

FTMBA LAUNCH SCHEDULE

Wednesday, AUGUST 19, 2026 FTMBA LAUNCH

8:00 - 9:00am
Atrium

Check-In & Breakfast

9:00 – 9:20am
HAR 105

Welcome to Questrom

Cathy Fazio, *Associate Dean of MBA Programs; Senior Lecturer, Strategy & Innovation*

Clark Warner, *PTMBA Faculty Lead; Lecturer, Management & Organizations*

Eric Petersen, *Executive Director, MBA Center*

9:20 – 9:30am

Breakout to classrooms

9:30am – 10:30am
QEC HAR 426,
428, 430

Culture & Belonging

Eric Petersen, *Executive Director, MBA Center*

Please join Eric Petersen as we discuss the culture we cultivate in and outside of the classroom, dealing with conflict, and community norms.

10:30-11:30am
HAR 312

Meet Your Cohort & Academic Advisor

Cohorts Arlington & Beacon: Samantha Bruno, *Assistant Director, Academic Development*

HAR 322

Cohorts Congress & Dalton: Chris Bishal, *Director, Academic Development*

11:30am-12:45pm
Atrium

Campus Tour

12:45-1:45pm
QEC HAR 426,
428, 430

Lunch

2:00-3:00pm
FTMBA & PTMBA
HAR 105

Navigating Identities in Business

Cecilia Yudin, *Director, Center for Diversity, Equity, & Inclusion*

3:00-4:00pm
FTMBA & PTMBA
HAR 105

Academic Integrity

Rachel Reiser, *Associate Dean Undergraduate Student Experience*

Boston University and Questrom School of Business is a community of learning grounded in shared values, rights, and responsibilities. A critical component of our learning community is academic integrity, that is a commitment, even

SCHEDULE

4:10-5:10pm
FTMBA & PTMBA
HAR 105

in the face of adversity, to the fundamental values of honesty, trust, fairness, respect, responsibility, and courage in representing truthfully one's knowledge and ideas as one's own.

The [Academic Conduct Code](#) provides both a description of the University's ethical expectations of students as well as a guarantee of students' rights and responsibilities as members of a learning community. This session will explore and confirm understanding of the various dimensions and implications of the Boston University Academic Conduct Code.

Faculty Panel & the Classroom Experience

Cathy Fazio, *Associate Dean of MBA Programs; Senior Lecturer, Strategy & Innovation*

Chris Bishal, *Director Academic Development, MBA Center*

Faculty:

Clark Warner, *PTMBA Faculty Lead; Lecturer, Management & Organizations*

Chris Carter, *Lecturer, Strategy Innovation*

Hutch Hutchinson, *Senior Lecturer, Management and Organizations*

This session will review the overarching curriculum and coursework of your academic program at Questrom, prepare you for the cadence and experience in the classroom during Mod 1, and share academic support and resources you can expect from staff.

This session will expose you to community involvement and leadership opportunities while you're at Questrom, as well as share some upcoming engagement opportunities you can expect!

5:30-8:00pm
FTMBA & PTMBA
9th Floor
Ballroom

Welcome Reception

End the first day of LAUNCH with a social network with your classmates, staff, and faculty

FTMBA SCHEDULE

Thursday, AUGUST 20, 2026 FTMBA LAUNCH

9:30am - 11:00am
QEC HAR 426,
428, 430

Clifton Strengths

Rachel Reiser, *Senior Assistant Dean for Undergraduate Student Experience*

Students will complete the assessment as homework in the summer career course. This session will allow students to dive into their strengths and that of others.

11:00am-12:00pm
QEC HAR 426,
428, 430

Intro to Teaming, Pt. 1

Hutch Hutchinson, *Senior Lecturer, Management and Organizations*

12:00-1:00pm
QEC HAR 426,
428, 430

Lunch

1:00-2:00pm
QEC HAR 426,
428, 430

Intro to Teaming, Pt. 2

Hutch Hutchinson, *Senior Lecturer, Management and Organizations*

2:00-2:30pm
QEC HAR 426,
428, 430

Outward Bound Prep Talk

Hutch Hutchinson, *Senior Lecturer, Management and Organizations*

2:45-3:45pm

Specialty Program Introductions

HAR 406

Management Science

Fang Wan, *Faculty Director, Management Science major*

HAR 412

Health Sector MBA

Ned Rimer, *Faculty Director, HSM Program*

HAR 410

MS in Digital Technology

Ben Lubin, *Research Faculty/Faculty Director, Clinical Associate Professor, MSDT, Information Systems*

HAR 414

Social Impact

Shari Franzetta, *Faculty Director, Social Impact Program*

Rodrigo Canales, *Faculty Director, Social Impact Program*

HAR 408

General MBA

Chris Bishal, *Director, Academic Development*

Learn more about the opportunities and curriculum of the specialty programs. Meet students, faculty, and staff within your program. Imagine your graduate studies in the context of all that BU and Boston has to offer. Students who are interested in joining one of our specialty programs or the associated Learning Community are also welcome to attend.

EVENT SCHEDULE

4:00-5:00pm
QEC HAR 426,
428, 430

Community Engagement

Joe Grande, *Associate Director, Community Engagement*

Friday, AUGUST 21, 2026

9:00am – 1:30pm

Program Career Exploration – Lunch will be included

Specific meeting locations will be announced.

In this session, you will meet with your designated program to begin to explore and think about your career and vocational aspirations. If you are enrolled or interested in more than one major or program (ex. HSM + MSDT), please note, each specialty program offers events for you to engage and network throughout the year, so you will have other opportunities to dive deeper into your secondary program at a later date.

1:30-3:00pm
QEC HAR 426,
428, 430

Leading with Cultural Intelligence

David Livermore, PhD, Ahmass Fakahany Visiting
Professor in Global Leadership

3:15-4:15pm
QEC HAR 426,
428, 430

ISSO Presentation

Brian Piper, *International Student Advisor*
Olesya Gritsenko, *International Student Advisor*

Monday, AUGUST 24, 2026

7:30am - 8:00pm
Cathleen Stone Island

Outward Bound Professional Experience

Please arrive at Long Wharf no later than 7:30AM.

Please arrive to Long Wharf no later than 7:30AM for check-in. **Do not be late – you will be left behind!** If you miss the boat, you will miss the entire day's experience. There is no other way or time to get to Cathleen Stone Island.

Dock Location is Long Wharf. We will be on the boardwalk between Long Wharf and Old Atlantic Ave.

Note that the nearest T stop is Aquarium, but Haymarket, State Street, Government Center, and Downtown Crossing are also within walking distance.

Please budget enough time to get all the way to Long Wharf.

EVENT SCHEDULE

You will be spending most of your time outdoors, so please dress appropriately for the time of year keeping in mind that it is usually windier and a few degrees cooler on the island than on the mainland.

Here are a few suggestions:

- Dress in layers - it is much easier to take off layers as the day warms than to start out with too little! Clothing should be loose and comfortable. Athletic clothes are welcome. BRING a full CHANGE of CLOTHES and SHOES and a small towel!
- Wear comfortable, sturdy, close-toed shoes with good traction that can get wet. (It's an Island, after all!).
- Bring some water, sun hat, sunglasses, sunscreen, and bug spray!
- Bring a small pack to carry your items in.
- Breakfast, lunch, and dinner will be provided, but we recommend bringing a packed lunch if you keep a vegan or kosher diet.
- Bring your ID (and something to keep it dry) if you might go out with classmates afterward.

*****Please note, boats leave promptly and cannot be held as it impacts other scheduled runs. You must be on the boat by 7:45AM. If you miss the boat, you will miss the entire day's experience. There is no other way or time to get Cathleen Stone Island.*****

Tuesday, AUGUST 25, 2026

10:00am-12:00pm
HAR 404

Interstride Workshop

Paige McLean, *Senior University Relations Manager at Interstride*
Ramesh Jayavaram, *Assistant Director, MBA Career Coaching*

12:00-1:00pm
Cornwall's

Lunch

1:00-4:30pm

Rotational Sessions

HAR424
100 Bay State
HAR314

Headshots – prep in 416 Lounge
ERC (Room 545)
Tech Troubleshooting

4:30-5:00pm
Atrium

Prep Talk for MG730

LAUNCH WEDNESDAY AUGUST 19 – MONDAY, AUGUST 31, 2026

SCHEDULE

Wednesday, AUGUST 26, 2026

9:00am – 5:00pm
See your [MyBU](#)
Student Portal for
Classroom Locations

MG730: Ethical Leadership
Day 1 of your Ethical Leadership class.

5:00-7:00pm
BU Beach

All Grad Programs BBQ

Thursday, AUGUST 27, 2026

9:00am – 5:00pm
See your [MyBU](#)
Student Portal for
Classroom Locations

MG730: Ethical Leadership
Day 2 of your Ethical Leadership class.

Friday, AUGUST 28, 2026

9:00am – 5:00pm
See your [MyBU](#)
Student Portal for
Classroom Locations

MG730: Ethical Leadership
Day 3 of your Ethical Leadership class.

Monday, AUGUST 31, 2026

10:00-11:00am
QEC HAR 426,
428, 430

MO713 Case Prep Workshop
Yanhua Bird, *Assistant Professor, Management and Organizations*

11:20am-12:20pm
QEC HAR 426,
428, 430

BE720: Organizations, Markets & Society Intro Session
Florian Ederer, *Allen & Kelli Questrom Professor in Markets, Public Policy & Law*

12:20-1:20pm
QEC HAR 426,
428, 430

Lunch

1:30-5:30pm

LAUNCH Case Competition

1:30-1:45pm
QEC HAR 426,
428, 430

Intro to Case Competition
Greg Stoller, *Master Lecturer, Strategy & Innovation*

SCHEDULE

1:45-2:45pm
Team Rooms

Group Work

2:45-4:15pm
Classrooms
HAR 406
HAR 408
HAR 424

Preliminary Presentations

4:15-4:30pm
QEC HAR 426,
428, 430

Deliberations

4:30-5:15pm
QEC HAR 426,
428, 430

Finalists Presentations to Client

5:15-5:30pm

Deliberate and Announcement of Winner