

June 10, 2020

Dear Students,

First, congratulations on your admission to Boston University's Questrom School of Business. I am thrilled to welcome you to the Questrom community. The decision to return to school for a graduate degree is exciting and transformational—and for this year, in light of the global health crisis, may also be a challenging one. While uncertainty remains, we want to provide you with as much information as possible about what life at Questrom will look like this coming school year. To that end, we have developed the [attached FAQ](#) to address some of the questions that you may have.

We're also working hard to make sure that the quality of the classroom experience will be outstanding, regardless of the delivery format. For the Fall 2020 semester, Boston University will offer classes through a blended modality of remote and in-person learning known as Learn from Anywhere (**LfA**). This new modality will enable all students to participate in academic life, whether that is physically in the classroom, or, if necessary, remotely. To support the implementation of **LfA**, classroom technology has been upgraded and we have invested in platforms to enhance the remote learning experience and the ability to connect students studying in-person with those participating remotely. Classroom moderators will be used to facilitate student engagement during live sessions, and faculty will participate in a training program developed by the [BU Center for Teaching and Learning](#).

In addition, I have appointed a faculty committee, co-chaired by Professors [Erol Pekoz](#) and [Andy King](#), which has been charged with translating the MBA pedagogy to the **LfA** approach and developing a peer coaching program. During this past semester, our faculty showed great adaptability and were able to successfully transition to remote teaching in a short period of time. We are confident that with even more lead time, we will be able to deliver a rigorous, engaging, and rich academic experience for all our students this fall, whether they can start the semester with us on campus or not.

As you have likely seen through the admissions process, community is at the heart of Questrom. As described in the FAQ, we are developing a variety of activities for you to build relationships with your peers, our faculty and staff, and Questrom alumni, whether you here in Boston or if you need to be remote for some time.

We realize that you may have additional questions. We will be holding several Ask Us Anything Webinars for admitted students:

- Friday, June 12, 8:00-9:00 AM (EST): [Connect via Zoom](#)

- Friday, June 12, 12:30-1:30 PM (EST): [Connect via Zoom](#)
- Thursday, June 18, 12:00-1:00 PM (EST): [Connect via Zoom](#)

I hope to see you at one of the webinars. If you can't make it to these sessions, feel free to connect with me via email (bickart@bu.edu) or [LinkedIn](#). Our MBA Center team will be reaching out next week with additional information to help you prepare for your MBA and for LAUNCH. We all look forward to connecting here in Boston soon.

Warmly,

A handwritten signature in black ink that reads "Barbara Bickart". The signature is written in a cursive, flowing style.

Barbara Bickart

Senior Associate Dean of Graduate Programs

Associate Professor of Marketing