

BBA NEWSLETTER

September - December
2024-1

Business Camp

Professor
Carlos Reyes

AI FOR BUSINESS
LEADERS

SUSTAINABILITY
WITH CEMEX

CASA COMMS

STUDENT
RECOGNITIONS

AND MANY MORE...



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LETTER FROM OUR **EDITOR**

As we step into a new semester filled with endless possibilities, it is with great joy and enthusiasm that I welcome each and every one of you to the pages of our latest college magazine. This publication serves not only as a reflection of our academic achievements but also as a vivid tapestry woven with the vibrant threads of the memories we've created together in the past semester.

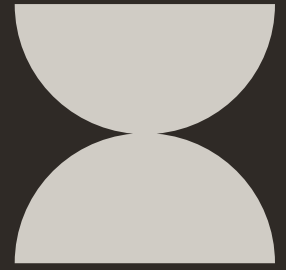
The following pages encapsulate our campus's spirit, featuring various events, activities, and accomplishments that have defined us as a community. Last semester, from academic triumphs to cultural celebrations, was a testament to our collective dedication and passion.

Our newsletter not only serves as a chronicle of the past but also as an inspiration for the future. It's a reminder that as we embark on a new semester, we carry forward the lessons learned, friendships forged, and the camaraderie that defines us as a community.

May this semester be filled with even more accomplishments, growth, and cherished moments. Let us continue to embrace the opportunities that lie ahead, supporting each other in our academic pursuits and creating memories that will undoubtedly find their place in the pages of future newsletters.

Angela Liriano

EDITOR-IN-CHIEF





STUDENT ENGAGEMENT

BUSINESS MANAGEMENT

Business Camp

Professor Carlos Reyes



Embark on a journey of innovation with our Business Camp creations! Under the guidance of Professor Carlos Reyes, our students brought entrepreneurial dreams to life, creating a diverse array of small businesses.



1

NEXT LEVEL GAMING LAB

Level up your gaming experience! From cutting-edge consoles to virtual reality, this lab offers a haven for gamers to explore the latest in digital entertainment.



2

PAINTING CENTER

Unleash your creativity! The Painting Center invites artists of all levels to express themselves through vibrant strokes and imaginative canvases.





3

DOMI SHOT, DOMINO GAMING CENTER

Where strategy meets fun! Domi Shot is the go-to spot for domino enthusiasts, offering a dynamic space for competitive and friendly gaming.

4

SOLO-FANS, MINI FANS

Stay cool, stay stylish! Solo-Fans introduces pocket-sized, fashionable fans to keep you refreshed on the go.



5

SANTA'S STATION

The festive hub year-round! Santa's Station brings the joy of holidays every day, offering seasonal treats, decorations, and a sprinkle of holiday cheer.





Experiential Learning

Professor Jose Rocha



In Professor Jose Rocha's class, our students have embarked on an enriching journey of experiential learning. Through dynamic projects, real-world case studies, and interactive discussions, Professor Rocha has fostered an environment where students can apply theoretical knowledge to practical situations. This hands-on approach has empowered our students to develop critical thinking skills, problem-solving abilities, and a deeper understanding of the subject matter. We commend Professor Rocha for his dedication to cultivating a transformative learning experience and applaud our students for their engagement and commitment to academic excellence.





MARKET LINK-UP

Kevin Felix Chan



With Professor
Anniete Cohn-Lois

On September 8, a conference was held with Kevin Felix Chan, an experienced entrepreneur and investor who has managed to scale his business to US\$1 million dollars. Kevin shared 6 dimensions that every entrepreneur must take into account to scale their business: execution, people, finances, strategy, network of contacts and internal work of personal growth that must be made proportional to the interest of growing the business. Likewise, Kevin commented that every entrepreneur must be clear about what their main values are, since they help you better define your circle of reference and with whom you work to scale your business.

Kevin has a degree in Political Science from the University of California, Los Angeles (UCLA). He has a certificate in Financial Management from Cornell University and executive education from the Northwestern Kellogg School of Management. This activity was coordinated by teacher Anniete Cohn-Lois.



Casa Comms

Our students got a special visit from Small Business Casa Comms, experts in small business communication. Professor Angela Liriano, our Small Business Management teacher, led a fascinating class that taught our students about entrepreneurship and the ins and outs of running a successful business.

This session was a deep dive into the world of small business management, where students discovered the secrets of entrepreneurship and how to solve business challenges.

Thanks to Angela Liriano's guidance and the insights from our special guests, our students are now ready to explore the world of small businesses. Here's to a bright future filled with innovation and success!



**Small Business
Management
with
Professor
Angela Liriano**





Paulino Lara

Small Business Management
with Professor Angela Liriano



Our Small Business Management class had the privilege of hosting an accounting consultant company with expert insights from CEO Pedro Paulino and Natividad Lara. They shared three essential financial steps to guide small family businesses.

In this session, we explored the financial complexities of managing a family business. CEO Pedro Paulino and Natividad Lara guided us through the vital steps of financial planning, budgeting, and investment strategies. The knowledge they gave our students is highly valuable for small business owners aiming to achieve financial success.

With their expertise and dedication, our students are now equipped with the essential tools to navigate the financial landscape of small family businesses.



Mo Hasan

AI for Business Leaders

With Professor Angela Liriano

Diving into the future with Mo Hasan! Our recent conference on AI for Business Leaders was a game-changer. Mo Hasan's insights illuminated the path for a tech-savvy tomorrow. From deciphering AI jargon to understanding its practical applications, we navigated the AI landscape together. Here's to embracing the future of business with knowledge as our guide.

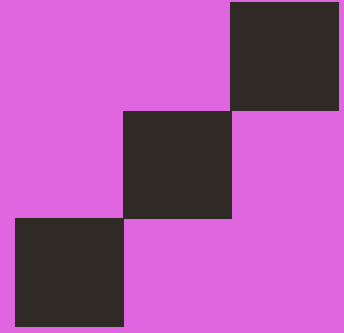




FACULTY **GROWTH**

BUSINESS INTERVIEW PRACTICE

With Professor Angela Liriano



Dive into the Faculty Growth Spotlight as we showcase the transformative impact of Professor Angela Liriano's 'Marketing Yourself' class! In this immersive experience, students play a starring role in mock business interviews, a hands-on approach that defines Professor Liriano's dynamic teaching style. This unique blend of theory and practice not only equips students with essential skills but also nurtures their confidence and professionalism.



Beyond the traditional classroom, these mock interviews serve as a bridge between academia and the real world, preparing students for the challenges and opportunities of their future careers. Professor Liriano's commitment to fostering experiential learning is evident in every session, empowering our students to market themselves effectively in the competitive professional landscape.



INTERNATIONALIZATION

STUDENT ACKNOWLEDGMENT

We shine the spotlight on the incredible Stephanie Almonte, who has achieved the remarkable title of FIU Student Ambassador!

Stephanie's dedication, leadership, and commitment to excellence have not gone unnoticed. As an FIU Student Ambassador, she embodies the spirit of our institution and serves as an inspiration to her peers.

Join us in applauding Stephanie for this outstanding accomplishment. Her journey is a testament to the power of hard work, passion, and the pursuit of excellence. Here's to Stephanie and all our students who continually make us proud!



STEPHANIE ALMONTE

STUDENT ACKNOWLEDGMENT

Let's spotlight the incredible Daniela Gonzali, who has earned the highest merit scholarship from Sigma Beta Delta!

Daniela's dedication and academic excellence have shone brightly, earning her this prestigious scholarship. As a beacon of inspiration to her peers, she exemplifies the values of Sigma Beta Delta.

Join us in congratulating Daniela for this exceptional achievement. Her commitment to excellence is a true testament to the spirit of our student community. Here's to Daniela and all our outstanding students making waves in their academic journeys



DANIELA GONZALI



SPECIAL EVENTS

VIVE LA EXPERIENCIA BBA



High school students had the unique opportunity to immerse themselves in the world of our BBA program during the "Vive la Experiencia BBA" conference. Led by our Director, Dayanna Polanco, the event offered a comprehensive overview of what our program entails. The Vice-Rector of the university also shared encouraging words, setting an inspiring tone for the day.

Representatives from our affiliated universities, Western Michigan University and Florida International University, detailed the exciting opportunities awaiting students. Their presentations shed light on the transformative final year experiences available at these esteemed institutions.





Ten students currently coursing the program participated as well!



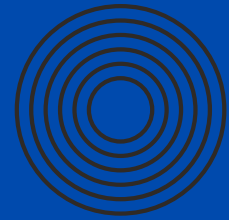
Under the expert guidance of Professor Angela Liriano, engaging activities unfolded, showcasing the hands-on learning experience that defines our curriculum. Ten current BBA students actively participated, providing insights and answering questions, while three of them shared compelling speeches about their personal journeys within the program.

It was a day filled with excitement, enlightenment, and boundless possibilities, offering high school students a firsthand glimpse into the vibrant world of our BBA program.

Cemex

Sustainability

With Professor
Anniete Cohn-Lois



A magazine is a periodical publication, which can either be printed or published The manager of Corporate Affairs, Communications and Social Responsibility for the Caribbean Cluster of Cemex Dominicana, Ms. Karina Cruz, was presenting the company's sustainability and social impact strategy to the students of the Bachelor of Business Administration (BBA).

Karina presented the company's business model, with a focus on its sustainability strategy, the pillars that govern the social impact intervention model used by the company, as well as the six (6) pillars of its "Future In Action" strategy. This activity was carried out in the UNIBE auditorium, with the participation of more than 100 students, as well as the director of the school, Ms. Dayanna Polanco and teachers. The conference was coordinated by the research professor, Anniete Cohn-Lois



Our students have embraced valuable internship opportunities, gaining hands-on experience in esteemed companies such as Scotiabank, Qik Banco Digital, BanReservas, Grupo Jade, Banco Popular, Colgate, and more. These internships provide our students with practical insights, enabling them to apply classroom knowledge to real-world scenarios. We commend their dedication and commitment to professional growth, and we are confident that these experiences have equipped them with the skills and expertise necessary to thrive in their future careers.



POPULAR



Student development is one of our main priorities.



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**BACHELOR'S IN BUSINESS
ADMINISTRATION**

NEWSLETTER

