

JANUARY - APRIL 2024

BBA NEWSLETTER

UNIVERSIDAD IBEROAMERICANA



International Business

FIELD TRIP TO GRUPO
MARTÍ

AND MORE...

ETHICAL BUSINESS
IMPLICATIONS

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BBA DIRECTOR

Dayanna Polanco

ADMINISTRATIVE ASSISTANT

Catherine Garcia
Zuleika Reyes

CONTENT DIRECTOR

Dayanna Polanco

EDITOR-IN-CHIEF

Angela Liriano

EDITOR

Hilary Gómez

SPECIAL GUESTS

Gavi Rosa

Executive Director and HR
Specialist at Avanzzare SRL

Marie Moreno

WMU Prof. of the Digital
Marketing

Ammy Barzola

Prof. from Universidad
Intercontinental of Peru

Karina M. Edmonds

SVP at SAP, Speaker, Board
Member, and DEI Advocate

Dharmendra Basita

President of the Indian Chamber
of Commerce in the D.R.

Grupo Martí

Company leader in petroleum
and gas in Central America

TEAM MEMBERS

BBA NEWSLETTER

From the 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

Faculty Growth

Activities centered around our professor's development.

PROFESSORS MEETING

Directed by Ms. Dayanna Polanco,
BBA Director

Jan 9th, 2024.

Kicking off the academic year with energy and enthusiasm at our first professors' meeting! It's a moment of collaboration, shared goals, and setting the tone for an inspiring year of learning and growth.

A warm welcome to our newest addition, Professor Federico Villanueva!

Assigned to teach accounting, Professor Villanueva brings a wealth of expertise that will undoubtedly enrich the learning experience for our students. Here's to a year of collective success, innovative teaching, and creating a positive impact in the lives of our students.

Let the journey begin!

*“In learning you will
teach, and in
teaching you will
learn.”*

Phil Collins



Market Link-up

Activities that involve assistance from outside people/companies.

'HR IS NOT ABOUT HR'

Guest Speaker Gavi Rosa, Executive Director and HR specialist from Avanzzare SRL

Feb. 2nd, 2024.



We extend our profound gratitude to Gavi Rosa from AVANZZARE, SRL for her powerful message on 'HR is not about HR' during the Human Resource Management class of Ms. Angela Liriano. Ms. Rosa is a distinguished Executive Director and HR specialist whose extensive 25 years of experience in corporate environments is truly admirable. She made it clear that HR is about more than just paperwork; it's about building a workplace where everyone feels valued, heard, and supported. Our heartfelt thanks to you, Gavi Rosa, for redefining the HR narrative and being such an inspiring leader.

"People are an organization's most valuable asset and the key to its success."

David Bookbinder



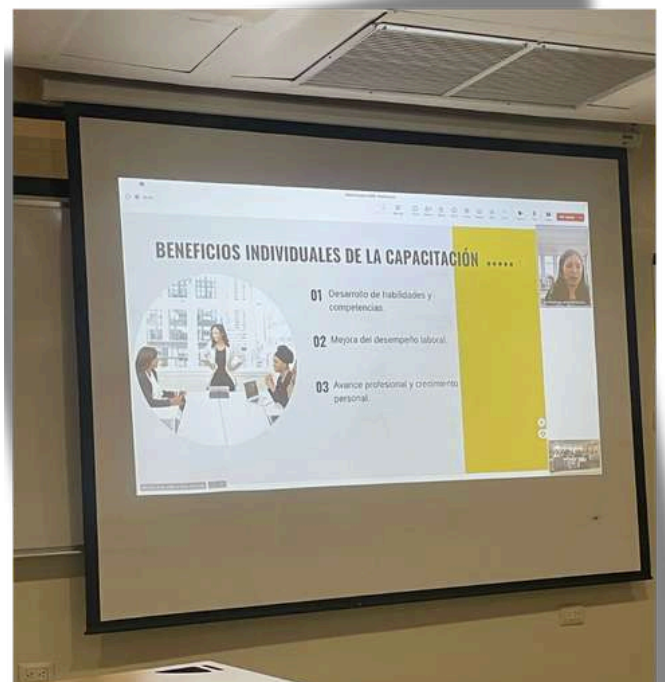
'THE IMPORTANCE OF TRAINING STAFF FOR GROWTH AND DEVELOPMENT'

Guest Speaker Ammy Barzola, Prof. from Universidad Intercontinental of Peru

Feb. 29th, 2024.



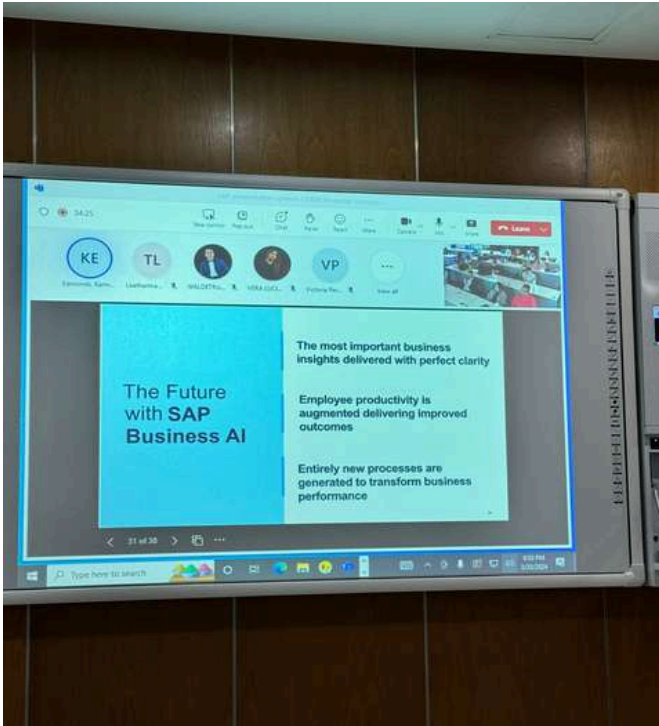
Leap Day Special! This February 29th, Prof. Angela Liriano's class was anything but ordinary! We were honored to host Prof. Ammy Barzola from Universidad Intercontinental of Peru, who led an enriching conference on 'The Importance of Training Staff for Growth and Development.' Professor Barzola brilliantly spoke on the benefits of individual training, highlighting how it empowers personal growth and adaptability in the face of globalization and rapid technological change. She delved into how staying up-to-date on technological advancements and AI can transform our careers and workplaces, making us not just participants but shapers of the future. A huge thank you to both professors for such an eye-opening session! Here is to growing, learning, and embracing the changes that lie ahead.



'THE FUTURE WITH SAP BUSINESS AI'

Guest Speaker Karina M. Edmonds, SVP at SAP,
Speaker, Board Member, and DEI Advocate

March 25th, 2024.



TOPICS

She deep diving into employee productivity, business insights, and performance transformation. It is not every day you get to learn from the best in the business! Big thanks to both for an enlightening session.



THE NEWS

Kicking off the week with a bang! On Monday, March 25th, our very own Prof. Robert Mendez received in his Financial Management class a special conference! Guest speaker Karina Montilla Edmonds dropped by to give the class a glimpse into the future with her talk on 'SAP Business AI'.



COMING UP

Let's stay curious and ready for what's next!



'ETHICAL BUSINESS IMPLICATIONS

Guest Speaker Dharmendra Basita, President of the Indian Chamber of Commerce in the D.R.

March 22nd, 2024.

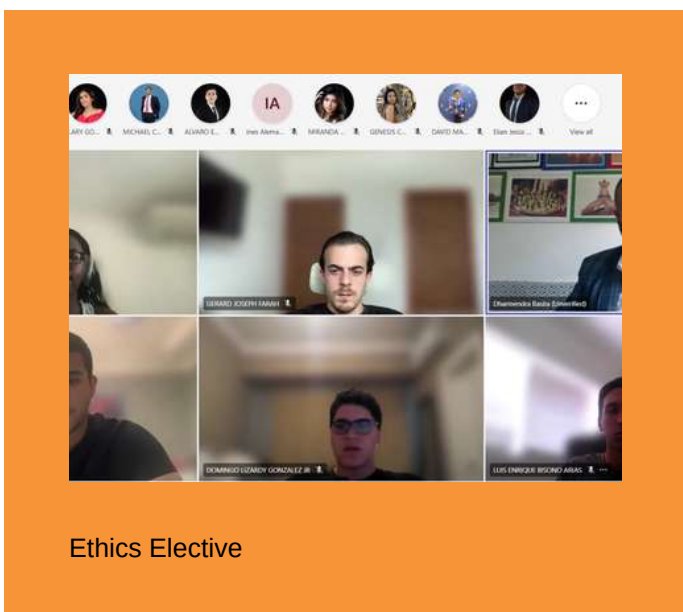


In our Ethics course, students were graced by the expert Mr. Dharmendra Basita, a guiding light from India now shining bright in the Dominican Republic.



Dharmendra Basita (Unverified)

As the leader of Accent Pharmaceutical International and President of the Indian Chamber of Commerce, Mr. Basita shared valuable expertise with students. With a background in biology and marketing, he urged them to consider ethics over profits.



Ethics Elective

WMU WORKSHOP: INTERCULTURAL & NONVERBAL COMM.

March 4th, 2024.



Students from WMU and Unibe came together for an insightful workshop exploring the art of effective communication. It was a collaborative journey of learning and growth, fostering connections and understanding across borders.

A heartfelt thank you to the WMU students and staff for their valuable contributions and warm hospitality. Your dedication to fostering cross-cultural exchange and learning is truly commendable. Together, we're building bridges and expanding horizons through the power of communication.



WMU VISIT

Guest Speaker Marie Moreno, WMU Prof. of the Digital Marketing
March 5th, 2024.

We had the honor of hosting Professor Marie Moreno from WMU, who graced BBA students with her expertise and delivered an engaging class to our students on Digital Marketing.



We extend our heartfelt gratitude to Professor Moreno for her insightful session and for sharing her knowledge with them.



“IGNORING ONLINE MARKETING IS LIKE OPENING A BUSINESS BUT NOT TELLING ANYONE.”

KB MARKETING AGENCY



Your visit has enriched their learning experience and inspired them to reach new heights. Thank you for your invaluable contribution!

Special Events

**Events outside of the BBA program,
but within the UNIBE faculty.**



VIVE LA EXPERIENCIA UNIBE (VEU)

Speaker Dayanna Polanco, BBA Director
March 13th, 2024.

Step into UNIBE's business school heart! This past Wednesday at Vive La Experiencia UNIBE (VEU), high school students joined us to explore and see what studying BBA (Bachelor of Business Administration) at UNIBE is all about.

With our director, Dayanna Polanco, and professor Angela Liriano leading the way, students and parents received an eye-opening conference that not only showed them the possibilities of a BBA degree, but also ignited their ambitions.



It was more than just learning; it was about dreaming big and seeing how bright the future can be.



Student Engagement

Activities involving students and/or student development (usually within the UNIBE campus).

FIELD TRIP TO GRUPO MARTÍ

Ms. Angela Liriano

Road trip with a purpose! Our Human Resources Management class, led by Ms. Angela Liriano, hit the road for an engaging field trip to Grupo Martí this April 9th! Starting with some ice-breakers, the class quickly felt part of the team. They delved deep into a workshop on Grupo Martí's cutting-edge HR strategies, learning the ins and outs of effective recruiting and training.



Mid-way through, a quick snack break gave them the energy boost to explore the company's impressive facilities. Big thanks to Grupo Martí for the warm hospitality and invaluable insights! It was truly a day filled with making new connections and real life .

MARTÍ



MERIT SCHOLARSHIP WINNERS

Introducing the exceptional winners of the FIU Merit Scholarship in our dual degree BBA program! Their unwavering dedication to academic excellence sets them apart as shining examples in our community. As they embark on this exciting journey, let's applaud and support their hard work and commitment. Here's to a future filled with boundless opportunities and continued success!



LIZ A. CASTILLO



GABRIELLA NÚÑEZ



CAMILA CONCEPCIÓN



SERGIO A. MOYA



GAËLLE CÁMPORA



BRISA A. MASINI



LUZ M. GARRIDO



MERIT SCHOLARSHIP WINNERS



Diego E. Gutiérrez Abreu



Denis G. Rosario Coste



BBA EXCELLENCE!

Celebrating excellence! It is with immense pride that we extend our heartfelt congratulations to Denis Gustavo Rosario Coste and Diego Emilio Gutiérrez Abreu, the proud winners of the Global Education Undergraduate Merit Scholarship at Western Michigan University!

KEEP IT UP!



These BBA standouts have consistently aced their grades and are now headed abroad to WMU to continue their studies. Now, as they prepare to embark on this transformative journey, we commend their hard work and commitment to excellence. Way to go, champs!



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9th Floor, Francia I Building, Francia No. 129,
Gazcue, Santo Domingo, Dom. Rep.
Call : (809) 689 - 4111; Ext. 3037 & 1184
Whatsapp: (829) 292 - 7382



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