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Miami Dade College business innovation center goes virtual

Written by Abraham Galvan on May 26, 2020



Originally set to launch back in April, Miami Dade College's new state-of-the-art Business

Innovation and Technology (BIT) Center has gone fully virtual.

Designed to explore the role of technology in digital transformation, process automation and analytics in the ever-changing business world, the BIT Center, which is an initiative of MDC's Miguel B. Fernandez Family School of Global Business, Trade & Transportation, will focus on financial services, digital and social media industries.

"The business landscape is changing on how companies approach things. Our center has the ability to explore all of those aspects," said Chechu Lasheras, the center's director. "We are embedding the latest technology and innovation into our 15 programs and making sure our students are stronger when they go into the workforce. This type of structure is the best way to build a better business ecosystem for our students."

The center is offering array of courses, webinars and other learning opportunities, including Digital Marketing Analytics; Introduction to Email Marketing; Introduction to Business Analytics and Visualization; Basics of Technical Analysis for Financial Trading or Ecommerce; and the Future of Supply Chain.

The level of attendance and feedback has been incredible, Mr. Lasheras said. "It's a transition from both sides, not only students but for professors as well. We've incorporated tools to make it as comfortable as possible for everyone to adapt to the new technology."

The 6,000-square-foot facility is at MDC's Wolfson Campus in downtown Miami, with satellite offices on the Kendall and North Campuses.

"I think it's going to be widely used with classes, labs and events from the industry community and students – that's of course, once we get back to normal," said Dr. Rana F. Shehadeh, dean of the Miguel B. Fernandez Family School of Global Business, Trade & Transportation. "We built it in such a way that it will be in quite high demand, bringing in industry leaders to speak on how the business world operates, which will give an edge to our students."

Classes also integrate theory with hands-on lab experience that exposes students to the latest technology and software needs, including Tableau for data visualization, Bloomberg for investment management, Salesforce for sales automation, and digital media and advertising platforms such as Facebook and Google, Ms. Shehadeh said.

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It took about a year and a half to transform what used to be a bookstore into the new business and technology center, which will serve about 10,000 enrolled business students and all of MDC's students who wish to utilize it. Strictly following the college's recommendations and guidelines for health and safety in a Covid-19 environment, the center's services and courses will be offered online only for the summer and fall semesters.

"I'm amazed on how quickly we were able to adjust and go online. Students and professors seem to be doing well given the circumstances," she said. "The idea behind the center was to assure we bring the latest technology and hands-on experience, best mentorships and education because we want our students to be the best once they graduate from here."

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