

DID YOU KNOW THAT?

URBE University Library has an extensive Virtual Library with more than 100 Databases for all of our Programs. You can find articles from Academic Journals, E-books, Encyclopedias, Dictionaries, Companies Reports, Business Cases, Videos, Thesis, Newspapers, etc.

This Virtual Library includes the resources of all Disciplines: Humanities, Business Administration, Communication, Computer Science, Education, Legal Aspects, etc.

For access go to: <https://www.lirn.net/>



URBE University Library offers different services:

- Circulation Services (Check out materials)
- Computer Room, Printer and Photocopy
- Library Webpage, Newsletter and other resources
- Library Instruction, Workshops
- Online research assistance
- Help locating academic articles and Ebooks
- Database navigation support
- Guidance on citations and academic integrity

Our library team is here to support you reach out whenever you need help. If you need to help please send an email to:

Karely Carrion to : karely.carrion@urbeuniversity.edu

FALL 2026 LIBRARY EVENTS

Library Orientation for New Students Fall A-2026

When: September 8, 9 and 10, 2026

Time: 2:00 to 3:00 PM

Where: Zoom Platform

Library Orientation for New Instructors Fall A-2026

When: September 11, 2026

Time: 2:00 to 3:00 PM

Where: Zoom Platform

How to search Ebooks and Journals Articles in Proquest Databases

When: September 23, 2026

Time: 2:00 to 3:00 PM

Where: Zoom Platform



URBE Librarian. Karely Carrion.
email: karely.carrion@urbeuniversity.edu

NEWS

URBE University Podcast Coming Soon!!



We are excited to announce the launch of the very first URBE University podcast—a student-led podcast exploring all things related to Higher Education! 🎓

Our students will be discussing topics, trends, experiences, and issues that matter to our university community. We also want to hear from you about the topics you would like us to cover.

We look forward to starting this exciting new conversation with our URBE community!

🔗 Check out the promo video below and get ready for The Roar Podcast! 🐾

Click here to view video

<https://youtu.be/7tvj6EGuRTE>Links to an external site.

HOLIDAY

LABOR DAY, MONDAY SEPTEMBER 7, 2026



Labor Day is a Federal Holiday in the United States celebrated on the First Monday of September to honor and recognize the American labor movement and the works and contributions of laborers to the development and achievements in the United States.

Beginning in the late 19th century, as the trade union and labor movements grew, trade unionists proposed that a day be set aside to celebrate labor. "Labor Day" was promoted by the Central Labor Union and the Knights of Labor, which organized the first parade in New York City. By the time it became an official federal holiday in 1894, thirty states in the U.S. officially celebrated Labor Day.

Traditions of Labor Day

Traditionally, Labor Day 2026 was marked with a street parade to demonstrate to the public the strength and hardworking spirit of trade and labor organizations, this parade was followed by a festival for the workers and their families. Later, this became the pattern for Labor Day celebrations. Speeches by prominent men and women were introduced later, as more emphasis was placed upon the civil significance of the holiday.

Presently, Labor Day 2026 is a day of rest or the last chance for many workers to go on trips before the summer ends. For many students, it marks one of the last few days before school starts again. In some neighborhoods, people organize fireworks displays, barbecues and public arts or sports events.

GUEST ARTICLE**Barbara Puglisi Spadaro**

Lawyer and MBA
Graduated Student
URBE University

U.S. Universities Turn College Sports into a New Business Model**Entertainment districts, corporate sponsorships and private financing are reshaping the economics of college athletics**

American universities are increasingly turning their sports programs into full-scale business operations as the financial pressure on college athletics continues to grow.

The shift goes far beyond ticket sales and television rights. Universities are developing entertainment districts, hotels, restaurants and commercial spaces around their stadiums, while also expanding corporate sponsorships, jersey advertising and private financing.

The University of Tennessee offers one of the clearest examples. After investing \$337 million in renovations to Neyland Stadium, the university is planning a \$280 million mixed-use entertainment district along the Tennessee River. The project is expected to include a hotel, restaurants, retail space and venues for concerts and other events.

The strategy reflects a broader change in college sports. Universities are looking for ways to generate revenue throughout the year rather than relying primarily on game days.

GUEST ARTICLE**From college teams to commercial brands**

The financial transformation accelerated after changes allowing college athletes to earn money through their name, image and likeness (NIL). At the same time, universities face additional financial obligations following the \$2.8 billion House settlement.

Corporate sponsorship has therefore become increasingly important. Since January, the NCAA has allowed advertising patches on jerseys, opening another source of revenue for athletic departments. Schools such as Kansas, Ohio State, Notre Dame and Vanderbilt have moved quickly to capitalize on the opportunity.

Major conferences are also entering new territory. The Big 12, for example, has pursued corporate partnerships and became the first major conference known to establish a joint agreement with a private-equity group, giving participating universities access to credit lines of up to \$30 million.

A new era for college athletics

The result is a college sports environment that increasingly resembles professional sports. Stadiums are becoming entertainment venues, university property is being developed as commercial real estate, and athletic departments are seeking investors and new corporate partners.

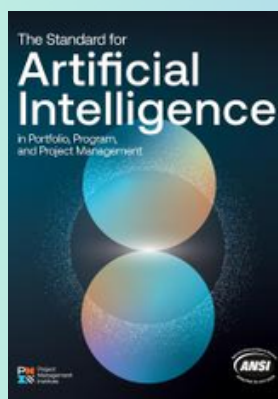
For universities, the goal is clear: find new revenue before rising costs threaten the competitiveness of their programs.

But the transformation also raises important questions about the future of college athletics. As universities become increasingly dependent on sponsorships, debt and commercial development, the traditional idea of college sports as an extension of campus life is being replaced by something much closer to a professional sports business.

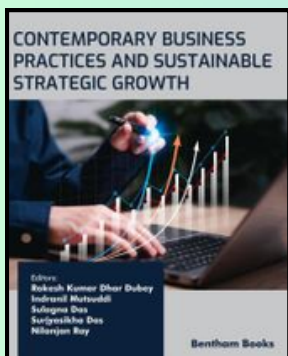
NEW EBOOKS



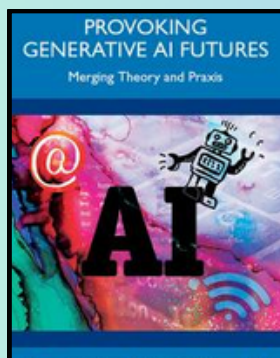
Majeed, M. (2024). **Artificial Intelligence in Business Management**. Bentham Science Publishers.



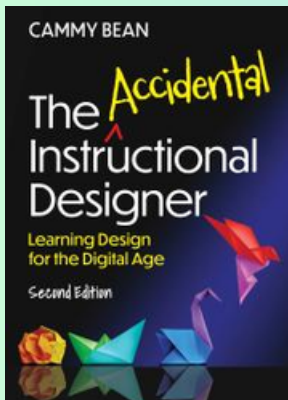
Project, M. I. P. M. I. (2026). **The standard for Artificial Intelligence in Portfolio, Program, and Project Management**. Project Management Institute.



Contemporary Business Practices and Sustainable Strategic Growth. (2026). Bentham Science Publishers.



Luttrell, R., & Bowman, N. D. (Eds.). (2026). **Provoking Generative AI Futures : Merging Theory and Praxis**. Taylor & Francis Group.



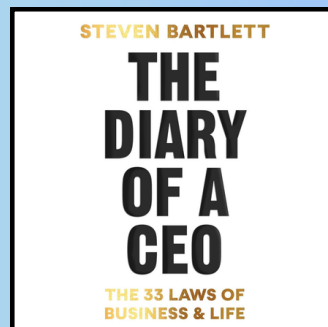
Bean, C. (2023). **The accidental instructional designer**, 2nd edition : Learning design for the digital age. American Society for Training & Development.



Understanding Post-Digital Society : Media, networks, Disinformation, and Artificial Intelligence in Everyday Life : Media literacy for Older Adults. (2026). Dykinson, S.L..

TRENDING BOOKS

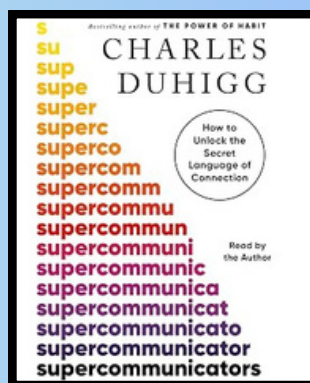
The Diary of a CEO: The 33 Laws of Business and Life
Author: Steven Bartlett



One important thing to keep in mind: It is not a book about "33 tricks to make you rich." Rather, it is a guide on how to develop the mindset and behaviors that can increase your chances of achieving success both in business and in life.

<https://www.youtube.com/@TheDiaryOfACEO/featured>

Supercommunicators: How to Unlock the Secret Language of Connection
Autor : Charles Duhigg
Best Books of the Year 2024



Come inside a jury room as one juror leads a starkly divided room to consensus. Join a young CIA officer as he recruits a reluctant foreign agent. And sit with an accomplished surgeon as he tries, and fails, to convince yet another cancer patient to opt for the less risky course of treatment.

In *Supercommunicators*, Charles Duhigg blends deep research and his trademark storytelling skills to show how we can all learn to identify and leverage the hidden layers that lurk beneath every conversation.