

NEWSLETTER



BBA PROGRAM

This semester, the BBA program continues to foster innovation, leadership, and global connections. From workshops with international experts to sustainability initiatives, our students are shaping the future of business.

Together, we are committed to excellence and making a positive impact on our community and beyond.



Leadership is the capacity to translate a vision into reality.

-Warren Bennis



HOW TO IMPACT YOUR COMMUNITY

- Hands-on workshops
- Inspiring guest speakers
- Community service

AND MORE...

STUDENT ENGAGEMENT



MARKET LINK-UP



SPECIAL EVENTS



COMMUNITY SERVICE



INTERNATIONALIZATION



BBA DIRECTOR

Dayanna Polanco

ADMINISTRATIVE ASSISTANT

Catherine Garcia

Zuleika Reyes

CONTENT DIRECTOR

Dayanna Polanco

EDITOR-IN-CHIEF

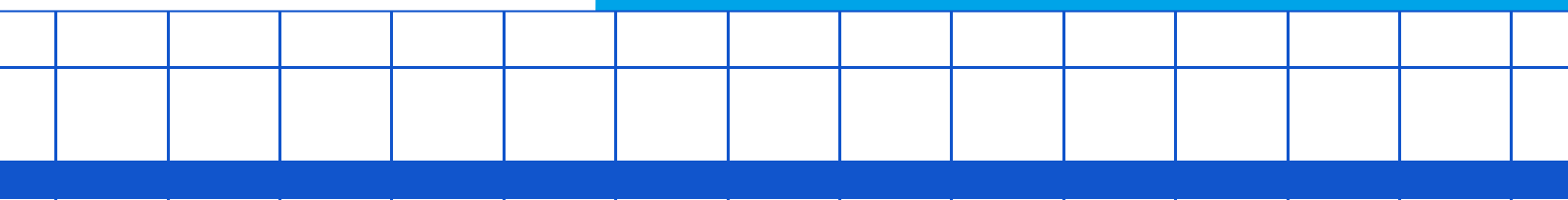
Angela Liriano

EDITOR

Hilary Gómez



BBA NEWSLETTER



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.

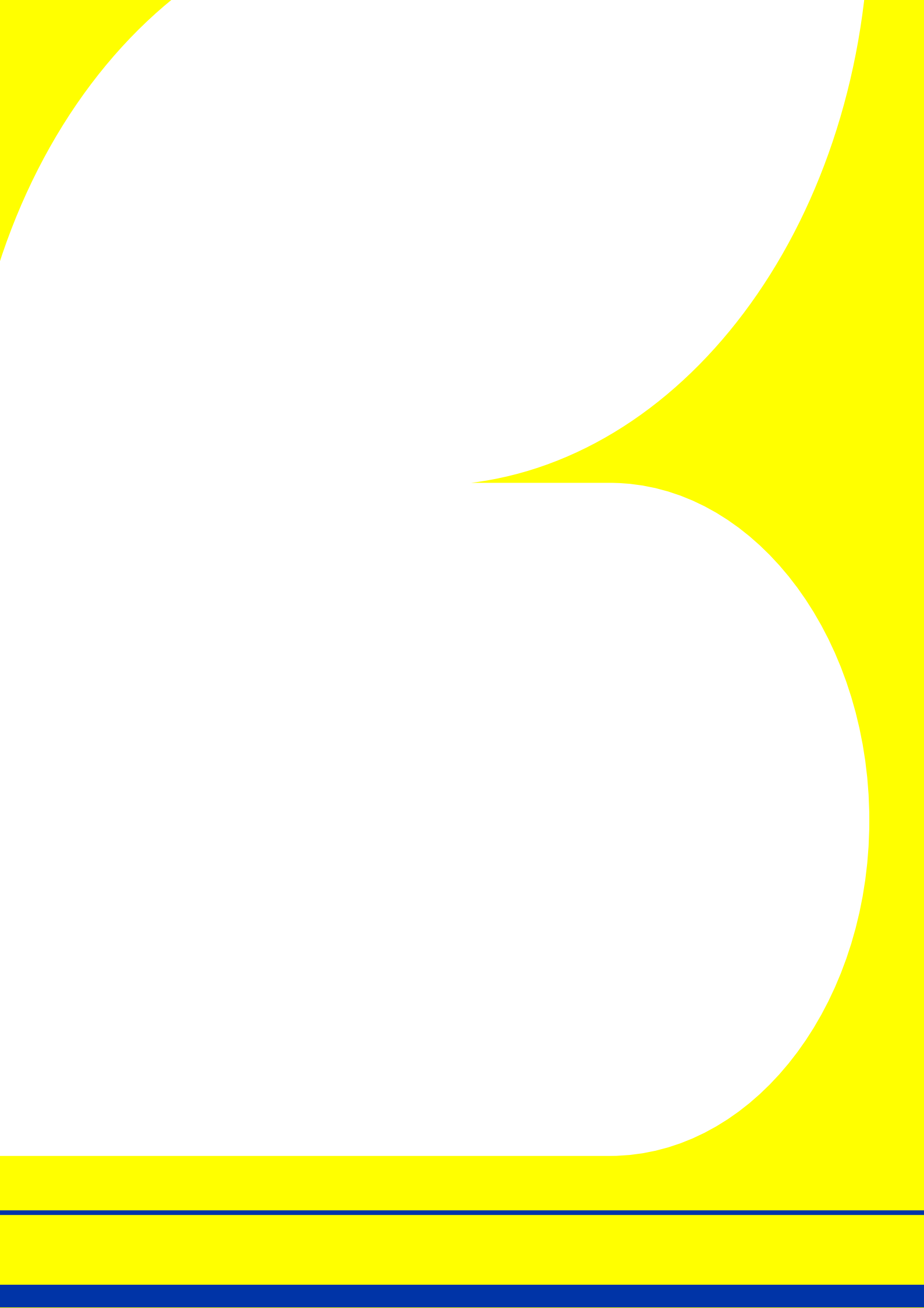
The following pages encapsulate our campus's spirit, featuring various events, activities, and accomplishments that have defined us as a community. Last semester, from academic triumphs to cultural celebrations, was a testament to our collective dedication and passion.

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





Congratulations to our BBA Student Merit Scholarship recipients! We are thrilled to recognize these outstanding students for their dedication and hard work. These scholarships celebrate not only their academic excellence but also the passion and determination they bring to our university community. Their achievements inspire us all and set a high standard for future students. Join us in celebrating their success and wishing them continued success on their educational journey!



ERWIN NOVAS



ÁLVARO FLORIAN



LUIS BISONÓ



LISA PETERS



HILARY GÓMEZ



June 8th, 2024.

Our dedicated BBA students, in collaboration with the Environmental Club (GEU), made a significant environmental impact by participating in a beach cleanup at Playa Manresa, Haina. This initiative, part of Ms. Sardis Medrano's Natural Science elective course, demonstrated UNIBE's strong commitment to sustainability. Guided by Fundación Vida Azul, 64 enthusiastic students worked together to collect an impressive amount of waste, including 999 lbs of plastic, 77 lbs of plastic caps, 47 lbs of metal, 134 lbs of glass, 258 lbs of general trash, and 586 lbs of wood.



This impactful day went beyond cleaning up the beach—it embodied our values of environmental responsibility and teamwork. We are incredibly proud of the students who showcased that, united, we can drive meaningful change. Let's continue to lead by example and inspire others in the mission for a healthier planet!

SIGMA BETA DELTA CEREMONY

June 26th, 2024.



What an unforgettable night

Ms. Dayanna Polanco, our dedicated BBA Director, described this as one of the most significant and memorable ceremonies of her career. We are proud to highlight that UNIBE is the only university in the Dominican Republic offering this prestigious recognition to high-performing business students. Sigma Beta Delta honors the top 20 percent of business students, granting lifetime recognition that truly sets them apart.

Congratulations recipients!

- Cámpora Roy, Andrea Gaele
- Castillo Ynoa, Liz Aimée
- Masini, Brisa Aylen
- Concepción Germán, Camila Isabel
- Núñez, Gabriella
- Moya García, Sergio Alejandro



- Rosario Coste, Denis Gustavo
- Laureano Gómez, Daniela del Carmen
- Tineo Espinal, Sheldy
- Garrido Hernández, Luz María
- Geraldino Espinal, Anna Carolina
- Santelises Ramírez, Ana Irelka
- Perea Guerrero, Victoria María
- Polanco Alcántara, Emily
- Gutiérrez Abreu, Diego Emilio
- Polanco Alcántara, Joseph Eduardo
- González Feliz, Iara Mariel
- Ferreira Lora, Fernando José
- Puello Cepeda, Lía Cristina
- Aguirre Dotel, Alexa Lisbeth

Membership not only strengthens resumes but also provides valuable networking opportunities with successful professionals, giving members a competitive edge in their future careers.

A special acknowledgment goes to our leaders, Dayanna Polanco – President, and Wayne Johnson – Vice President, for making this event possible. We also recognize our esteemed member and professor, Angela María Liriano Rodríguez.

Sigma Beta Delta stands as a testament to the pursuit of scholarship, professional growth, and a life committed to service.



Dates: June 26th & 27th, 2024.



Our 2-day Career Development Workshop for BBA students was a game-changer! If you're close to starting your 7th semester or eligible for the mandatory internship program for the Business Practice Course, you know how crucial this workshop was.



Under the guidance of Professor Angela Liriano, students reviewed their resume-writing skills and mastered the art of the interview. This workshop equipped our future business leaders with the essential tools to secure their dream positions. Ready to conquer the business world, one interview at a time!

MANGROVE KAYAK TOUR AT BANI



HOW TO KAYAK WHILE LEARNING



It was an enriching experience for Ms. Medrano’s Natural Science Elective course, who visited Las Calderas, Baní, with a specific objective: to understand the importance of mangroves, their risk of extinction, and their role in providing sustainable tourism opportunities for the local community. Thanks to Grupo Jaragua, the students started their day kayaking through the waters and exploring the mangroves, gaining in-depth knowledge of this crucial ecosystem.



The organization provided expert guidance throughout the visit, explaining the significance of mangroves in maintaining biodiversity and promoting eco-friendly tourism. The day continued with a visit to a local household, where the students learned about sustainable beekeeping practices. This educational tour concluded with a meal that further showcased the local culture. We extend our sincere gratitude to Grupo Jaragua for facilitating this invaluable learning experience.

DR. ROCHA

In marketing, hands-on experience is invaluable, and our students truly demonstrated their skills during their Marketing Management class with Dr. Rocha.



Throughout the semester, they dedicated themselves to developing comprehensive marketing plans, each tailored to a selected company. This semester-long focus on strategic planning culminated in a final presentation showcasing their innovative thinking.

The objective of the presentation was to welcome business sponsors into the classroom, where students had the opportunity to represent these companies, provide a thorough overview of their operations, and, in some cases, share product samples. Dressed to impress, they confidently delivered in-depth research, SWOT analyses, and dynamic strategies, leaving both sponsors and judges amazed with their strategic vision and professionalism. Their hard work paid off, resulting in exceptional presentations. Congratulations to all participants for their remarkable achievements!

THANK YOU!

A special thank you to the business sponsors that collaborated with our students and offered their valuable support:



BOSS



Guest Speaker from the WMU SEITA Program

June 5th, 2024.



Participants engaged in lively brainstorming sessions, generating innovative solutions to address these challenges. The atmosphere was charged with energy and creativity, making it a truly inspiring experience.

On June 5th, a joint class with students from the WMU SEITA Program successfully brought together participants from the USA, Europe, and the Dominican Republic. The session focused on exploring social challenges in the Dominican Republic, fostering a dynamic exchange of ideas and perspectives through collaborative discussions.



This class not only enhanced our knowledge but also strengthened our global connections and leadership skills. We are eager to continue this journey of learning and international collaboration!



**Guest Speaker Yleana Lazala, representative from the General
Direction for Public Procurement of the D.R.**

June 5th, 2024.



In celebration of World Environment Day, our BBA students had the privilege of hosting Mrs. Yleana Lazala from the General Direction for Public Procurement of the Dominican Republic.



Mrs. Lazala introduced the country's innovative sustainability policy, which aims to promote green, sustainable, and inclusive public procurement practices. She also unveiled the "Green Purchases" portal, a transparent platform where all sustainable contracts and public procurements can be accessed.

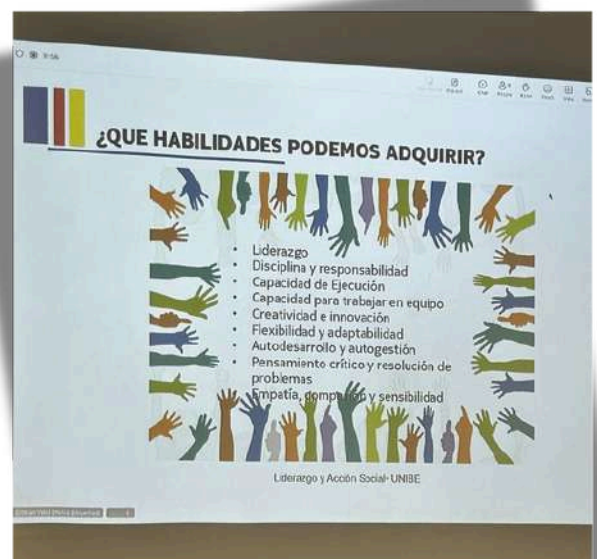


Explore the portal at www.comprasverdes.gob.do



Guest Speaker Cristian Veloz, Design and Optimisation Specialist at Nokia Corporation
June 25th, 2024

In the Leadership and Social Action course, students were inspired by Cristian Veloz, a guest speaker who shared his remarkable journey in leadership and service. An electronic communications engineer from INTEC with a Master's in Electrical Engineering from WMU, Mr. Cristian currently works as a Design and Optimisation Specialist at Nokia Corporation. Beyond his professional achievements, Cristian is deeply committed to volunteer work, having been involved with the "Activo 2030" volunteering club since a young age. His story highlighted the value of selfless giving and the profound impact of volunteerism on both personal growth and community development. We are grateful for the insights and inspiration he shared with our students, encouraging them to lead with purpose and serve others.



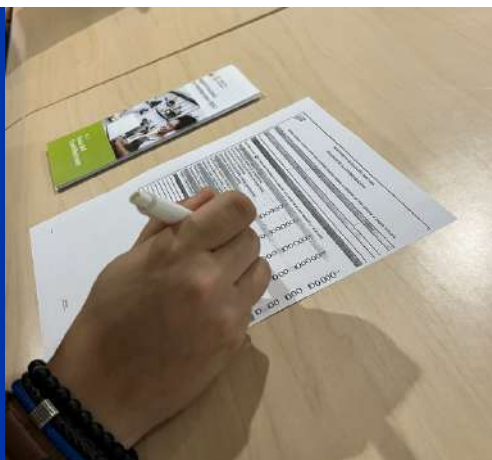
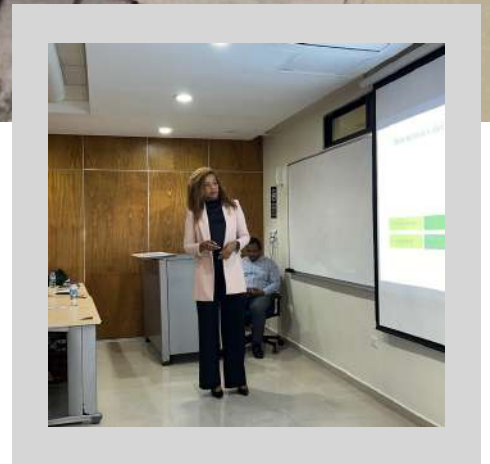
DGII WORKSHOP

GUEST SPEAKERS FROM THE DIRECCIÓN GENERAL
DE IMPUESTOS INTERNOS (DGII)



Empowering future business leaders!

The DGII provided valuable training on Industrialized Goods and Services Transfer Taxes (ITBIS) to our Bachelor in Business Administration (BBA) students. Huge thanks to our amazing facilitators, Bianca Morel and Magnolia Ramirez, for sharing their theoretical and practical insights on July 9th and 16th during our Cost and Managerial Accounting classes.



Tax experts on the making!

Students gained valuable insights into the complexities of ITBIS through comprehensive training. With practical examples and expert guidance, the sessions helped deepen their understanding of tax regulations in the business world.

Guest Speaker Erin Hylton, representative from the World Bank
July 16th, 2024.

Our BBA students, from the Natural Science Elective and Organizations and Methods courses taught by Ms. Sardis Medrano and Mr. Wayne Johnson, had the opportunity to attend a conference on "Careers in Multilateral Organizations and Water Resources."



The session was led by Ms. Erin Hylton, a water resources management specialist from the World Bank Group. Ms. Hylton manages projects related to water sector reforms in Central America and the Dominican Republic.



During the conference, students learned about the World Bank's work, specifically the modernization program for the water sector in the Dominican Republic, which includes structural changes to ensure safe and consistent water access for underserved communities. This insightful activity was coordinated by Professor Anniete Cohn-Lois.





Wow, what a day! In Professor Bianca Lajara's Writing and Rhetoric class, we had an eye-opening session with the Dominican Red Cross on "Youth and Leadership." The speakers passionately shared the mission of the Red Cross, their amazing programs, and the incredible importance of volunteering.

Our students were truly inspired to make a difference and step up as leaders in their communities. Huge thanks to our guest speakers for sparking this motivation and showing us the path to impactful change!







H I

May 8th, 2024.

On May 8, we had the pleasure of welcoming the delegation from Riga Technical University (RTU) as part of the Erasmus mobility program. It was a day filled with meaningful connections and inspiring discussions!

Our wonderful director, Ms. Dayanna Polanco, hosted a meeting with the RTU team. Together, they explored ways to enhance academic exchanges and collaboration between our institutions. We are looking forward to many future projects and opportunities for our teachers and students!



Have you ever participated in the Erasmus program? Feel free to add your own twist and personal experiences with Erasmus or any interactions with international students and universities! We love hearing from you!

Guest Speaker Dr. José Rocha
May 16th, 2024.

Our campus had the privilege of hosting Dr. José Rocha, a distinguished professor from FIU and UNIBE, for an insightful workshop on the future of business and AI! With his vast experience in management and international business, Mr. Rocha captivated the audience, discussing how Artificial Intelligence is reshaping careers and transforming industries.



His message went beyond just the tech, he emphasized how innovation is the key to unlocking professional growth, a core value we instill in our BBA students every day.



***“CHANGES CALL FOR
INNOVATION, AND INNOVATION
LEADS TO PROGRESS.***

- LI KEQIANG



From AI's influence on 21st-century jobs to tips on thriving in a tech-driven world, it was an invaluable experience for all who joined. If you missed it, be sure to catch the next event—this one set a high bar for what's to come!

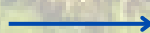
June 30th, 2024.



'U'

The Universidad Iberoamericana recently hosted its annual Faculty Celebration, where professors were honored and enjoyed a day of appreciation. Dr. Odile Camilo Vincent, University President, praised the dedication of our educators, acknowledging their tireless work inside and outside the classroom.

As part of the festivities, our exceptional BBA professors were recognized for their academic excellence and years of service. The event also celebrated notable accomplishments in Innovation and Research, as well as the impressive 95% employability rate of graduates, with 25% launching their own businesses. A heartfelt thank you to our teachers, whose efforts make these successes possible!



CONGRATULATIONS!



Great excitement at our LVII Graduation!

We congratulate all our graduates for their dedication and effort. We especially want to highlight our brilliant BBA students, Eva Libre and Otto Bauer, who have achieved this great milestone with excellence.

It is an honor to see how their hard work and perseverance have paid off. Let's celebrate this great success and the beginning of new and exciting chapters in their lives!



FIU GRADUATION

August 1st, 2024.

**Continue to
shine bright
and conquer
the world!**

We are thrilled to celebrate an amazing achievement, FIU graduation day for our dual degree BBA students! After years of hard work, these graduates have earned degrees from both FIU and our BBA program, equipping them to take on the world. We could not be prouder of their accomplishments! Congratulations to all our graduates, your future is limitless!



"The greatest thing in this world is not so much where we stand as in what direction we are moving."

- Johann Wolfgang von Goethe, writer/statesman



SCHOOL SUPPLIES DONATION

August 3rd, 2024.

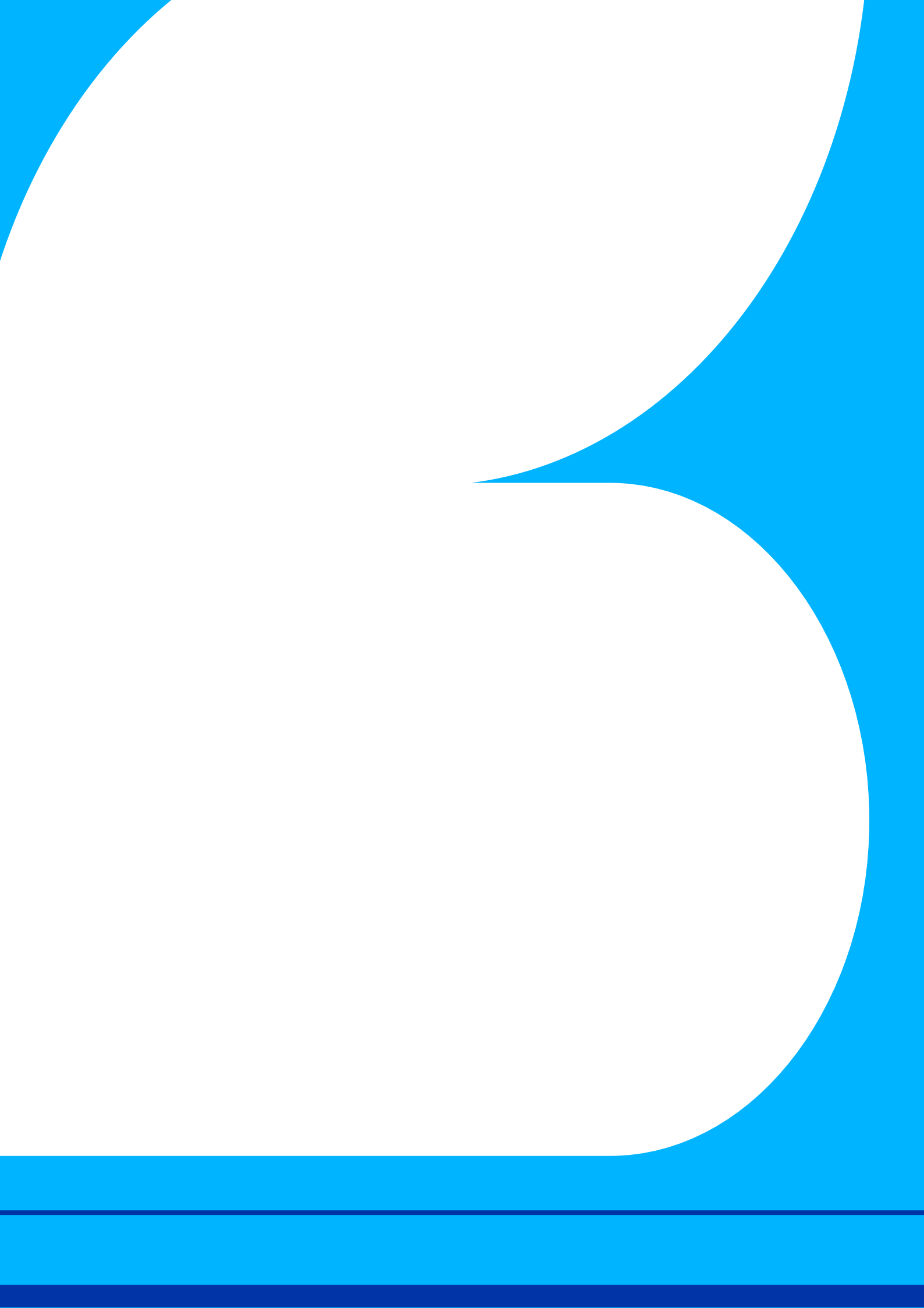


A day of joy and giving! In Las Caobas, Santo Domingo Oeste, Ms. Angela Liriano's Leadership and Social Action class made a powerful impact by inspiring the community and supporting future leaders. Over 25 dedicated BBA students came together to donate backpacks and school supplies to 400 children, ensuring they are well-prepared for success this upcoming school year.

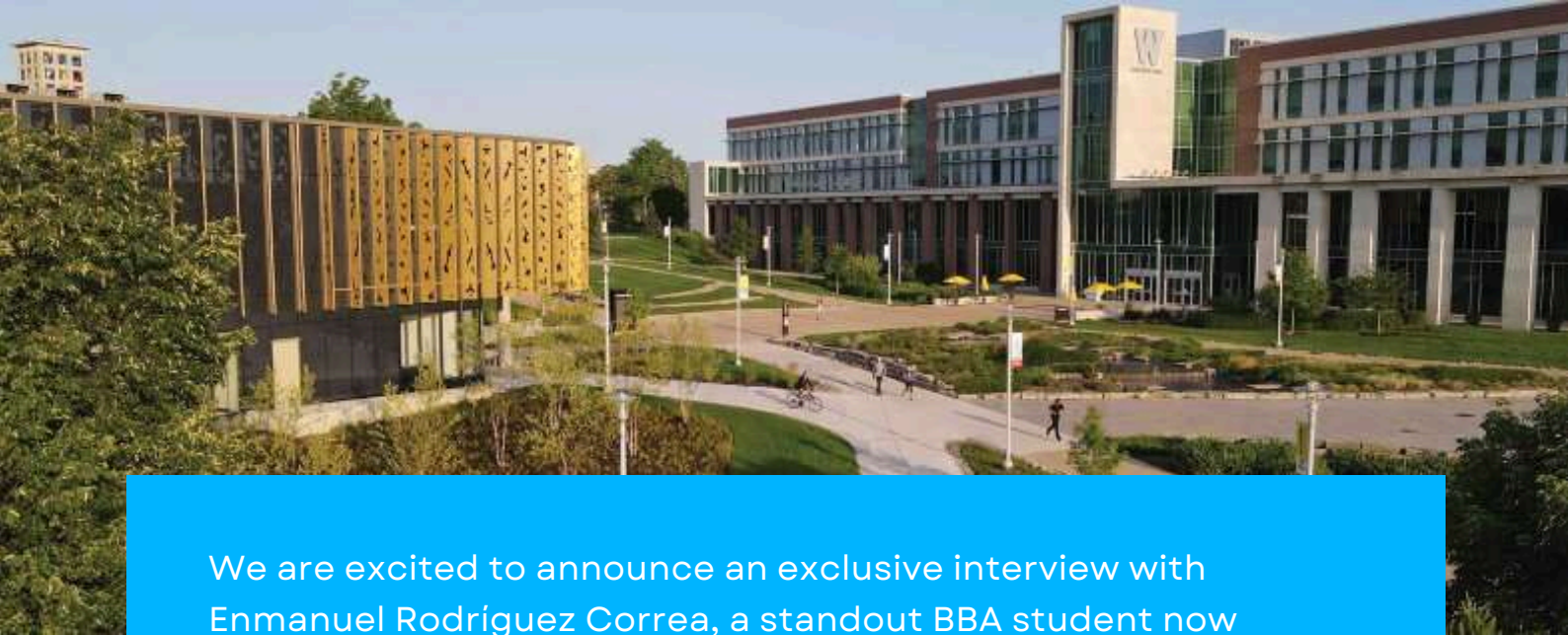
With RD\$40k generously raised by our students, they also provided snacks, making the event not only impactful but also filled with smiles, music, party clowns, face painting, and plenty of fun! As John Quincy Adams said, "If your actions inspire others to dream more, learn more, do more, and become more, you are a leader."



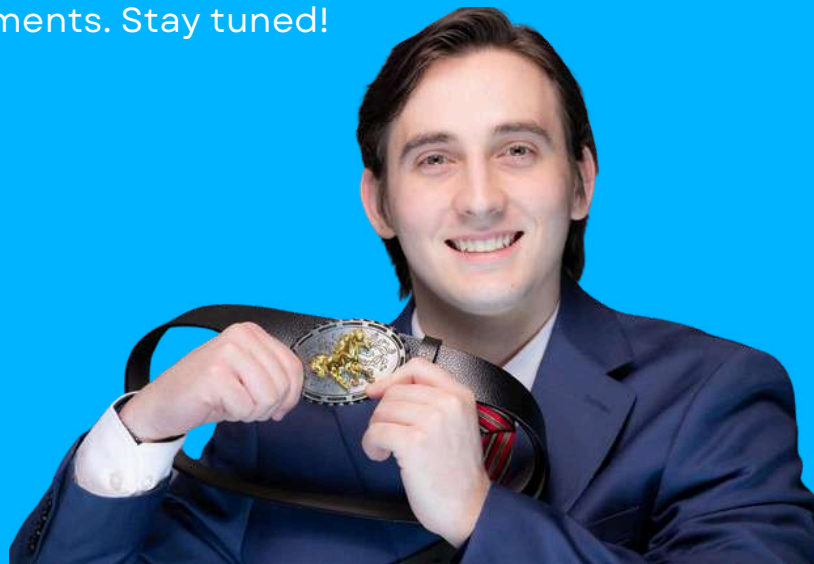
This memorable day in Las Caobas was a shining example of the kind of leadership and service we teach at UNIBE's BBA program, as our students truly represented the spirit of giving back and motivating the next generation. Thank you to everyone who made this day so special!



WMU-BBA Student

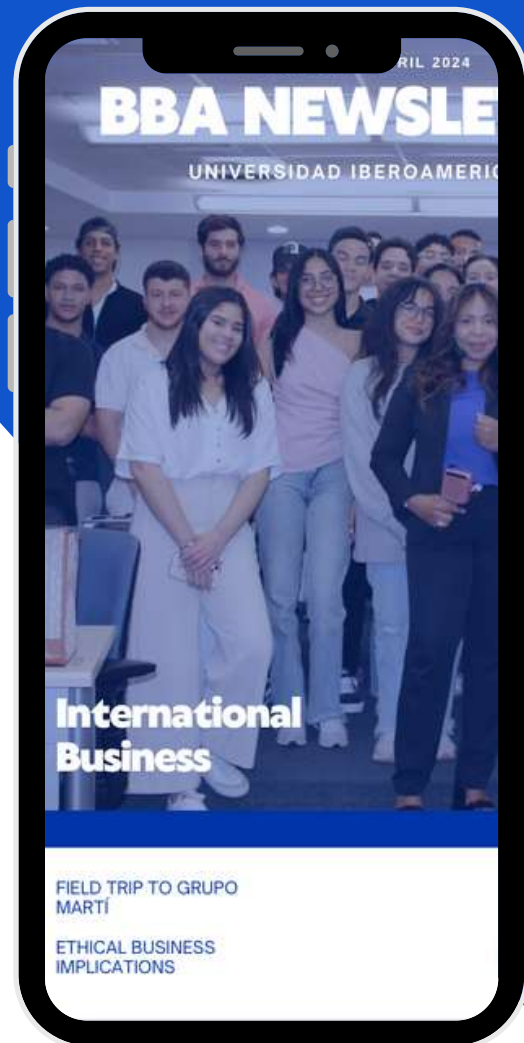


We are excited to announce an exclusive interview with Enmanuel Rodríguez Correa, a standout BBA student now studying at WMU, thanks to his outstanding performance in the Lean Six Sigma Program. Enmanuel excelled in the program, earning the prestigious "Bronco Belt" as the highest-scoring student. In the interview, we'll explore his journey, inspirations, and the strategies behind his success, as well as insights on applying Lean Six Sigma principles to real-world business processes and advice for students aspiring to similar achievements. Stay tuned!



In this newsletter you will find:

Latest projects, workshops, free resources, and more. Keep Reading!



N

Never miss an issue!

BBA, where we shape global success.

<https://www.unibe.edu.do/>

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



BBA, where we shape global success.

