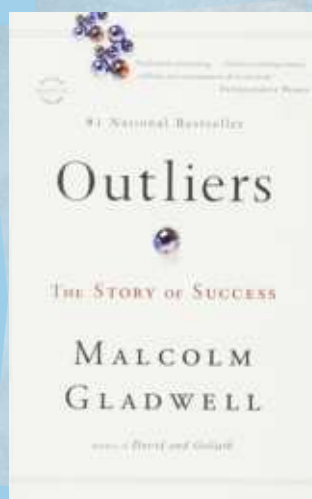
START WITH WHY: HOW GREAT LEADERS INSPIRE EVERYONE TO TAKE ACTION, BY SIMON SINEK

SINEK COMPARES SUCCESSFUL PEOPLE AND TIES THEM TO A COMMON MOTIVATION AS THE DRIVER BEHIND THEIR EXCELLENT LEADERSHIP. SINEK ARGUES THE DRIVE THAT STEERED LEADERS LIKE STEVE JOBS AND THE WRIGHT BROTHERS WAS NOT PROFIT. IT WAS THEIR ABILITY TO ANSWER THE QUESTION, "WHY?" HE DEMONSTRATES HOW DEFINING THE UNDERLYING MOTIVATION CAN INSPIRE AN ORGANIZATION TO ACHIEVE GREAT HEIGHTS. WHETHER YOU WANT TO INSPIRE OR BE INSPIRED, THIS BOOK PROVIDES MANY STORIES AND EXAMPLES ABOUT GREAT LEADERS AND WHY THEY WERE SO INFLUENTIAL.



OUTLIERS: THE STORY OF SUCCESS, BY MALCOLM GLADWELL

MALCOLM GLADWELL AIMS TO CUT THROUGH THE MYTHS OF SUCCESS BY LOOKING AT NOT ONLY TRAITS BUT ORIGIN AND ENVIRONMENT OF THE HIGHLY SUCCESSFUL. HE HANDPICKS HIGH ACHIEVERS AND EXPLAINS HOW THEIR CULTURE, BACKGROUND, AND OTHER FACTORS MADE THEM WHO THEY ARE TODAY. GLADWELL USES THE STORIES IN THIS BOOK TO ILLUSTRATE HOW THE AVAILABILITY OF OPPORTUNITY IS A LARGE CONTRIBUTING FACTOR TO MANY PEOPLE'S SUCCESS. HE ALSO DISPELS THE MYTH OF NATURAL TALENT BY CITING THOSE CONSIDERED TO BE GENIUSES IN THEIR FIELDS. IN MOST CASES, 10,000 HOURS OF PRACTICE LED THEM TO MASTERY.



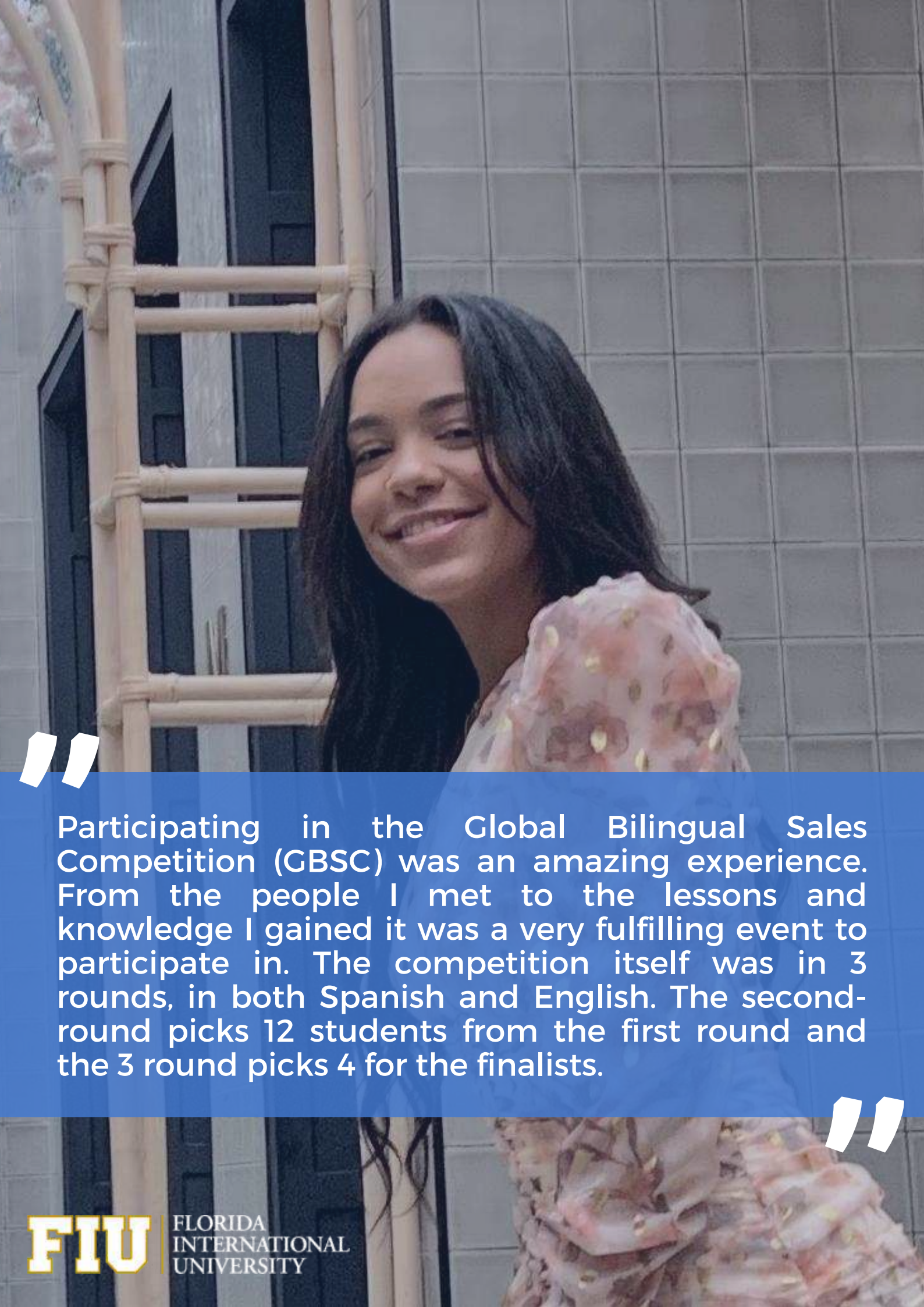


Academic Achievements

Global Bilingual Sales Competition

The Global Bilingual Sales Competition (GBSC) brings together universities and organizations looking to promote the sales profession at a global level. Through simulated sales call role-plays in English and Spanish and numerous networking activities, talented students can showcase their sales skills to corporate recruiters and sales executives on FIU's main campus in Miami, Florida.

Global sales professionals oversee sales operations for companies that do business internationally. The need for bilingual sales representatives, key account managers, and sales managers by local, national, and worldwide organizations is rapidly increasing. GBSC strives to build the next generation of culturally diverse sales professionals.



“

Participating in the Global Bilingual Sales Competition (GBSC) was an amazing experience. From the people I met to the lessons and knowledge I gained it was a very fulfilling event to participate in. The competition itself was in 3 rounds, in both Spanish and English. The second-round picks 12 students from the first round and the 3 round picks 4 for the finalists.

”

GENESIS PEÑA

I was able to get to the second round for both Spanish and English, which was more than I had expected from the beginning. Although I had practiced for more than 2 weeks, being an anxious person, I didn't think I would get past the first round. When I did, it was shocking, surprising, and I felt great. Overall, I gained from this experience a better understanding of what goes into a sales pitch and the relationship between a buyer and a seller. This event showed me how salespeople prepare for meetings and interact with customers, how they read body language and guide the conversation to their benefit. A good lesson I learned from the event is that being able to actively listen and use that in your favor is one of the most important abilities that a salesperson must develop. Overall, I learned a lot, met new people, interacted with other students interested in learning about selling.

TRANSFER ACADEMIC ACHIEVEMENT SCHOLARSHIP

Six of our Bachelor in Business Administration students were awarded the Transfer Academic Achievement Scholarship in order to continue their studies in Florida International University. The BBA community congratulates their great effort and dedication.





Beatriz Ferrua



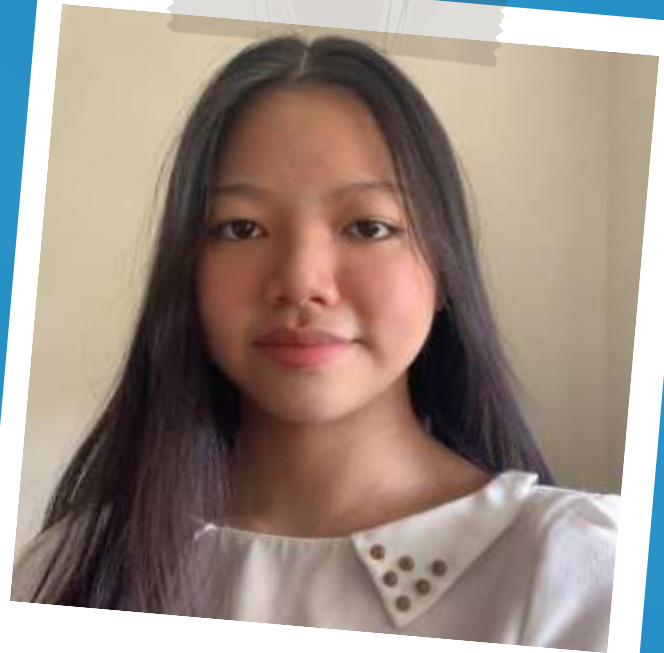
Lorena Menicucci



Monica Lopez



Maria Carrasco



*Wenfong
Wang*



Alejandra Bencosme

ACADEMIC ACHIEVEMENTS

Our students Maria Laura Dionicio and Carla Natalia Vargas (UNIBE-WMU Advertising and Promotion Majors) participated in the recognize National Student Advertising Competition from the American Advertising Federation (AAF) where their team obtained the Third Place in its division. Both of the students had the opportunity to work on the creative side of the marketing campaign for Tinder.



The Advertising and Promotion major at WMU provides students a practical education that ensures they will have the skills and knowledge necessary to succeed in their future. Each year, students participate in the recognized National Student Advertising Competition from the American Advertising Federation (AAF) where they are tasked to develop a marketing campaign for a specific brand, in this case, Tinder.

This year's Advertising and Promotion major students placed third place in its division making it almost to finals which is a huge achievement.



Our students, Maria Laura Dionicio and Carla Natalia Vargas were part of it. Both of them had the opportunity to work on the creative side of the campaign.

Maria Laura was one of the representatives of the Integrated Marketing Communications (IMC) team where they were in charge of the transmission of the brand message through the different marketing channels and media in order to increase brand awareness.

On the other hand, Carla Natalia was one of the representatives of the Social Media Team. They were in charge of doing an audit for all the current social media platforms with the purpose of suggesting how frequent and the type of content that each of the platforms must have in order to have a successful and creative campaign.

TEACHER'S COMMENT

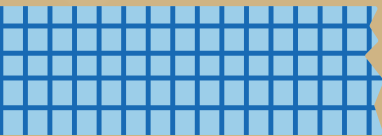
Jorge Luis Ledesma

Jorge Luis Ledesma is an Engineering and Education specialist who is passionate about data and has experience leading teams and software projects.



In the following article, he addresses the challenges, solutions, and recommendations in the context of academic honesty in virtual learning environments, based on international experiences and local experiences at UNIBE.

Recent changes in global educational dynamics have driven the development of practices that, while previously contemplated, had not been as necessary as they are today.



A massive migration to virtuality has required the review and reinvention of methods, dynamics, evaluative criteria, among other fundamental aspects of the teaching and learning process. Among these developments that the academy has gone through, it is important to reflect on how academic honesty has been contemplated.

Honesty in the academic environment represents a pillar of the educational process, because it allows us, from the classroom to model competencies associated with integrity in the professional and personal world of graduates.

By adding evaluative components of digital environments, and especially when education is fully turned to virtual scenarios, contact is no longer achieved in the same way as in face-to-face mode, and this contributes to removing barriers to driving and controlling honest behavior in curriculum activities.

Some solutions and recommendations by Malan, Yu, and Lloyd (2020) include contextualized honesty policies, repentance Clause, test variations, reasoning-based questions, Partially open assignments, etc.

KAPLAN

Certified Education Provider



TOEFL® PREP IN-PERSON

PREPÁRATE PARA EL TOEFL® CON UN PROFESOR
EXPERTO EN UN AMBIENTE ESTRUCTURADO DE AULA

Contactos:

809-689-4111, Exts.: 3048/1015

Correo: kcep@unibe.edu.do

**Thanks for
reading!**



Av. Francia No. 129, Gazcue Santo Domingo
República Dominicana | (809) 689-4111 Ext. 3037 & 1184
| (829) 292 - 7382

