



DID YOU KNOW THAT?

URBE University Library has a Webpage with relevant information for your courses. You can access this page thru this link:

<https://library.urbe.university/>

The library webpage has different sections such as: Catalog, Academic Repository, Databases, Training and Docs, Remote Library Instruction and Contact. The [Training and Docs](#) section include videos, Power Point Presentations, and other training documents for our students and professors.

LIRN Databases for Business Courses

DATE: June 9 and June 16

TIME: 2:00 PM to 3:00 PM

How can you use Proquest Ebook Central

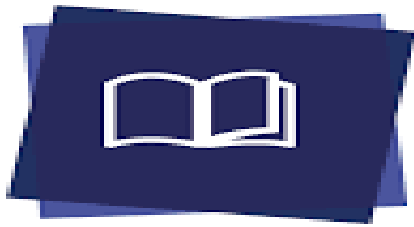
DATE: June 14 and June 21

TIME: 2:00 PM to 3:00 PM

How to use the URBE Learning Resources (Online Catalog, LIRN and URBE Digital Repository)

DATE: June 13 and June 20

TIME: 2:00 PM to 3:00 PM



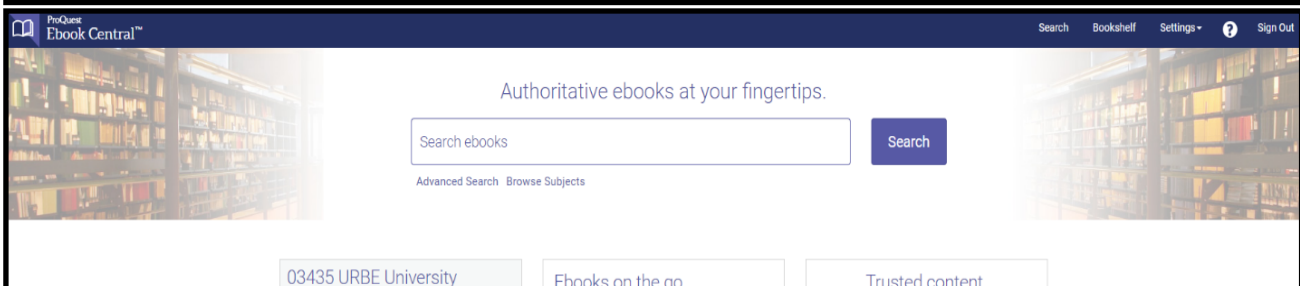
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DID YOU KNOW THAT ?

URBE UNIVERSITY has access to **Proquest Ebook Central Database**, thru LIRN . This Database include the most complete collection with nearly 1.85 million EBooks from 1,300+ leading publishers covering all academic disciplines, researchers have access to everything they need in one place.

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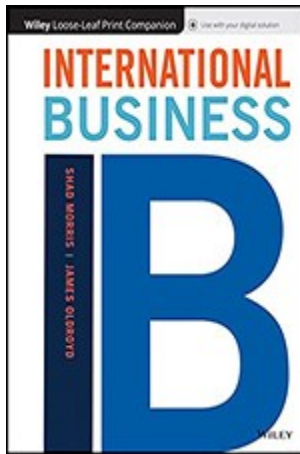
1. Go to: <https://library.urbe.university/>
2. Click on: **Databases** and click on: <https://www.lirn.net/>
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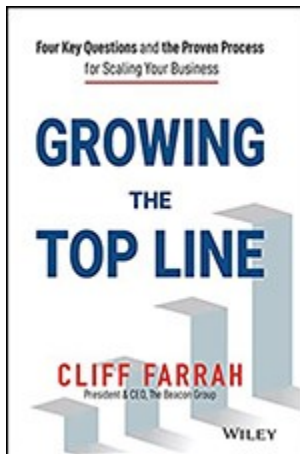
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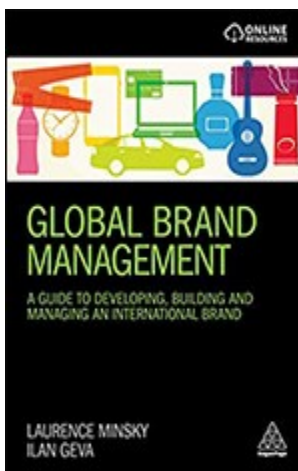
NEW ADDITIONS INTERNATIONAL BUSINESS RESOURCES



Leveraging their extensive background filled with real-world experiences in a variety of countries at major corporations, authors Shad Morris and James Oldroyd provide a product that is clear, concise, and effective. Their inspiration to write was their desire to create an international business course that truly prepares the students to embark in the global business market and do so in a way that is easy for the instructors to use AND engaging for the students.

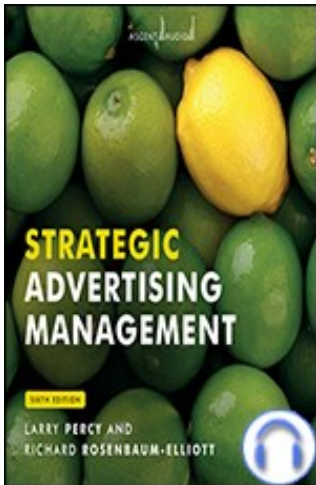


This book delivers the step-by-step approach to topline growth used by some of the world's most successful companies. In this book, leading growth strategy consultant and author, Cliff Farrah, reveals the copyrighted growth strategy that he has developed over the last twenty years through 1,400 successful client engagements and input from leaders at Fortune 500 organizations.



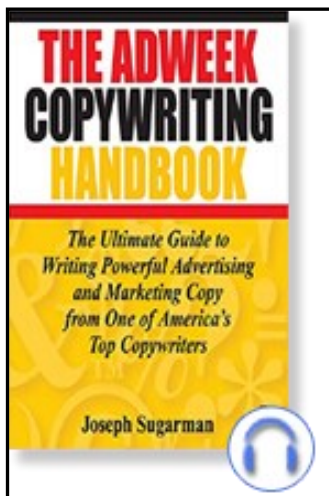
Using fascinating case studies including Oreo, Harley Davidson and Xiaomi, this book shows readers how to manage an existing global brand, while simultaneously equipping them with the skills to build one from scratch.

NEW ADDITIONS ADVERTISING RESOURCES AUDIOBOOKS



Strategic Advertising Management provides the firm foundation you need to understand the effective strategic planning of advertising and other marketing communications. Renowned experts in the field, the authors draw on their extensive experience to present the essential principles of communication that demonstrate how advertising works.

Using real world examples and 16 new case studies featuring a variety of international brands and companies such as Dutch bike rental service Swapfiets, US airline JetBlue, and British car manufacturer Jaguar, this is a resource you can trust to clearly illustrate how strategic advertising operates in a global economy.



Great copy is the heart and soul of the advertising business. In this practical guide, legendary copywriter Joe Sugarman provides proven guidelines and expert advice on what it takes to write copy that will entice, motivate, and move customers to buy. For anyone who wants to break into the business, this is the ultimate companion resource for unlimited success.



The fundamental relationships among brands, media, and people are being transformed, and just as we try to adapt, along comes a new disruption. Are you and your organization prepared to deal with today's unprecedented speed and scope of technological change?. **Beyond Advertising** provides a business transformation road map for an aspirational future, based on the insights of more than 200 of the world's most forward thinking executives, innovators, and academics, all grappling with today's unique challenges and opportunities.

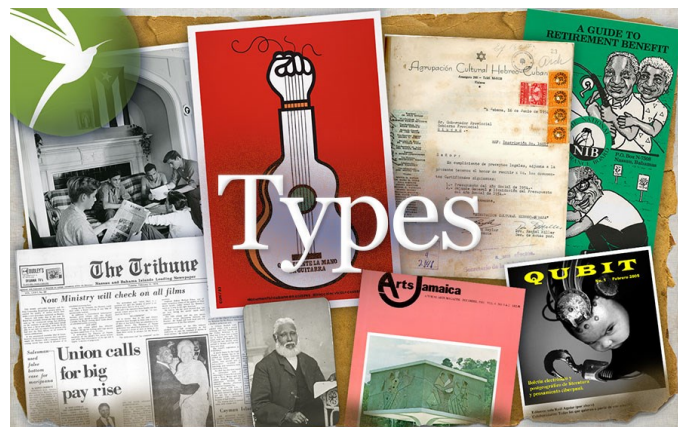
dLOC <https://www.dloc.com/>

DIGITAL LIBRARY OF THE CARIBBEAN

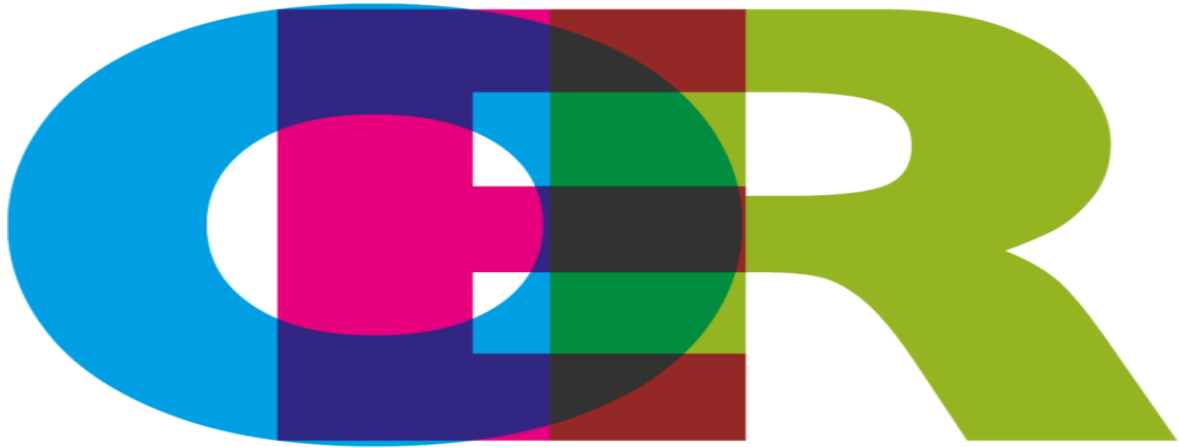
A MULTI-INSTITUTIONAL, INTERNATIONAL DIGITAL LIBRARY.

The Digital Library of the Caribbean (dLOC) brings together resources related to the Caribbean and its surroundings. It offers access to digital versions of cultural, historical and research materials on the Caribbean that are currently in archives and libraries in the region and also in private collections.

The collections include newspapers, photographs, archives of Caribbean leaders and governments, official historical documents, and historical and contemporary maps. Its collections stand out, such as Archives of Voodoo Culture and Religion, Panama and the Canal, and Celebrating Cuba! Collaborative Digital Collections of Cuban Heritage, etc.



<https://library.urbe.university/>



OPEN EDUCATIONAL RESOURCES

What is OER?

OER or (Open Educational Resources) is a term that was coined in 2002 by UNESCO to describe an initiative intended to bring about universal education resources. OER is described as “teaching, learning and research materials in any medium, digital or otherwise, that reside in the public domain or have been released under an open license that permits no-cost access, use, adaptation and redistribution by others with no or limited restrictions.”

What is the goal of OER?

OER was brought about as a recognition of the Universal Declaration of Human Rights that “everyone has the right to education.” OER was also designed as an effort to foster discussion, create policy, and establish the means by which education resources can be broadly developed and distributed to everyone.

What are the benefits of OER?

- ◆ Reduced costs for students
- ◆ Expanded access to education
- ◆ Value for educators

EXAMPLES OF OPEN EDUCATIONAL RESOURCES

OPENCOURSEWARE

"OpenCourseWare (OCW) is a free and open digital publication of high quality college and university-level educational materials. These materials are organized as courses, and often include course planning materials and evaluation tools as well as thematic content"

LEARNING MODULES

A learning module is "a tool that provides course materials in a logical, sequential, order, guiding students through the content and assessments in the order specified by the instructor. Instructors can insert formatted text, files, weblinks, discussion topics, assignments, tests and quizzes, and assessments. Content can be structured in such a way as to require students to complete content before they are allowed to proceed to the next content. It is also possible for instructors to set up a place for students to add content to the learning module"

OPEN TEXTBOOKS

"Open textbooks are typically authored by faculty and published on the web with the support of universities or new commercial companies. This new business model enables free online access to textbooks"

STREAMING VIDEO

"Streaming video is content sent in compressed form over the Internet and displayed by the viewer in real time. With streaming video or streaming media, a Web user does not have to wait to download a file to play it. Instead, the media is sent in a continuous stream of data and is played as it arrives. The user needs a *player*, which is a special program that uncompresses and sends video data to the display and audio data to the speakers. A player can be either an integral part of a browser or downloaded from the software maker's Web site"

OPEN ACCESS JOURNALS

Open access journals provide "free, immediate, online availability of research articles combined with the rights to use these articles fully in the digital environment.

OPEN  ACCESS

"Open-access (OA) literature is digital, online, free of charge, and free of most copyright and licensing restrictions. What makes it possible is the Internet and the consent of the author or copyright holder."

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OPEN ACCESS
JOURNALS

doab directory of
open access
books

NDLTD Networked Digital Library of
Theses and Dissertations

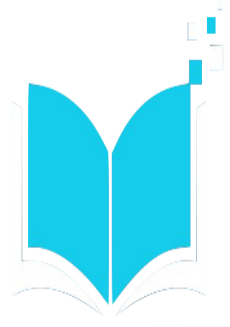
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Business
CASE STUDIES

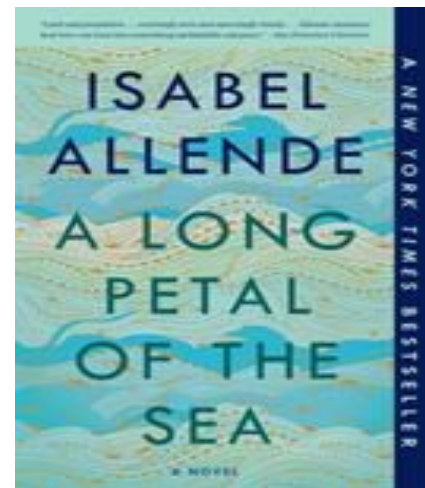
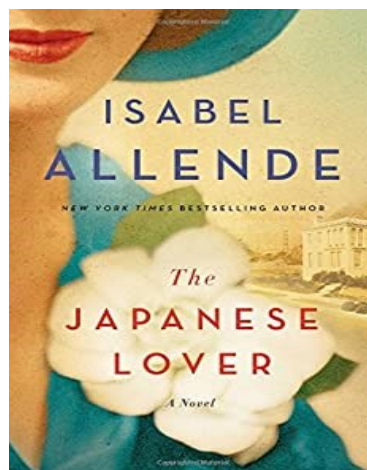
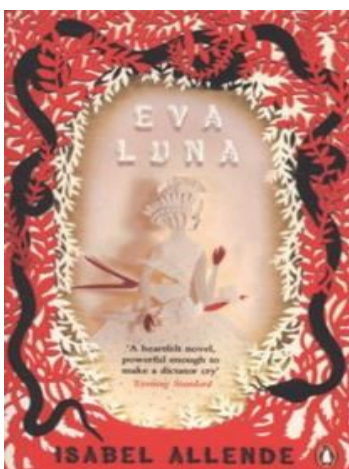
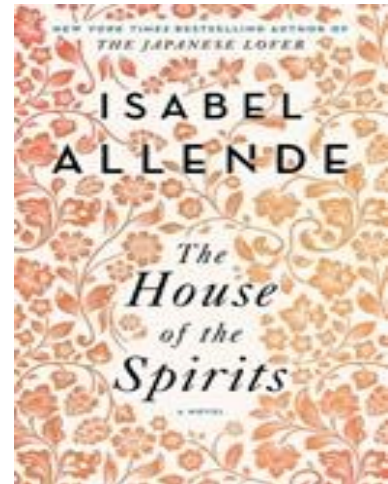
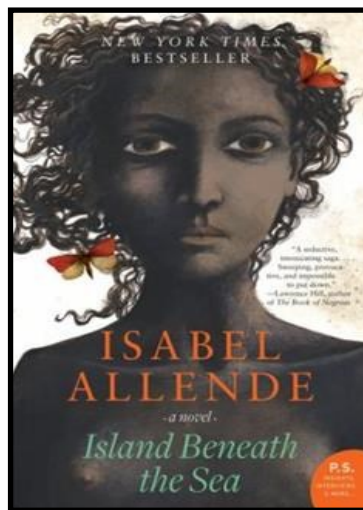
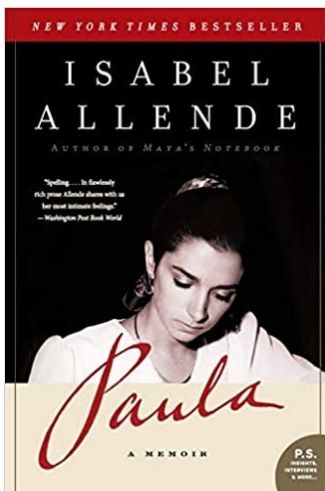
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BOOKS RECOMMENDATION

Isabel Allende

Isabel Allende, (born August 2, 1942, in Lima, Peru), is a Chilean American writer in the magic realist tradition **who is considered one of the first successful women novelists from Latin America**. In 1981 she began writing a letter to her terminally ill grandfather, that evolved into her first novel, *La casa de los espíritus* (1982; *The House of the Spirits*; film 1993). It was followed by the novels *De amor y de sombra* (1984; *Of Love and Shadows*; film 1994), *Eva Luna* (1987), and *El plan infinito* (1991; *The Infinite Plan*) and the collection of stories *Cuentos de Eva Luna* (1990; *The Stories of Eva Luna*), and other books.

Aristocratic Chile is vividly evoked in Isabel Allende's lyrical novels, in which a family past and future are linked inextricably with that of its country. A writer whose dreamy, imagistic books transport the reader to another time and place, Allende is considered by many to be the heir to Gabriel García Márquez lavish magic realism.



GUEST WRITER COLUMN

Dr. JESUS FUENMAYOR

URBE University Instructor



MOBILE LEARNING: THE EDUCATIONAL TREND THAT CONTINUES TO GROW

<https://jesusfuenmayor.com/2022/05/18/aprendizaje-movil-la-tendencia-educativa-que-sigue-creciendo/>

Posted on 18 May, 2022 by [jesusalbertofuenmayor](#)

Smartphones are now an integral part of our lives. We use them for absolutely everything, whether it's communicating with our loved ones, shopping, ordering food, playing games, etc. **Should we also use our smartphones to educate ourselves?**

Mobile learning or m-learning is a new way to access training materials, directly from a mobile device. Let's know a little about the features of m-learning to see what its advantages and disadvantages are.

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What is mobile learning?

Mobile learning is a new way to access educational content from a mobile device.

This [modality of learning](#) allows **you to learn anywhere and anytime**, since all you need is a modern mobile device connected to the Internet.

The main advantages of mobile learning

Generation Y (or millennials) has grown up in the digital age. Therefore, mobile learning adapts particularly well to the way people of this generation tend to work and think.

That said, m-learning also offers many benefits for all generations.

Let's take a closer look at them.

Learning no matter the place or time

M-learning **allows students to always have their courses and training materials with them**. Since all the content is in the palm of your hand, you can use the time available to do something productive. There are even people who follow your training and answer surveys and questionnaires directly from your bed!

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More motivation

Students may feel more motivated to learn something new if they know their courses and materials follow them everywhere. This increase in motivation is especially noticeable in people who do not have time to learn or train during their working day.

Easy and fast feedback

Mobile learning facilitates (and accelerates) feedback between students and tutors. Because students find it much easier to access the content that is shared with them, training may have better completion rates and exams **may yield positive results**.

Distance is not a problem

Participants can easily communicate with each other because they have easy access to content. That way, all updates become easily accessible, with just a few clicks.

Main disadvantages of m-learning

Distraction

Mobile devices can be a huge distraction, as messages and notifications can regularly annoy users. Therefore, mobile learning requires a great deal of self-discipline and focus.

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However, if the courses are interactive and fun, students shouldn't be so easily distracted by other apps.

Internet Addiction

Using a mobile device for e-learning training can become a problem if participants do not have an internet connection or cannot easily charge their devices.

However, given the immense growth of the mobile market, the lack of internet connection, poor quality connections and the absence of a power outlet is less and less of a topical problem.

Screen size

Mobile learning **may not be very suitable for certain types of content**. For example, detailed images of some technical topics can be incredibly difficult to read on small screens.

The same observation can be made with regard to long mathematical equations or very long texts. When a task requires looking at small things in detail, a larger screen may be much more appropriate.

Mobile learning becomes **an excellent option to stay current** and develop important skills in the professional field.

World Environment Day 2022

World Environment Day is celebrated across the world on 5th June every year. Since 1974, World Environment Day is the most remarkable day for environmental action. The UN Environment Program (UNEP) organizes events for Environment Day every year to encourage worldwide awareness and action for the protection of the environment.

World Environment Day was established by UN General Assembly on the first day of the **Stockholm Conference on Human Environment** which was held in Stockholm Sweden from June 5- 6 in 1972.

In 1974, the first World Environment Day was celebrated with the theme "Only One Earth". Since then, World Environment Day is celebrated annually on 5th June and various activities for awareness and protection of the Environment are carried out. In 1987, it is decided to rotate the host of Environment Day activities by selecting a host country for the Environment Day activities celebration.





Every year on June 14, organizations all around the globe celebrate **World Blood Donor Day**. An event that raises awareness of the importance that donating blood means to the health industry, as the range of uses is way more diverse than anyone thinks. From plasma treatments to research and emergency uses, donating blood has been an important cornerstone that has aided the world on several occasions.

The history of blood donation goes far back, with the first transfusions done using poorly understood science and very early research. But it wasn't until Richard Lower was the first one to examine the science of blood donation with animals. He managed to successfully transfuse blood between two dogs with no appreciable ill effects.

And the science that surrounded the topic of blood slowly developed from that point, breaking taboos and moving from animal experimentation. From progress in transfusion technology to Karl Landsteiner discovering the ABO human blood type system to best determine donors, blood transfusions quickly became a staple in health topics and the medical field.

Following on from the success of World Health Day in the year 2000, which focused on blood donation and the safety of transfusions, ministers of health from all across the world made a unanimous declaration in May 2005, during the 58th World Health Assembly, to designate World Blood Donor Day is an annual event held on every June 14, choosing Landsteiner's birthday to commemorate it.

HAPPY FATHER'S DAY

June 19, 2022

Father's Day in the U.S. has a straightforward backstory (unlike Mother's Day, which isn't quite as cut-and-dry). But there is one fact that might surprise you: The holiday was dreamt up by a woman!

According to History.com, the celebration of Father's Day as we know it today was spearheaded by a woman named Sonora Smart Dodd in 1909. She "tried to establish an official equivalent to Mother's Day for male parents," and it wasn't long before she won support from local businesses and beyond.

On June 19, 1910, the first-ever Father's Day was celebrated in the Sate of Washington.

