

UCDB

newspaper

Monthly Informative - 15th Year - number 296 - Campo Grande - November/December/2015



UCDB IMBATÍVEL



EDUCAÇÃO



ESPORTE



CULTURA



INOVAÇÃO

Vencedora na categoria Universidade do Prêmio Mérito Lojista 2015
Prêmio Santander Universidade Solidária



It is time to bear fruits and define new goals

We are about to finish another academic year. Notwithstanding exhaustion from studying, working, researching, dedicating, we are invited to redouble strength and energy to successfully conclude another year of the grace of the Lord, marked and celebrated by the bicentennial of Saint John Bosco's, our University protector's anniversary.

It is typical, in an academic institution, to end the academic activities as a new academic year is born. Hence the success of the 8th edition of the UCDB Challenge and the 2016 Admission Exam, scheduled for the beginning of December. We aspire to welcome our new students with respect and joy, rebuffing and censuring disrespectful and humiliating student pranks.

Dom Bosco's Culture Museum, with an expansion

project for the next two years, remains a tourist and cultural attraction in town and in the state. With a comprehensive archeological, ethnological, mineralogical, paleontological and zoological acquis still receives honorable visitors. We must acknowledge our regional and national treasures.

We would also like to congratulate the entire UCDB sports commission that has attended to the Brazilian College Games (Jogos Brasileiros Universitários - JUBs) in Uberlândia - MG.

Our father Don Bosco taught us that sportive and recreational practices are a favorable habitat for education, evangelization, allowing youngsters an interactive, respectful, citizenship space.

Two other good news brought a special closure to the activities in 2015, with the

conquest of the Santander Ajuda Universitária Prize, with a relevant sustainability project to the agricultural communities, and the Merito Lojista prize, acknowledging the work of UCDB towards local citizens.

We take this opportunity to wish you all the completion of this year to be filled with God's grace. This is the time to harvest what has been planted and nursed through the year.

It is also a time to review life and to project a new year that is about to begin.

Celebrating Jesus' Christmas, in family, we wish to celebrate life and hope that come with the arrival of a new year.

Pe. Ricardo Carlos
Dean of UCDB



frase de **Dom Bosco**

"Love your duties if you wish to execute them well"

INDEX

3 ENVIRONMENT

4 INTERVIEW

5 OPORTUNITY

6 AWARDS

7

8 SABERES EM AÇÃO

9 CULTURE

10 PASTORAL

11 EXAM

12 SALESIAN HO LINESS

Office information



Chancellor: Fr. Gildásio Mendes dos Santos

Dean: Fr. Ricardo Carlos

Dean for Administrative Affairs: Brother Herivelton Breitenbach

Dean for Institutional Development: Brother Gilliano Jose Mazzetto de Castro

Dean for Pastoral: João Vitor Ortiz

Dean for Graduate: Conceição Aparecida Butera

Dean Research and Post Graduate Studies: Hemerson Pistori

Dean for Outreach and Community Affairs: Luciane Pinho de Almeida

Translator: Emanuelle Paim

THE UCDB NEWSPAPER

Elaborated by the Communication Directorship of the Dom Bosco Catholic University, by Press Advisory Department.

Director: Jakson Pereira

Journalist: Sílvia Tada (DRT: 33/17/13)

Reporter: Gilmar Hermandes (082 MTB/MS)

Trainees: Andressa Moreira, Gabriel Bittar, Gabriel Salvi, Kamilla Arguello, Mariana Ostemberg e Mylena Ensinas

Diagramming: Maria Helena Benites

Revision: Maria Helena Silva Cruz

Circulation: 8.000 exemplares

Telephones: (67) 3312-3300 or 3312-3353

E-mail: noticias@ucdb.br

Site: www.ucdb.br/Facebook: UCDB MS/Twitter: @UCDBoficial



The entity is affiliated to:

IUS - Instituições Salesianas de Educação

Superior ANEC - Associação Nacional de Educação

Católica Brasileira

ABRUC - Associação Brasileira das Universidades

Comunitárias

Academic represents MS in national event about water resources

environment

Partnerships with institutions will assure the implementation of projects

GABRIEL BITTAR

UCDB's 6th semester Law academic Johnny Mike Rodrigues Galvão, who has been studying and working with water resources for a year, has taken part of the Youth for the Water National Parliament General Assembly in November, promoted by the Brazilian Association of Water Resources, held at Centro de Convenções Ulysses Guimarães, in Brasília.

The Parliament is composed by two young participants from each Brazilian state so that they can develop projects working questions related to water resources in their own positions. "The Parliament is looking for youngsters who are interested

in water resources, motivating them to sign partnerships with schools and other institutions, and unite them to create new ideas in this field of study", said the student.

In his opinion, referring to water resources and environment solutions requires knowledge in problem formation, making it necessary to better approach this topic and inform the population.

"I already work with some environmental issues, I have always been interested in it and I intend to specialize in the field of environmental law", explains.

From his point of view, environmental education is a major requirement to be

developed in public schools, and not only presented as water resources, aquifers, among others. "I have had this idea for a long time now, to develop environmental education in schools, because it is a very serious and badly managed topic", emphasizes.

Concerning the need to save water to contribute with the environment, the academic highlights that "every drop of water spared is important, for an ocean without a drop is still an ocean, but every drop counts".



Johnny Mike Rodrigues Galvão
6th semester in Law at UCDB

TÁ NA HORA!

MATRÍCULA ANTECIPADA | 2016•A

ATENÇÃO:

- Para renovar a matrícula, é obrigatório regularizar as pendências com os setores da instituição:
 - BIBLIOTECA: devolução de livros e/ou pagamento de multas
 - COBRANÇA: regularização financeira
 - SECRETARIA ACADÊMICA: entrega de documentos pendentes
- Matrícula por terceiro: somente com procuração (modelo no www.siaa.ucdb.br)

10% de desconto
MATRÍCULA ANTECIPADA
De 21/12 a 05/01

5% de desconto
MATRÍCULA ANTECIPADA
De 06/01 a 11/01

SEM desconto
MATRÍCULA OFICIAL
De 12/01 a 15/01

HORÁRIO DE ATENDIMENTO:
Secretaria Acadêmica, Tesouraria e Assistência ao Estudante

Das 9h às 19h

Mais informações na Secretaria Acadêmica:
Bloco ADM ou pelo telefone: (67) 3312-3300

UCDB
UNIVERSIDADE CATÓLICA DO BRASIL

Mechanical Engineering

UCDB Newspaper: Which abilities does this course aim at?

UENDER COSTA FARIA: The subjects are presented using training groups that comply with the current legislation and obey to the principles that emanate from the Institutional Mission. Along with the basic subjects, the course aims at structuring and at training the professional, solidifying an education that allows the practitioner to act independently in the context of programs and interdisciplinary projects; the more specific subjects though, aim at the theories of the most important acting areas. The vocational subjects strengthen the education of the professional for its insertion into the labor market.

UCDB: What are the differentials in this course?

UENDER: The teaching staff is highly qualified and it is mostly composed of masters and doctors who, in addition to teaching, take part in research and continuing education projects.

A great differential in this course is the participation of students in the research projects, guided by teachers. Among the research and continuing education projects it is possible to name Formula Universitária: it is a continuing education project where the students have the chance to develop activities in the area of automotive engineering, such as preventive maintenance, optimization, software, creation and execution of projects, always aiming at the labor market and at the preparation of engineers for motorsports.

Projeto Baja: the students must conceive, project and compete with off-road racing cars. For this project, the team is divided in breaks, cage, suspension and transmission. Considering this, the students chose their area of interest and deepen in it.

AeroDesign: aims at constructing a radio-controlled aircraft and insert an aerospace research center in the University, allowing the instruction not only to academics.

The project encourages proactivity and knowledge exchange among its members and the community.



The labs are highly equipped so the students can develop these projects.

The Material Lab, for example, possesses traction trial, bending, hardness, chirpy machines, besides an oven so many thermal treatments can be performed.

UCDB: How is the course at UCDB?

UENDER: The course contemplates, in its curricular structure, subjects spread throughout 10 semesters, composed of 5120 class hours, equivalent to 256 credits. The total workload is distributed in three groups: basic training, vocational training and specified, contemplating also internships and final term paper. 200 extra class hours are inserted in the total workload, performed accordingly to the regulation adopted by the competent bodies.

UCDB: How is the labor market looking like for the mechanical engineers? What are the most promising areas?

UENDER: Regarding the global economy, the Mechanical Engineering ends up playing a role in the most diverse sectors in companies of projects and construction of mechanical systems. It also participates in industrial equipment industries; agricultural and energetic enterprises; in autarchy of the sector, besides consultancy, technical training and systems development. Therefore, the professional trained in this course will be able to perform functions such as: maintenance or project team leader, mechanical equipment designer, mechanical manufacturing systems designers, technical documentation developer in mechanics, heat exchanger and flow machines designers, technical consultant, among others.

Uender da Costa Faria is the Mechanical Engineering coordinator at UCDB. He holds a degree in Electrical Engineering through the Universidade do Estado de Minas Gerais (1997), masters and doctors in Electrical Engineering through Unesp.

UENDER DA COSTA FARIA*

UCDB NEWSPAPER: Which abilities does this course aim at?

FERNANDO JORGE CORRÊA MAGALHÃES FILHO:

It is possible to divide it in two major groups: the sanitary part and the environmental part.

The sanitary part aims at the sanitation, in which it is comprehended the project phase as well as the execution of works and also the management (planning and management) in these processes.

It involves water supply systems - capture, adduction, purification, stocking through distribution; sanitary sewage system - collection, transportation and sewage treatment through its final disposal in water bodies or in the ground; solid residues management - storage, transportation, treatment and proper final disposal, in this case, ideally, the sanitary landfill; and the rain water handling and drainage - micro and macro drainage, with structural and non-structural measures - policies, building laws, directive plans, etc.

The environmental part comprehends several matters, such as water supply management, soil and water preservation, degraded area recovery, water and soil quality, evaluation and suppression of erosive processes. There is also the use of Geotechnologies, satellite images to evaluate these erosive processes, deforestation, etc, in addition to applying it to the territorial, urban and environment planning. In the

environmental area, the focus is to comply with the sanitary and environmental legislation, through licensing.

UCDB: What are the differentials in this course?

FERNANDO JORGE: We have works and projects in which the subjects dialogue. For instance, hydraulics and hydrology, where the students along with Civil Engineering students quantify hydraulic structures to assist and contribute in the municipal drainage directive plan; water quality with hydrology and microbiology, where students can monitor water bodies in the city, as well as in the urban area and in the rural area.

UCDB: How is the course at UCDB?

FERNANDO JORGE: It encompasses 10 semesters, during the day, from 7.25am until 12:50pm, with classes on Saturdays, theoretical (but projects are developed) and practical (activity reports).

JORNAL UCDB: How is the labor market looking like for the sanitary engineers? What are the most promising areas?

FERNANDO JORGE: The performance of engineers is widely required in the market and in the country, where the advisable amount is of 25 practitioners for every 100 thousand citizens and in reality there are only 8 for every 100 thousand citizens. Taking into account that the sewage system has not been universalized yet, there are not enough sanitary landfills, there is a constant need for environmental licenses, studies and adequate ecosystems knowledge, a professional horizon of many opportunities shimmers.

Fernando Jorge Corrêa Magalhães Filho is the coordinator of the course of Sanitary and Environmental Engineering at UCDB. Holds a doctors degree in Environmental Sanitation and Water Resources through the Programa de pós-graduação em Tecnologia Ambientais (UFMS).

FERNANDO JORGE CORRÊA MAGALHÃES FILHO*





UCDB Challenge grants 53 scholarships for public school students

Discount granted in the tuition vary from 50% to a full scholarship

MARIANA OSTEMBERG

UCDB Challenge, promoted by UCDB, granted 53 scholarships for graduation courses in 2016, 43 of them grant full scholarships, one grants 70% discount and nine more grant a discount of 50%. The project has existed for eight years and has helped to educate hundreds of professionals with a free higher education.

During the award ceremony for the new scholars, in November, UCDB's Rector, Fr. Ricardo Carlos, assured himself of congratulating and encouraging them in the search for knowledge. "Our lives are made of challenges: the first, when we leave the comfort of our mother's womb and entered this world; the second when we went to school for the first time and, now, for you who won a third challenge begins the academic life. This is the phase

in which you will solidify what you are going to be in your professional lives."

The exam placed at the UCDB Challenge is as difficult as the regular admission exam and allows young students from public schools to achieve a position for free, as it happened to the student Karina Cavalcante Silva, from Professor Severino Ramos de Queiroz State School, to whom was granted a full scholarship in Nutrition after carefully preparing for the exam. "I wished for that, I studied hard to be approved. To me, UCDB is a great University and it will prepare me for the future", highlights the student.

The student Rodrigo de Carvalho, from Nossa Senhora Auxiliadora School, says he is initiating a dream by being able to study Control Engineering. "I am very happy because UCDB

has an amazing structure; besides offering academics continuing education projects, such as, for example, Projeto Baja Sae, Tuiuiu Foundation and Formula Universitaria", says.

Mercedes Rodrigues de Brito says that this is a great opportunity for her grandson Vinícius Barbosa Alves, a student from Arlindo de Andrade State School, who got a full scholarship. "This is the kind of opportunity that we must embrace so gratefully, we are very happy. I believe that, through this achievement, new doors will open", celebrates.

Irene Cicalise school principal, in Aquidauana, Antonio Cicalise, who has followed one of the winners, says that the student deserved the prize. "This celebration brings much joy and shows that our work

was successful. Leonardo really deserves it, because he is committed to his studies", he says. Besides the students, the school directors who have accompanied the students have also been rewarded with Lato Sensu scholarships at UCDB.

The application forms of the scholars rewarded through UCDB Challenge must be sent from December 1st to December 8th, even for those who have not been awarded with scholarships, but have reached enough score to be approved - without the need of a new admission exam.

Vice-rectors have also been present at the award ceremony: graduation, Conceição Butera, Management, Br. Herivelton Breitenbach, and Institutional Development Br. Gillianno Mazzetto.

UCDB CHALLENGE

In this edition, the award encompassed four categories: Desafio UCDB Escolas, Federação das Indústrias de Mato Grosso do Sul (Desafio UCDB-Fiems), Associação Comercial e Industrial de Campo Grande (Desafio UCDB-ACICG) and Polícia Militar (Desafio UCDB-PM). The exam is organized by Agência do Futuro Acadêmico (AFA), from UCDB.

The students who take part in the UCDB Challenge, throughout the year, getting to know the University through Campus Day, project that is also organized by AFA, in which students have the opportunity to get to know every sector and course in the institution, and, therefore, clarify any doubts about the course they select.

UCDB Challenge happens yearly and, in 2016 it will not be any different. Those who are interested in getting a scholarship at UCDB may start to study and to be attentive to exam dates at the UCDB website www.ucdb.br.

UCDB stands out in national award ceremony

Santander Universidades, Jogos Universitários and Mérito Lojista were the awards achieved by the Institution

SILVIA TADA

The recognition of Catholic University Dom Bosco's work is happening as awarding form. In October and November, important results were achieved by the institution, in local and national awards. The most recent were 'Santander Universidades', in the category 'Universidade Solidária', which established the project led by teacher Dr. Marney Pascoli

Cereda which benefits two farming communities of Mato Grosso do Sul.

Some other significant results were at the Jogos Universitários Brasileiros (JUBs) that was held in Uberlândia (MG), in October, gathered the Best of college sport in the country. At the time, the athletes from UCDB earned seven medals: a silver medal for women's futsal; two gold medals, two silver medals and a bronze

medal for women's judo; and a bronze for athletics.

In the 2015 Edition of the Mérito Lojista prize, promoted by the Câmara de Dirigentes Lojistas de Campo Grande (CDL), in the category of Universities, UCDB earned the prize for the third time. The election happens through popular vote, which reinforces the University as one of the best institutions of higher education in the state. The award

was given during ceremony on November 14th.

"We received these awards with much joy, crowning the work of the entire academic community, researchers, students and staff", congratulated the rector of UCDB, Fr. Ricardo Carlos. From his point of view, 2015 was a very positive year for the institution and, next year, new projects must be strengthened and implemented.

JOGOS UNIVERSITÁRIOS BRASILEIROS (JUBs)

Academic athletes from UCDB brought home seven medals achieved in the last National Championship, the competition, held in October in Uberlândia (MG). Totalling five medals for women's judo, one for male athletics and one for women's futsal.

The gold medals in judo were achieved by Mariana Veiga (half middleweight – 63 kg) and by Rebeca Miranda (half heavyweight - 78 kg), who also earned a silver medal at the absolute; Ana Paula Moraes (light-57 kg) won a bronze medal. The results granted the team composed also by the athletes Milena Matias, Ana Paula Higa and Eliza Moura a silver medal.

In athletics, Maicom Dieferson Gomes reached the 3rd position in the 800 meters freestyle. In team sports, the best result came

from the women's futsal, with a silver medal in the 1st Division. The male and female basketball teams, male handball and female volleyball reached the 5th position — all aimed at the first division in their modalities. Male volleyball got the 8th place in the second division.

The silver medal from the women's futsal team were conquered by the athletes Amanda dos Santos Farias, Andréia de Marco Pessôa do Egito, Bruna Elisbão Silva de Souza, Caroline dos Santos Farias, Gabrielle Cê Ortega, Luana da Silva França, Letícia Stefania Diniz Pinto, Liuanly Ellen Schwinn Santos, Maysa Rodrigues de Lorena, Natielly Gonçalves Gil, Thaynara Almeida Recaldes, Vanessa Lima Almeida. Professor Luiz Fernando Borges Daniel is the coach.



The medalists from JUBs took part in the meeting with the Rector and Pro-Rectors of UCDB



Representatives from the institutions awarded by the Santander Universidade Solidária; Professor Dr. Marney Cereda and vice-rector Dr. Luciane de Almeida received the award for UCDB

SANTANDER UNIVERSIDADE SOLIDÁRIA

In its 11th Edition, Santander Universities received 23.893 projects and 55 reached the finals in four categories. The winning project entitled “Upgrading family farming production with dehydrated fruits and energy bars trading from local production and new and sustainable technologies,” is executed in two farming communities, Broto Frutos Culinária do Cerrado, in Campo Grande, and Cooperana, at Nova Aliança settlement in Terenos, under the coordination of Professor Dr. Marney Pascoli Cereda. Professors Dr. Olivier Vilpoux and Dr. Denilson de Oliveira Guilherme, both from UCDB, also take part in it, and Dr. Fabiano Pagliosa Branco, from Instituto Federal de Mato Grosso do Sul.

The prize delivery happened on November 19th, in São Paulo, and the Institution was represented by Dr.

Marney and the Vice-Rector of extension and Community Affairs, Dr. Luciane Pinho de Almeida. With the Programa Santander Universidades award, the project from UCDB will be supported for two years, benefiting over 40 families.

As Marney Cereda explained, to promote development and income generation in the two associations, a production technique of sweet and savory bars was developed, nutritionally balanced. “The sweet bars have already been developed by CeTe-Agro and use honey, cassava flour (instead of cereals) and local dehydrated fruits, which benefits the producers,” explained the researcher. The fruits and vegetables will be stabilized by osmotic dehydration, a technique that also allows the production of vinegar and brandy.



The president of CDL, Hermas Renan, UCDB’s Communication Director, Jakson Pereira, and Audit Committee Director, Dijalma Kerpe

MÉRITO LOJISTA

For the third time, UCDB won the Mérito Lojista Award, offered by Câmara dos Dirigentes Lojistas (CDL) from Campo Grande. The institution was running for the category “Universities” and was elected, by popular vote, as the best higher education institution in the city.

The Communication Director, Jakson Pereira, represented UCDB at the event on November 14th.

In the 2015 edition, companies were awarded in 36 categories of different types of trading or services. Besides CDL, Fecomercio MS (Sesc, Senac, IPF) and Sindivarejo were also involved in the event production.

In the category “Schools”, Salesiano Don Bosco School, also connected to the Salesian Mission of Mato Grosso, was the big winner.

saberes em ação

Event promotes interdisciplinarity and integrates teaching, research and continuing education

In two days of activities, the academic community showed its scientific and cultural production

SILVIA TADA

II Saberes em Ação, held on October 27th and 28th, stirred up the University campus with round tables, product exhibitions, lecture, cultural attractions and works, presenting research, teaching and continuing education results of the institution.

"Saberes em Ação is a moment and a space in which the scholar presents its works and returns its knowledge to society," said UCDB's rector, Fr. Ricardo Carlos.

According to the Rector, the dialogue with other lines of work is critical to the success of the event. "The interdisciplinarity, the socialization of knowledge is the greatest goal of the event, that is happening for the second time, with a significant participation of academics, teachers and staff" evaluated.

The Navigator Amyr Klink, who reported his adventures by the sea, his philosophy of life and the dialogue between academy and popular knowledge, opened the event. "Our work involves technology, which is the ability to make knowledge available. We have never had such a great



challenge; knowledge has never been so diverse, and it's never been done so little with so much knowledge", he said.

In the 2015 edition, five round tables took place in amphitheatres of blocks A, B and C, addressed the themes "Water and Sustainability: the Right to Water, Climate Change and Environmental Education", "Right to Health: Reality and Perspectives for Brazilian Health Policies", "Innovation, Exploring Ideas to Impact the World", "Human Rights and Education: University

and Social Commitment" and "Media and Human Rights : Commitment to Society".

In the classrooms, graduate and post-graduate scholars submitted hundreds of works, in addition to the workshops that also occurred.

Regarding culture, the scholars were able to follow a film festival, Labirinto Cultural, itinerant exhibition from Museu das Culturas Dom Bosco, internships fairs, Cultural Tent, Espaço Esporte Universitário, Espaço Editora UCDB and Tenda do Bicentenário de Dom Bosco.





Japanese visitors were accompanied by the Governor and Secretaries

Don Bosco Museum receives international committees

Visitors were welcomed by the Rector of UCDB

SILVIA TADA

In November, UCDB's Museum, received two international committees: the couple of princes of Japan, Akishino and Kiko, and the United States Consul in Sao Paulo, Ricardo Zuniga. The interest of the authorities in the collection and in the Museum's work highlights the cultural importance of this space for Mato Grosso do Sul and Brazil.

The visitors were welcomed by the Rector of UCDB, Fr. Ricardo Carlos, and by the Coordinator of the Museum, Dirceu Maurice Van Lonkhuijzen. The Japanese reception was on November 2nd and was attended by Governor Reinaldo Azambuja, State Secretaries and research and graduate studies, Hemerson Pistori, and Institutional development vice rectors, Sr. Gilliano Mazzetto.

The imperial couple visited



Fr. Ricardo, Dirceu and Ricardo Zuniga

the temporary exhibition of natural science and the Ethnology exhibition. "The Prince Akishino holds a doctors degree in ornithology and showed particular interest in visiting the Museum. The pieces that attracted the attention the most were a giant otter taxidermized, a fossil of a fish and the collection of beetles" reported Dirceu.

The Japanese imperial family visit was part of the activities that

celebrated 120 years of the Brazil-Japan friendship ties.

partnership

On the 5th, the American Consul General in Sao Paulo, Ricardo Zuniga, visited the site accompanied by Corina Sanders, consul press section director, Education and Culture, by Scott Smith, Consul Cultural Attaché, by Loye Howell, Vice Consul and by Joyce Chopra, cultural affairs assistant. "The beauty and the importance of the Museum is impressive. I'm sure we can seek partnerships with other institutions in the United States", assessed the diplomat.

Fr. Ricardo believes that the international visits help to disclose the place and the culture of indigenous peoples and the work of the Salesians. "Without a doubt, the Museum is a showcase of indigenous cultures — we have so many ethnicities, with a key role in the construction of the Brazilian identity. Visitors enjoy, value and disclose this cultural richness, UCDB and the State itself", evaluated.

Museu das Culturas Dom Bosco receives, every year, over 12 thousand people, mostly children. The site is open from Tuesday to Sunday, from 8:00am to 4:45 pm.



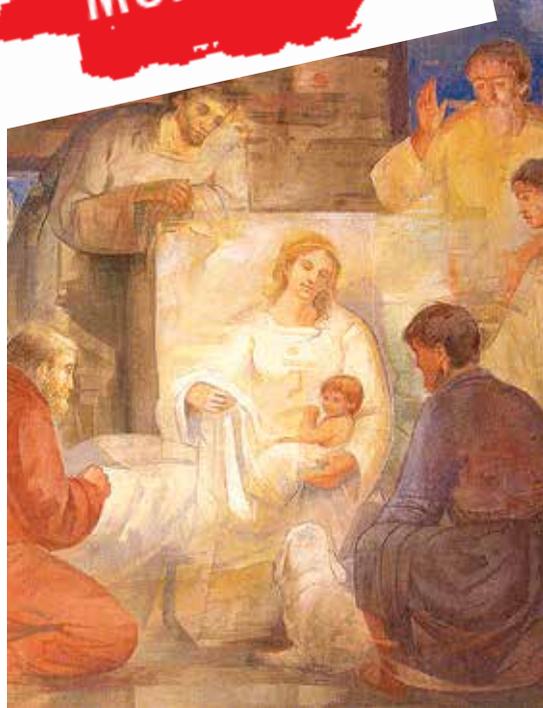
Passage of the Consul by the entomological collection



Princess Kiko and Prince Akishino



Ethnological artifacts delighted visitors



Bogani

A unique, special moment. Causes renovation to every person. Calls for simplicity. Disassembles selfishness and invites to joy, simplicity, solidarity. That cave, that grass cradle, the rustic scenery and so natural could only speak of these things. Joseph was there, ecstatic about such a sublime moment. In his heart the words of the Angel still echoed: “She will be the mother of the Savior.” Maria was also there, contemplating. And the words of the same Angel also resounded in her heart: “Blessed art thou among women and blessed is the fruit of thy womb, Jesus.” And the King of Kings, son of God, was there, a beautiful, frail, lovely child. It wouldn’t this be most beautiful scene that could already be seen on the face of the Earth?

The truth is that anyone who considers this scene, of the birth of Jesus, and allows to be embraced by this message, also reborns. Who enters the “cave” and feel the warmth of the presence of Joseph, Mary and Jesus, is touched

by a matchless hope and peace. Before this scene, every person can understand that it makes no sense to fear because there is the one who brings the light; it makes no sense to hate, because there is the one who came to teach the love; Violence makes no sense, neither the war nor the power, because there is the one who came to teach how to serve.

What makes sense then? Life makes sense! Christmas comes to say that life is beautiful and worth living with joy. Forgiveness makes sense, which relieves the heart and brings back the smile. It makes sense to share, to give, the gesture of solidarity, that, in fact, brings fulfillment to every person. Before such a simple scene, do you know what makes sense? Deciding more and more by all that is good, all that is beautiful!

Merry Christmas!

UCDB PASTORAL VICE RECTOR

The art of communicating!

Edna Luiza Machiavelli
Management with People - PRODI

In the art of knowing how to talk, you think first and then you talk. The conversation is the exchange of ideas or information in general; communication is the foundation of any relationship. An efficient communication is, without a doubt, the strategic factor for your professional success and for the success of the company as a whole. If well managed, the communication provides clarity and agility.

Many problems in the workplace occur due to distortions or noise in communication, either by using an inappropriate tone of voice, distorted conversations or by not saying important things. Thereby, the contributor’s role is to participate in the “team” and have a good relationship with others.

In the course of our career, it

is essential to observe which of the sins committed in the communication and what to do to avoid them. We can mention a few points that are more frequent:

INCONSISTENCY
try to act accordingly to the idea, value or position you believe.

INSECURITY
Believe in yourself and in your potential. Dare, even if you may regret later. Discover your strengths and develop them.

PROLIXITY
Aim at being objective, avoid confusing expressions, repeated words or without an important meaning.

ARROGANCE
Try to have humility in your relationships, to act without vanity or pride.

REMEMBER: knowing how to express yourself in different situations, involving the listener at the right time and using the right words can help to convince customers, to explain ideas, to establish a strategy, to defend a point of view or even to talk about informal subjects more efficiently.

“May your tongue not speak a single word while your heart is shaken.”

Don Bosco



UCDB Virtual takes applications for bachelor's degree, graduation, and technological courses

Candidates must access the website and participate in the selection process; graduates and diploma holders have benefits

GILMAR HERNANDES

UCDB Virtual offers 17 distance-learning undergraduate courses in 2016, and applications may be submitted via the internet at the address www.virtual.ucdb.br. Academics have access to Virtual Learning Environment (VLE) 24 hours a day, which provides content such as, video classes, audio classes, educational materials,

activities and complementary texts.

The distance-learning courses are: Pedagogy, Languages, History, Business Administration, Accounting, Theology, Technology in Foreign Trade, Environmental Management, Cooperative Management, Financial Management, Public Management, Logistics, Marketing, Real Estate, Management Processes, Human

Resources and Secretariat.

The Virtual Educational Centers are in Campo Grande (MS), Corumbá (MS), São Paulo (SP), Aracatuba (SP), Rio de Janeiro (RJ), Porto Alegre (RS), Manaus (AM), Salvador (BA), Brasília (DF), Belo Horizonte (MG), Recife (PE), Belem (PA), Santarem (PA), Marabá (PA), Goiânia (GO), Cuiabá (MT) and Poxoreo

(MT).

For students who seek a second undergraduate degree, UCDB Virtual offers a 30% discount on tuition for those who graduated at UCDB and a 20% discount for those who graduates elsewhere. More information about Virtual UCDB can be obtained by phone at 0800-647-7003 or (67) 3312-3300.

UCDB's São João Bosco Community holds masses on Wednesdays, Thursdays and Sundays

GILMAR HERNANDES

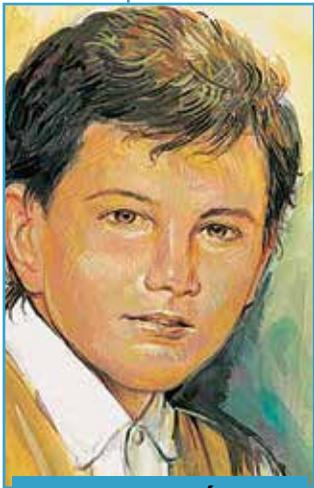
The Community, inaugurated in August at the University, in celebration of the Bicentennial of the birth of Don Bosco, offers the traditional masses of UCDB, on Wednesdays and Thursdays (at 9:00am and 8:30 pm), and now also on Sundays (7:15 pm) for employees, academics and the whole community in town. The

Community is part of the São Francisco Parish.

Since the Foundation of the Institution (1993), traditional masses were held in chapels or in the amphitheatre. The Church, which is located between blocks A and C, shelters up to 520 people. More information can be obtained by calling (67) 3312-3429.



Masses on Sundays start at 7:15pm at UCDB



DOMINGOS SÁVIO

1842 - 1857

Dominic Savio was born on April 2 1842 in San Giovanni di Riva, near Chieri, in the province of Turin, Italy. Grew up in a wealthy family. Since I was a child, impressed everybody by their human and Christian maturity. I was hoping the

priest outside the Church to help him in the Holy Mass, even under snow. He was always cheerful. Took very seriously their spiritual life, to the point – admitted to first Communion with just 7 years-trace to you, a notebook, a life project: “make the confession often and comungarei whenever the confessor allows. Want to sanctify the Sundays and holy days. My friends will be Jesus and Mary. I’d rather die than sin “.

At the age of 12 years, met with Don Bosco and asked him to be accepted into the Oratory of Turin, because he wished ardently to study and become a priest. Don Bosco, surprised, told him: “it seems to me that here we have a nice cloth”. “So, I’m going to be the cloth, and the master, the tailor,”

replied Sunday. Nestled in the Don Bosco Oratory, he asked me to help him “to become holy.” Humble, always serene and happy, put great effort in the duties of a student and to serve the members, teaching them catechism, taking care of patients, walk-up in Brooklyn to find litigators. Always told a new colleague who entered for the oratorio: “know that here we make Holiness consist in always being

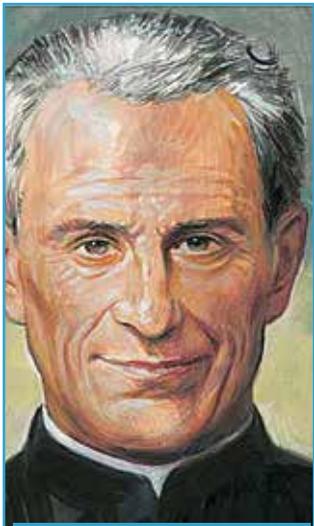
very cheerful”. Let us “just avoid sin as a great enemy that robs us the grace of God and peace of heart, and we will fulfill our duties accurately”. Tenaciously loyal to your program, supported by intense participation in the sacraments and devotion to Mary, alegre branch in sacrifices, God the cove-

red of gifts and charisms. On day 8 December 1854, Pope Pius IX proclaimed the dogma of the Immaculate Conception, Sundays if consecrated to our Lady and began to move rapidly along the path of Holiness. In 1856, along with some friends of the oratory, founded the company of the Immaculate, to engage in apostolic action group. Mother Margaret told Don Bosco: “you have many good boys, but nobody beats the beautiful heart and the beautiful soul of Dominic Savio”. And explained: “I always see him pray. Stay in the Church even after the other. Every day, he leaves a little recess to make a visit to the Blessed Sacrament. In the Church behaves like an Angel in Paradise “. Died at Mondonio, on 9 March

1857. Had not yet 15 years. Don Bosco himself wrote his biography. Cried whenever I’d read. His remains are venerated in the Basilica of Mary help of Christians in Turin. His feast day is celebrated on May 6. Pius XI defined as “a little before, great giant of the spirit”. Is Patron Saint of pregnant mothers. Through his intercession, there are many who witness amazing thanks.

Pius XII beatified him on 5 March 1950 and canonized him on 12 June 1954.

The texts of Salesians Holiness, published at the UCDB newspaper since the edition 268 (October, 2012), were published, originally, in the book Saints of Salesian Family, written by Enrico Dal Covolo and Giorgio Mocci.



LEONARDO MURIALDO

1828 - 1900

Bishop was born in Turin, Italy, on 26 October 1828, eighth son of a family of high socioeconomic sta-

tus. Orphan of father with only 4 years, received great Christian education at the College of the Piarists, in Savona. In his youth, went through a profound spiritual crisis that would take him to conversion and the discovery of the priestly vocation. Started in Turin the studies of philosophy and theology. At the same time, he worked at the Oratory of the guardian angel, directed by cousin Fr. Roberto Murialdo. Thanks to this collaboration, touched with his hands the problems of youth in Turin: street children, prisoners, chimney cleaners, bartenders ...

In 1851 was ordained a priest. Began working in

close contact with the European Parliament. Cafasso and Don Bosco, which handed him – and he accepted – the direction of the Oratory of St. Louis. Leonardo breathed the preventive system, incarnated and applied in all your future educational works. In 1866, he assumed the direction of the small College Apprentices of Turin had intended to host and train human, Christian and professionally underprivileged children and abandoned. Made many trips to Italy, for France and for England to visit educational and welfare institutions, learn, confront and improve the educational system itself. Was

one of the promoters of the first popular Catholic libraries and of the Union of Catholic Workers, which, for many years, would be the ecclesiastical Assistant. In 1873, with the help of a few collaborators, founded the Congregation of St. Joseph (Joseph of Murialdo). The purpose of the Apostolic Congregation was the education of youth, especially the most poor and abandoned. Opened oratorios, vocational schools, housing for young workers and agricultural colonies. He deepened his commitment to secular associations, especially in the field of vocational training of young people and

of good press. His motto was: “Do and shut up”. Was prayer and spiritual man, contemplative in action, such as Don Bosco. In 1884, demonstrated various symptoms of bronchopneumonia. Don Bosco was to bring him his blessing.

Despite fragile health, lived until 30 March 1900. The loss of her father at a young age also inspired Leonardo to be father and guide young people God you trust. Life, style and work put him alongside his friend and St. John Bosco model.

Paul VI beatified him on 3 November 1963 and canonized him on 3 May 1970.