

FROM THE ASSOCIATE DEAN FOR UNDERGRADUATE PROGRAMS

PROFESSOR FREDERIC F. BRUNEL

Dear Future Questrom Grads and Families:

A warm welcome and my sincere congratulations on your admission into our vibrant Questrom community!

Although I wish I could do so in person, it is still a great honor and privilege to welcome you on behalf of the Questrom faculty. We know how competitive the admissions process is, and having you with us today is a testament to all the hard work and sacrifices you have made. We look forward to spending the next four years with you, supporting the next phase of your personal growth, and preparing you for a successful and meaningful professional career.

When you enroll, you will become part of an exceptional undergraduate business program, within a top business school, within one of the world's greatest research universities, within the global innovation hub that is Boston—and of course, the ultimate college town! In concrete terms, what does this mean?

First and foremost, it means world-class faculty experts who are dedicated to student learning, exceptional support services, and a leading-edge curriculum that emphasizes professionalism, team learning, and integration of liberal arts with specialized business training. From the moment you arrive at Boston University, our curriculum will ensure that you will experience rigorous studies in business via our First-Year Questrom Experience sequence of courses, but also develop a thorough and useful grounding in the liberal arts, sciences, and fine arts via our immense course offerings from Boston University's 17 different schools and colleges. As a first-year Questrom student, you will be exposed to essential business fundamentals and learn how to cross-functionally integrate and relate these learnings. You will practice student professionalism via collaborative projects, presentations, and career exploration. As you progress through our four-year degree, these professional skills will be constantly revisited, deepened, and reinforced.

Secondly, within Questrom, you will join a supportive tight-knit community with a small-school atmosphere. At the same time, we will encourage you to explore and engage with the breadth of learning opportunities and resources from the whole University. You will get to know your Questrom faculty on a direct, professional basis and you will become deeply involved in the curricular and cocurricular life of the school. Student engagement is one of Questrom's strengths: our student body is highly professional, deeply talented, socially committed, and active on many fronts. The school boasts almost forty student organizations, from business clubs such as Accounting, Analytics, Consulting, Fashion & Retail, Finance, Health Science, and Marketing to cultural organizations, advocacy groups, and professional and honor societies.

Lastly, we offer you Boston and the world. With its array of universities, cultural institutions, and activities, you will have a world-class city at your doorstep. The Boston area is not just steeped in history, culture, and traditions, it is also one of the most dynamic, knowledge-intensive environments anywhere in the world. Boston companies and not-for-profits are at the leading edge and represent the sectors that will power the rest of the 21st century. Our curriculum, classes, campus institutes, and student clubs bring their leaders to campus nearly every day. At the same time, you will have opportunities to engage in class projects, internships, or even full-time employment within this innovation cluster. Questrom's appeal and reach is truly global: our student body is approximately 27 percent international, our curriculum is globally focused, and we offer more than 30 study and work abroad programs.

I personally hope that today will mark your first day as a Boston University Terrier and that just as we chose you, you will choose us. We have invited you to join Questrom because you have the qualities that will enable you to succeed and have an impact. For the next four years, we will support you in gaining the skills that will allow you to join a profession; however, it is about a lot more than just getting a job upon graduation. Our ultimate commitment is to prepare you to join the next generation of well-informed world citizens and business leaders.

Once again, welcome to Questrom! I look forward to meeting you on campus in the not too distant future. Meanwhile, I would be happy to answer any of your questions. Please do not hesitate to contact me at brunel@bu.edu.



Sincerely,

Frédéric F. Brunel
Associate Dean for Undergraduate Programs
Associate Professor of Marketing