

BBA NEWSLETTER

May - August 2022



UNIBE
LEADING GLOBAL EDUCATION

BACHELOR IN
BUSINESS
ADMINISTRATION



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Experiential Learning



DELEGATION OF GEORGETOWN STUDENTS AND FACULTY

Our BBA students were invited by Georgetown University (GU) to attend a panel with top executives from the private and public sector of the Dominican Republic and received a guest lecture from Prof. Andreas Kern, PhD from Georgetown University.



During such activities, our BBA students were able to learn about the Alliance for Development in Democracy (ADD) - a joint initiative carried out by Costa Rica, Panamá and the DR that seeks to facilitate trade and economic growth.

Our students also met with GU students who are pursuing a Bachelor of Science in Business & Global Affairs (BSBGA). Such activities were coordinated by Adjunct Prof. Anniete Cohn-Lois and had the participation of our BBA Program Director, Dayanna Polanco

and the BSBGA Managing Director and Executive Director from Georgetown University.

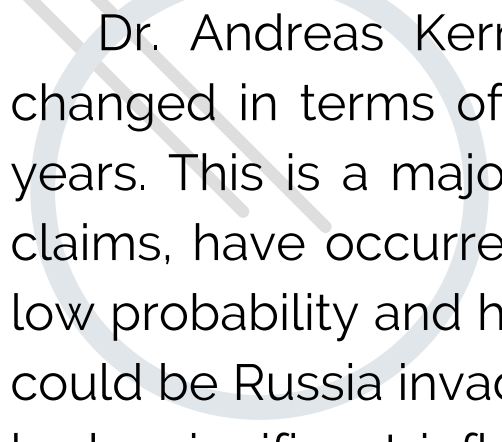


CHALLENGES OF THE GLOBAL ECONOMY

Student Report

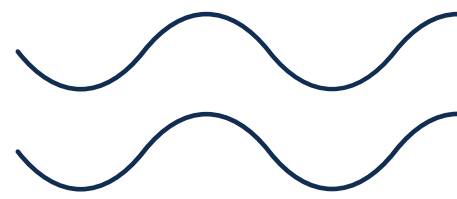
On May 24th of 2022, the students of BBA had a conference with Dr Andreas Kern from Georgetown University. He conducted studies in political economy with a concentration on macroeconomics. He holds an economics master's degree. During the conference, it was noted that he is quite intelligent since it was mentioned that he is fluent in both Hungarian and German. He is an expert in Financial governance and monetary policy. He made some extremely intriguing comments in his lecture that might be useful to business students when they start their own firm in the future. The topic of the conference is "Challenges for global businesses."

He began by presenting the idea of political risk as an introduction to the discussion. He stated that firms do not give it much thought, but that they should. It's difficult to manage and should be avoided at all costs. In his PowerPoint, he defined Political Risk as "the way that captures the probability that political action will significantly affect their business, whether positively or negatively." Furthermore refers to the likelihood that a given action or inaction in the political environment would cause frequent negative or positive shifts in the economic results of enterprises at the macro and micro stages, either directly or indirectly. He compared it to driving with your family in the car.



Dr. Andreas Kern also tried to say that the world has changed in terms of organizational operations in the last six years. This is a major problem. Many black swan events, he claims, have occurred. The expression "black swan" refers to low probability and highly impactful. An example of this event could be Russia invading Ukraine. It is a circumstance that has had a significant influence on the entire world, particularly in business. In order to make good decisions, business owners must be intelligent. He also mentions that there are different policy processes that exist, and controlling them is challenging. It is beyond the control of even businesses. Businesses should ask themselves specific questions in order to manage risk.

At the conference, the speaker also discusses megatrends. These are trends that follow a trajectory. Dr. Andreas Kern mentions that there are three megatrends. They are climate change and adaptation, technological change and upgrades, and geopolitical and socioeconomic tensions. Climate change, for example, poses a danger to the Dominican Republic's tourist and agriculture industries, both of which are vital to the nation's economy. With technological change and upgrades, it has been a major driving factor behind innovation, which is pushing policy to its boundaries. The possibility of misguided/informed policy and regulation is growing. Economic innovation is exemplified by cryptocurrency. Geopolitical and socioeconomic tensions are operations domestic policy conflicts.



In conclusion, Dr. Andreas Kern had a fascinating discussion on the challenges that businesses had faced. He articulated the concept of political risk quite effectively. He provided concrete illustrations of this concept. He as well discussed how society has evolved through time as a result of numerous events. He argues that many black swan incidents have occurred. In the end, he stated that businesses do not exist in a vacuum. He gave three main points. These points are that Non-market factors may disrupt company models, non-market forces are becoming more significant, and the policy process influences and drives non-market forces. Since each organization is unique and not all activities are the same, paying close attention to the specifics is essential. And all of these business difficulties must be managed.

Diosangel Muñoz



DOCUMENTAL

GANAS DE VIVIR



OUR STUDENTS
FROM THE
LEADERSHIP
AND ACTION
CLASS
PARTICIPATED
IN A
CONFERENCE
CALLED "GANAS
DE VIVIR"

First documentary on happiness and longevity in Spanish.

In recent years the world has been alarmed by the levels of stress, anxiety, and depression that we experience, seeking happiness in the wrong ways and in the wrong places.

Shortly after my thirtieth birthday, I wondered what it would mean to experience one hundred years of what we call life.

At that moment I was convinced to visit one of the blue zones of the world and ask the centenarians myself. I invited my friend Pichón with his camera and we went to Costa Rica, a country recognized by the World Happiness Index as the happiest in all of Latin America, and where they have one of the longest-lived communities in the world.

CUEVAS DEL POMIER O BORBON



The Cuevas del Pomier Anthropological Reserve is a system of 55 caves that houses more than 1,500 years of indigenous history from various pre-Columbian groups. It is the first protected area conceived specifically for the protection of an active underground ecosystem and the most important prehistoric rock legacy of the Antilles. These caves are part of the system that guarantees the sequestration of water in the San Cristóbal intake. With their rugged lands of forest potential, rich in limestone and dolomite, they are important deposits of carbon, and it is this calcium carbonate that makes them especially susceptible to being depredated by the mining sector, with which they have struggled for years. Millions of bats and invertebrate animals live in these cave systems.



During the visit we were able to verify the importance of these systems in the preservation of biodiversity, their geological and historical value. Caves are excellent places to understand the delicate balance of ecosystems and the complex relationships that exist within the biomes where they are found. Our caves in the Pomier are a natural and historical wonder that we must discover and share.



HUMAN CAPITAL WORKSHOP

Cervecería Nacional Dominicana

OUR STUDENTS HAD THE OPPORTUNITY TO ENJOY A QUICK TALK WITH REPRESENTATIVES FROM LA CERVECERIA NACIONAL DOMINICANA ABOUT THEIR INTERNSHIP PROGRAMS AND OTHER OPPORTUNITIES.



WE ARE JOYFUL TO SEE THAT CORPORATIONS ARE INTERESTED IN ACQUIRING NEW TALENTS THAT WILL ADD VALUE TO THEIR TEAM.

WORLD BANK GROUP. VISIT BY BBA STUDENTS



On June 14, the World Bank Group received the visit of some of our BBA outstanding academic performance students. These students have demonstrated significant effort in learning about what the World Bank and the International Finance Corporation do to help our country and how it impacts our society. The World Bank is an international organization that provides financing, advice, and research to developing countries to help them advance economically. The bank's primary function is to combat poverty by providing development assistance to middle- and low-income countries. In this opportunity, the World Bank Group nurtured students on the group's country strategy, leadership in multilateral organizations, and the next steps for a Post-COVID recovery that is resilient and inclusive



HOW CAN UNIVERSITIES HELP IN THE IMPLEMENTATION OF THE SDGs?

Workshop by Professor Sardis Medrano and Mirian Jimenez Sosa



Students in the Earth Science class participated in a workshop led by Miriam Jimenez Sosa. In this workshop, Ms. Sosa went over the Sustainable Development Goals and how universities can implement them to satisfy the agenda by 2030. In 2015, the United Nations implemented the Sustainable Development Goals as a call to end poverty, ensure the protection of the environment, and help all people have peace and prosperity by 2030.

**Leave
no one
behind**



The 17 ODS have been integrated because they recognize that actions in one area impact results in other areas and that development must balance social, economic, and environmental sustainability. Countries have agreed to prioritize the advancement of the most vulnerable people. The 17 SDGs are no poverty, zero hunger, good health and well-being, quality education, gender equality, clean water and sanitation, affordable and clean energy, decent work and economic growth, industry innovation and infrastructure, reduced inequality, sustainable cities and communities, responsible consumption and production, climate action, life below water, life on land, peace, justice, and strong institutions, and partnership for the goals.

We talked about how sustainable development is a development that meets the needs of the present generation but does not compromise the planet's ability to meet the needs of future generations. That is the sustainable development that the 2030 agenda shows us, the sustainable development goals represent a new pact universal, a global social contract so that we can transform the world and achieve a common future of prosperity. Another critical part of this talk was getting to know better what Unibe is doing to comply with the agenda.

I consider that one of the most essential actions that Unibe takes is the subjects of the sustainability axis, which is one of the most important of the university. Moreover, Unibe allows students to expose themselves to these issues of urgent world action and they can also perform afterward, as eco-friendly businesses within these subjects. Students are invited and educated in the culture of recycling and protection of biodiversity and it is important to mention that the university has biodiversity guides to involve students in protecting the Campus and the resources that we have.

CESAR IGLESIAS



First Public Offering of Shares in the Dominican Republic Stock Market

Cesar Iglesias is a renowned company in the mass consumption sector in the Dominican Republic and the Caribbean and has one of the broadest product portfolios in the country. The company has carried out a robust restructuring process for the Initial Public Offering (IPO), following the best practices of international primary markets. In this panel, our academic community had the opportunity to learn from the four main companies who help them throughout this process from Gabriel Tezanos - Investa Capital Markets, Miguel Cano- Squire Patton and Boggs, Karla Ramirez - BHD Leon Puesto de Bolsa and Amner Rodriguez - Inversiones Popular.





**Hard Work
pays off!**



CLASS WITH PROFESSOR ROCHA

FIU adjunct Professor Dr Jose Rocha engage with our marketing students for the face to face interactions during the semester May- August 2022. Having a professor teaching and visiting UNIBE from our partner institutions is one of many strenghts in our academic curriculum.



CONSORCIO ENERGÉTICO PUNTA CANA MACAO

On August 4th, the Consorcio Energético Punta Cana Macao received a group of 15 Bachelor of Business Administration students at its facilities, to be part of a sustainable tour inside their generation plant. During the journey, the students had the opportunity to learn about electric mobility and how our work works with the transmission, distribution and commercialization of clean energy.

Consorcio Energético Punta Cana Macao is also participative in social actions, such as providing energy for schools surrounding La Altagracia province and also to the 911 unit for which they provide electricity and security systems.



PUNTA CANA



Academic Achievements



TEACHER'S DAY



TEACHER'S DAY DINNER

On June 30, UNIBE celebrated proud to honor the labor and contribution each Professor makes to students' lives. They play a critical role in the education and formation carving out professional leaders in our country.

Our professor Angela Liriano was awarded for Academic Excellence 2022 for her commitment to the pursuit of teaching excellence and her significant impact to her students.



Academic Excellence Award



"Honored and very grateful for this award. Teaching is my great passion and being chosen as teacher of the year in the BBA at **Universidad Iberoamericana** is an honor. I am filled with pride and satisfaction for the duty fulfilled.

Thank God for his grace and goodness of him always."



LIII

Graduación Ordinaria



On July 16th, 2022, UNIBE celebrated with joy the LIII graduation where the BBA program brought new professionals in both majors International Business in Finance and International Business in Marketing, proud to see them accomplish their goals. Congratulations!

"WE ARE WHAT WE REPEATEDLY DO. EXCELLENCE, THEREFORE, IS NOT AN ACT BUT A HABIT."

- ARISTOTLE

FLORIDA INTERNATIONAL UNIVERSITY GRADUATION

2022



ON AUGUST 1ST, WE INTRODUCED NEW PROFESSIONALS GRADUATING IN A DUAL MAJOR FROM UNIBE AND FROM FIU. WE ARE HAPPY TO SEE OUR STUDENTS ACCOMPLISHING THEIR GOALS AND WE ARE EXCITED HOW THEY WILL APPLY THEIR KNOWLEDGE INTO THEIR CAREERS!

Social Action



CENTRO GUANIN

Boca Chica

The students of the leadership and social action class of the BBA, with the support of teacher Angela Liriano, mobilized towards two non-profit institutions to bring donations for the continuity within the framework of the educational and social programs of said institutions. These actions are carried out as part of the initiatives for the development of social leadership that Unibe encourages in its students.



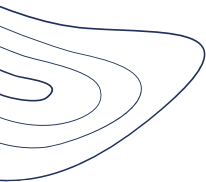
LATIN AMERICA AND CARIBBEAN CLIMATE WEEK



From the 18th to 22nd of July, various BBA students were able to participate in the Latin America and Caribbean Climate Week as volunteers. Students were honored to have been part of the Regional Climate Week Partnership together with the National Council for Climate Change and Clean Development Mechanism and the Ministry of Environment and Natural Resources of the Dominican Republic. In this event,



CENTRO SANTO DOMINGO SAVIO



Back on 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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