

**CLADEA**  
**Guide** to  
Responsible  
*Business*  
**Education** in  
Latin America

*Edited by* **Mariella Olivos Rossini**

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## Commitment to Virtual Education in the Field of Business

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The Universidad Internacional de La Rioja (UNIR) is an online university committed to the professional development of society through a 100% virtual methodology that makes study easier for every student. With over 25,000 students in over 79 countries on 5 continents, the UNIR has emerged as an educational solution adapted to new times and today's society, bringing the university to all who seek access to quality study in higher education in a virtual format. Over 16,000 people have completed their studies at the UNIR, which offers over 80 degrees. After attending its online campus, over 70% of students improve in their current jobs. The UNIR is a 100% virtual official university with a unique pedagogical model based on: live virtual classes, constant support from a personal tutor, rich variety of pedagogical resources and a system of continuous evaluation.

**Keywords:** Virtual Education; Business Management; Quality Online Education; Study Business Online; Virtual Methodology; Live Online Classes

### In the business world, times are changing

Professionals in this field must evolve and understand the new business formula to survive in a business sector where competition is growing stronger by the day. While embracing this time of change, education is struggling to adapt to the pro-

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fessional demand it involves for workers and to prepare students for its day-to-day reality. Universities are meeting this challenge through a different process of education with a study model that can fit today's profiles

Based on this premise, educational institutions like the Universidad Internacional de La Rioja provide 100% virtual education that suits the professional and personal life of its students to ensure that they achieve comprehensive capabilities in the competencies the market demands. Although young, the UNIR currently has over 1500 active students from Latin America in its virtual classrooms and over 1000 graduates from its Faculty of Economics and Business.

## **Success comes from the need to train professionals in an area of business through a flexible, high-quality method that adapts to the life of the student.**

The key to the UNIR's online methodology is personalized learning through technology that enables one to study in degree programs in the field of business from any place in the world, at any time. To speak of personalizing may seem banal in the world of education, but the University is committed to designating a tutor for each student from the first day of study.

The personal tutor is a person specialized in the same degree, who helps answer the student's questions and monitors his/her study program.

This formula contributes to better educational results and avoids the element of bureaucracy common in other universities, which distracts from the student's real task: to study.

The mission of the UNIR's Faculty of Economics and Business is to train excellent leaders who meet the demands of the market, while preserving the ethical and humanistic values that are the signature of managers trained at the UNIR. This Faculty is composed of a learning network that specializes in preparing and training future professionals and leaders in the areas of marketing, communication, finance and commercialization, and management. These professionals must be capable of managing, directing, making decisions, solving problems, developing projects, etc. in the areas currently required by national and international firms, and of adapting to change, productivity and competitiveness.

To develop all of these capabilities, the UNIR gives the student the opportunity to invest in his or her future by pursuing one of its University Master's degrees 100% online. This practical training will help the student to develop his or her abilities, provide a network of interesting professional contacts and give each student the opportunity to improve professionally in his or her work environment.

High quality in education is a fundamental and essential starting point for improving students' professional competencies.

For proof of the quality of a degree in the field of business, one must examine everything that surrounds a university Master's degree: external recognition, academic rigor, faculty, quality accreditation, the quality of the university's research, etc. All of these elements combined help the student to take a decision about which degree program to pursue and where he or she wishes to pursue it. This combination can be the perfect formula for determining why to pursue a degree in business at a 100% online university like the UNIR.

Recognition in one's home country is usually a crucial issue when choosing a university for any student in Latin America. Validating a foreign degree in one's own country can be a complicated task that discourages many prospective students from continuing the matriculation process. The UNIR has achieved validation of its degrees in many Latin American countries, thereby obtaining recognition for its students.

## **UNIR fulfills the 10 principles of the UN's Global Education Compact in matters of education.**

The UNIR's faculty is another reason to study in one of its degree programs. The faculty is composed of prestigious PhDs, academics and managers connected to the business world. Studying something you can apply to your professional life the very next day is a priority.

When evaluating quality, prestige is a determining factor in choosing a study program. In this respect, the UNIR has the backing of several institutions that recognize its high level of study. For example, the latest ranking published by the Hamilton Consulting Group places the UNIR third in Business among the 70 institutions analyzed in Spain, Latin America and the United States. One of the leading degree programs in Business at the UNIR is its MBA, which was chosen as best online MBA in the rankings by Mundo Postgrado, Portal MBA and FSO (rankings of higher education institutions in Spanish).

It is also worth stressing the large number of collaboration agreements with important national and multinational companies, which enable students to complete their educational itineraries with internship programs.

Research is a crucial point in evaluating the quality of a university. The UNIR currently has 20 lines of research in various fields of knowledge. One of its goals for research is to transfer this knowledge to the student. The diversity of the 320 researchers generates a great wealth of knowledge and produces results that take tangible form in books, scholarly articles, participation in conferences, and collaboration with researchers and research centers throughout the world, in competitively funded public projects and projects with private financing.

Daniel Burgos, Vice-Rector for Research and Technology (UNIR Research), defines one of the goals of his department as "aligning research with academic

programs so that they feed each other, not to research things in isolation”. The other goal is to transfer the results of research to society. “We are an ‘online’ university, and what we do is research and work on educational technology, on how to use computers, laptops, tablets and social networks so that people can learn better, teach better, be more productive, communicate and interact. Knowing how to understand each other...that’s our core idea right now”.

Each of the points mentioned above positions the UNIR as one of the primary options for students choosing this field. Year after year, students recognize and recommend the university as a good option for professionals who want rigorous study that is compatible with their personal lives.

**The goal for the future is to continue training professionals in the field of business by providing them with this educational process through a methodology adapted to them with a high level of rigor to give them a strong position in the professional world.**

The number of students in the field of Business continues to grow year after year, making it necessary to achieve a foundation that helps to strengthen one’s experience. To be able to prepare these students, educational institutions must keep updating their educational processes to continue to increase the quality of their degree programs—such as continuing to provide virtual platforms that adapt to the professional and his or her circumstances.

The UNIR’s Faculty of Economics and Business accepts this challenge as a demand to keep helping professionals in this field with their education.