Welcome to the BU Questrom Online MBA Program

Greetings!

Welcome to the Online MBA (OMBA) at the Questrom School of Business at Boston University. From the onset of your learning journey, you will quickly discover the OMBA difference. What is truly distinctive is our learner centric approach starts with you, the adult learner, and your business problems rather than with specific and individual academic disciplines. Each of our six MODs are cross-disciplinary to assemble the tools, skills and perspectives needed to address the business problems you confront, in real time, and aid in crafting solutions you can apply within a professional context.

As an OMBA student you will gain a global network in which peer learning is optimized and develop essential tools and knowledge to apply within your desired industry, all from the comfort of your chosen location in the world. You will find engagement is both a feature and a benefit of the OMBA program. Students are actively engaged in the learning process through action learning – a form of learning by doing. Faculty are engaged with students through synchronized live events as well as through the Blackboard community with interface from Yellowdig (a discussion board). Staff are professional experts with a deep understanding of the working adult learner and engage with students through every part of your learning journey.

We look forward to the launch of Mod 0 and your start in the OMBA 6 cohort in January 2023!

Best,

Mariana Stoyancheva
Executive Director, Online MBA Program

Meg Kenney
Director of Student Success, Online MBA Program

Program Logistics

Setting up your BU Email/Kerberos ID and Password:
Unless you already have BU credentials from a time you previously studied at Boston University, you will be required to set up your BU email and password. This will be used for all BU-related sign-ins. Information on how to facilitate this process will be sent to you directly from BU IT in **November 2022.** You will receive an email from Admissions once this has been sent. Be sure to check your spam!

Registration for Spring Semester:
The OMBA Success Team will register you for both MOD 0 and MOD 1 in **late November/early December 2022.** You will not need to register yourself.

Terrier Card (BU ID):
All OMBA students will receive their Terrier Card (BU ID card) via mail in their first semester **(Spring 2023).**

Key Semester Dates:
There are several key dates for the Spring Semester, both for MOD 0 and MOD 1. These dates are outlined below – please review them carefully!

MOD 0 Session Dates:
- Asynchronous, ungraded content for MOD 0 will be available beginning in mid-December.
- MOD 0 will launch on Friday, January 6th, 2023, at 8am ET and will end on Saturday, January 21st, 2023, at 8pm ET.
- There are **two** required Live Sessions for MOD 0 – January 12th and January 19th, 2023. Live Sessions are offered at 7am and 8pm ET and each session will run for 2 hours. You can attend either the AM or PM session during MOD 0 but must attend on both dates.

MOD 1 Session Dates:
- MOD 1 will launch on Friday, January 19th, 2023, at 8am ET and will end on Saturday, May 6th, 2023, at 8pm ET.
- There are **six** Live Sessions during MOD 1 that are required for students to attend. Those dates are January 26th, February 2nd, February 9th, April 20th, April 27th, and May 4th. Please note these dates in your calendar now – you will be attending at the live session time you are assigned to with your team. More details about the OMBA Live Sessions are below.

The OMBA program aims to stay as close as possible to the BU Academic Calendar, but OMBA is distinctive in its own creation and learning flow. Therefore, students should pay close attention to MOD start and end dates as they may differ from the BU Academic Calendar.

- MOD 0 is held two weeks prior to the official start of the spring term.
- The OMBA program does observe BU holidays and breaks, including Spring Break.

MOD Live Sessions:

Synchronous sessions are critical for both students and faculty as we develop relationships and our learning community. All types of synchronous sessions signal a clear commitment between faculty and students and will be scheduled far in advance for your planning, or when this is not possible, will allow for flexibility in scheduling and attendance.

MOD Live Sessions are held one day per week at two different times. To provide flexibility to our globally distributed cohort we will have a 7AM (ET) and then an 8PM (ET) session. MOD 1 Live Sessions will be on Thursday, but the day of the week may vary from MOD to MOD. These sessions will be 2 hours in duration and will be recorded so you can access the content if you had a disruption in your planned schedule to attend.

In MOD 1, six out of the 14 MOD Live Sessions will focus on TEAM outputs (e.g., synthesis of managerial trends, capstone assignments, etc.) where your TEAM will be on live to present your output during an assigned AM or PM session. **All six of these Live Sessions are required for all students to attend**. You will be receiving the Pre-Enrollment survey later this fall to identify your AM or PM attendance preference. Please be aware, all MODS require live attendance. Typically, live attendance will be required for 4-7 Live Sessions; the exact number and dates, if applicable, are stated in the syllabus for each MOD.

Tech Information:

The Student Link is Boston University's student record system, and allows you to update your personal information, view your schedule, transcript, and grades, and view and pay your bill each semester. You will be able to log in to the Student Link using your BU credentials (often referred to as your Kerberos ID and password) once you get them later this fall.

The OMBA program utilizes various technology tools and platforms to deliver content and services in an interactive way. You'll have plenty of time in Mod 0 to practice using the platforms so that you are more than ready to take on Mod 1. You'll learn about the following program related platforms:

OMBA Link - OMBA Link is your gateway for all things related to the Online MBA. The portal is a hub that will connect you to resources that you will use for your OMBA experience. In the portal, you can view announcements, schedule appointments with your success specialist or learning facilitator, join and communicate with affinity groups, find links for common resources, and access your course through Blackboard.

Blackboard – Blackboard is BU's learning management system (LMS) that will host all course content and will be integrated with all the technologies below.

Yellowdig – Yellowdig is a platform that fosters the peer-to-peer learning through online discussions facilitated by classmates, faculty, and learning facilitators, and is integrated into Blackboard.

Feedback Fruits – This platform allows for faculty and students to share documents, videos, and more to create content and offer feedback and answer to guided questions. Teams will also provide feedback on their teammates using this platform.

All the program-related platforms listed above are provided by BU, and do not require payment from students.

For now, it's important to start thinking about your technology set-up and needs. Online MBA courses are delivered through Boston University's Blackboard learning management system. While materials are accessible from mobile devices, to participate in the program most effectively, you should have a computer with high-speed Internet. While 50mbps is the recommendation, a consistent speed of 20mbps should be more than enough to meet the technology requirements of the program. For additional details on specific technologies, please see http://questromworld.bu.edu/onlinemba/technology/. It is also recommended that users have the most recent versions of Chrome, Safari, Firefox, or Edge browsers. Additionally, users must ensure that their computers meet the requirements set out by Boston University Information Services & Technology (IS&T). To verify that your computer is acceptable, please review the System Requirements provided by IS&T.

In addition to the asynchronous material delivered via Blackboard, students will participate in synchronous sessions via Zoom. To participate fully in Zoom live classrooms, it is recommended that learners use the most recent versions of Chrome, Safari, Firefox, or Edge browsers, as well as a headset with a microphone, and a webcam. Please note that

the minimum computer requirements for Blackboard are not the same as those required by Zoom. To determine if your computer also meets Zoom's specifications, review the [Zoom System Requirements](#).

Be advised, if your computer does not adhere to the system requirements for both Blackboard and Zoom, you may experience a degradation of content. Blackboard and Zoom may lose tool functionality or not work at all.

For the best technical experience, students are encouraged to use a laptop or desktop computer running Mac or Windows. Recommended browsers include Firefox or Chrome – more information on browser compatibility can be found [here](#).

While course materials are accessible from mobile devices, not all tools are optimized for these devices, and we would strongly recommend using a laptop or desktop to complete key components of your coursework.

Academics

The OMBA program requires 45 credit hours of coursework comprised of six 7.5-credit semester-long integrated modules. The curriculum is designed so that you take one module a semester and each module builds on the one before it. Each module is the workload equivalent of two individual courses.

Course Descriptions:
MX 700 Online MBA Launch (0 cr.) – MOD 0
Module 0 is a non-credit (pass/fail) introduction to the resources and overarching learning principles of the Online MBA. Learners will be exposed to the underlying technology utilized to deliver the experience as well as learn communication techniques for managers as well as teaming process in the business.
- Introduction to the Online MBA learning platforms
- Orientation to BU and Questrom School of Business
- How to be successful in an online learning environment

MX 710 Creating Value for Business and Society (7.5 cr.) - MOD 1
Module 1 focuses on the purpose of the corporation and the role of the manager in creating and capturing value for their business. In this module, we introduce you to foundational concepts in micro-economics as well as the emerging ideas of information economics that dominate digital business models. This will help you recognize that today's business world is a nexus of traditional physical products and digital services and platforms. You will apply these core foundational ideas in a capstone project

focused on the automotive industry, where physical products and digital services are coming together in new ways for a business to create and capture value.
- Role of business in society
- Global business trends shaping the role of the manager
- Economic principles of how corporations create and capture
- Impact of information and digital transformation

MX 720 Managing Performance with Data (7.5 cr.) – MOD 2

Module 2 emphasizes the use of data in decision making, performance measurement, and system evaluation. Introductory financial accounting, managerial accounting, corporate finance, microeconomics, statistics, and operations will be highlighted. Because of the advances in data collection, we now have more access than ever to nearly every type of data imaginable. Module 2 will teach students how to better understand and analyze both financial and nonfinancial data and use the information in improved decision making. In Module 2 we will follow the story of Questrom Bakeries, a fictional company that competes in the ready to eat cookie market. Each week we will use the ongoing Questrom Bakeries case to apply and assemble the concepts and measurements being introduced each week. After module 2, managers will be able to make better use of data in framing important decisions and approaching them quantitatively.
- Analyze financial statements and accounting metrics
- Financial analysis for business planning
- Use statistics and data to drive business decisions
- Metrics for financial, marketing, and operational performance

MX 730 Leading with Integrity (7.5 cr.) - MOD 3

The focus of Module 3 is to equip you with ways of thinking about and behaving effectively in situations that call for formal or informal leadership. Module 3 challenges you to step into a leadership role, regardless of the formal position you hold in an organization. Leadership requires us to demonstrate behaviors such as empathy, establishing trusting relationships and bringing out the best in others. It also requires us to refine and strengthen skills such as leading new initiatives, managing a global team and rebuilding an organizational culture. In Module 3 we pay particular attention to the processes by which leaders proactively engage others in pursuit of organizational and societal goals. You will gain the tools, skills, and frameworks you need to accurately diagnose a situation, develop a deep understanding of the forces at play and take effective action based on your own personal values, the needs of your organization and the needs of society.
- Clarify and enact individual purposes, intentions, and values.
- Build interpersonal leader-follower relationships.
- Develop, change, and maintain thriving organizations.
- Position organizations as ethical actors within society.

MX 740 Assessing and Managing Risk (7.5 cr.) – MOD 4

The COVID-19 pandemic reminded us of what an uncertain world we live in. The crisis has impacted every organization. But dealing with risk is not just about dealing with crises. In fact, it is an issue that needs constant attention. Failure to do so can destroy value and even threaten the very survival of an enterprise. Managed well, it can be a valuable source of competitive advantage. Module 4 introduces you to the diverse set of tools managers need to measure, manage, and monitor different types of risks appropriate to all managers. Risks can arise from various sources. Some external to the company like interest rates or demand fluctuations, or systemic forces like climate change. Others internal - like technology innovations, model error, brand crisis or cyberattacks. Managers from different departments may perceive risks differently, or deal with different risks, but they all must management risk. In Module 4 we will bring multiple functional perspectives and expertise together to view risk from all angles of the business and will introduce a framework to integrate the different perspectives in a holistic way.

- Assess environmental, social, political, and regulatory risk
- Financial risk management
- Develop processes for measuring and monitoring risk
- Manage operational risk

MX 750 Leveraging Global Opportunities (7.5 cr.) – MOD 5

In Module 5, we will continue and, in many ways, will culminate one of the program's theme of being, "The MBA for a Connected World." We will explore the challenges and opportunities associated with conducting business globally with different regions and environments. Specifically, we will examine the tools of Marketing to ensure that firms know what the best mix of products and services is to meet current and future customer interests. We will explore a firm's global supply chains and introduce tools of Operations that help us optimize such chains to meet customer demands. We will also explore the tools of Strategy that help us analyze the external environments in which firms compete to develop a firm's capabilities so that it matches its strategy with external demands.

- Understand the challenges of a global business
- Manage the marketing mix for various customer segments
- Source and optimize supply chains globally
- Develop competitive strategies in a global context

MX 760 Fostering an Innovative Mindset (7.5 cr.) – MOD 6

Module 6 explores how you can create not just an innovative mindset but also offers a toolkit that can help accelerate innovation outcomes at the individual, team, and organization level. What is an innovation mindset? It is a constant search for new ways to deliver value that meet a true need, coupled with the ability to mobilize the resources to experiment and put those ideas into practice. It is after all, mindsets, not devices, that are the driving source behind new innovations. Mindsets are powerful because they create

frames for what we experience, and they both inform and limit the way we think and act – thus they define the landscape of opportunities. But we also view toolkits as important as innovation is inherently uncertain, risky and resource intense. We have carefully curated toolkits to advance idea generation and concept development that should help you both create and claim value while balancing the need to maintain existing operations.

- Apply principles of design thinking to reframe innovation challenges
- Source and generate new ideas that create value
- Align organizational capabilities to develop and test those ideas
- Manage the innovation portfolio

MOD Structure:

Each MOD lasts for one semester (14 weeks), is team taught by 3 or more faculty members, and features a fully integrated curriculum. This means that while you won't be taking a specific accounting or operations course, all the necessary content will be integrated into the MODS and delivered in the context of examining business problems.

Each MOD will have a combination of individual and team assignments, and the OMBA curriculum relies heavily on peer-to-peer learning. That means that you'll be interacting with your Team and classmates regularly and learning from each other as much as you learn from our faculty.

MOD 0 Overview:

MOD 0 is the orientation module known as the Online MBA Launch. It is designed to help Online MBA students develop the knowledge, understanding, and skills necessary to support successful online learning, as well as their responsibilities as a BU and Questrom student. In addition, our faculty will introduce the foundational building blocks for the management communications and teaming curriculum. An overarching design principle for MOD 0 is that you will begin to build good habits by experiencing the timing of the weekly learning journey that you will have in MOD 1, including when content is released, meeting with your team, and the timing of the live sessions.

Please note: While MOD 0 is a required component of the Online MBA program, it is not a credited module, nor will you be charged tuition for this module.

Timing of MOD 0:

- Beginning in mid-December, asynchronous, nongraded content for MOD 0 will be released. This content is for students to work through at their own pace.
- For two weeks of graded content, you will receive the learning journey for the week on Fridays. This will include your asynchronous content, as well as information about which topics will be covered in that week's MOD Live Session held at 7am & 8pm (eastern) each Thursday, just like MOD 1.

- Details of what to expect in your first MOD live session will come shortly before the launch.

MOD 0 Session Dates:
- Asynchronous, ungraded content for MOD 0 will be available beginning in mid-December.
- MOD 0 will launch on Friday, January 6th, 2023, at 8am ET and will end on Saturday, January 21st, 2023, at 8pm ET.
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Teaming in the OMBA:

At Questrom we consider Teaming to be not only an area of academic study, but an executive leadership skill that is essential for success in a global economy. The usual challenges of coordination and collaboration with teams may appear more complex in global teams, where differing expectations, communication breakdowns, and cultural misunderstandings may potentially disrupt a team's ability to perform if exercised without appropriate skill and understanding of team dynamics. Working in teams is an essential component of the Online MBA and all students will work in times at different stages during the learning journey and academic program. Some assignments will be "solo assignments", but other assignments will be "team assignments" and graded as a team. Likewise, some capstone projects are completed as a team while other capstone projects may be completed individually. Whether the capstone is solo or team will vary depending on the module.

Peer Group Nomenclature:

Throughout our communications you may see some references to terms that you may not be familiar with, so we thought it a good idea to define those for you. The following terms describe the various "formal" peer groups that you will be a part of during your learning experience:

OMBA 6 Cohort: This identity is used to denote the class you will enter with in the Spring of 2023. Each entering class will receive a new number. While you may not finish with the same class with which you entered, you will likely feel an affinity with your entering class.

MOD: This is used to identify the group of peers currently enrolled with you in your MOD. This is the cohort of approximately 500 students that are in each MOD. As you move to each MOD your cohort mix will change as some students may skip a semester for personal or professional reasons.

POD: The MOD is broken down into smaller learning groups of approximately 50 students. This is your POD. Each POD has a Learning Facilitator assigned to it to assist in your learning experience by holding office hours, meeting with teams, and providing feedback on various assignments. Your POD will change from MOD to MOD.

TEAM: Your team will be made up of 4-6 other students within your POD and this will be the team for the team assignments throughout the individual MOD. These will change from MOD to MOD.

Preparation for the Online MBA:

The Online MBA (OMBA) at Questrom includes the essential quantitative and skill-development competencies of a rigorous graduate level credential for business management. As a result, some students may benefit from a refresher course or further exploration within key content areas such as statistics, economics, and basic tools such as Excel. While OMBA does not require a formal prerequisite in these areas, students with previous exposure may absorb the course content more fully and more rapidly. For your success, it is important that all incoming students are prepared for this fast-paced, integrated learning environment.

If you have never studied business at the undergraduate or advanced level, or if it's been a long time since you were last in a classroom taking quantitative study, voluntarily taking MBA Math prior to beginning the program may be valuable. Additionally, the Online MBA program requires a strong knowledge of Microsoft Excel, so we encourage all enrolled students to brush up on their Excel skills before the start of MOD 0. We've also found students with a familiarity with Statistics have been better prepared for the Online MBA, so depending on your skillset in this area, it may be beneficial to take a free statistics course as well. Details about each of the tools can be found below. Again, these courses are not required but may be helpful to your overall success in OMBA.

MBA MATH: This is a self-paced online quantitative skills course that takes between 15-30 hours to complete. Participants will have access to 24 lessons across 5 subjects. The course will outline basic quantitative skills in finance, accounting, economics,

statistics, and spreadsheets.

[Some benefits of MBA Math via their website](#):

Skip What You Already Know
Every lesson provides a pre-quiz to allow experienced students to prove proficiency and move on to the next lesson. Students with no prior experience can skip the pre-quiz and start the lesson.

Self-Paced Math Lessons in a Business Context
Every MBA (or related MS) student learns the quantitative subjects that business leaders must know to make solid decisions. We teach MBA Math in the context of **Finance, Accounting, Economics, Statistics, and Spreadsheets.**

Hands-On Training with Drills & Solutions
After learning the concepts through the narrated lecture and seeing the formula summary, students work through drill exercises to analyze data and solve problems in common business scenarios using Excel spreadsheets.

Enrolled Online MBA Students are eligible to receive a discounted price of $110 by using a Questrom promotional code. To receive the promotional discount, please follow the directions below:

1. Go to www.mbamath.com
2. Click "Sign Up" (top right of page)
3. Click "Yes, I have an RSVP/promotion code" and enter the code BUMY23UC
4. Enter the requested profile and account information
5. Click "Join MBA Math"
6. Enter payment information and click Complete Registration
7. Go to My Account | My Schools and confirm the Allow School Access box is checked for the BU Online MBA entry

[Learn more about MBA Math](#)
Excel Preparation: The Online MBA program also requires a strong knowledge of Microsoft Excel, so for those of you looking to refresh your skills, or even learn some new ones, we recommend taking a basic excel class prior to starting the program. Our partner edX has some great [options](#), but you can use any resource that works best for you!

Statistics: Given the quantitative rigor of the Online MBA, some students may find taking a Statistics course prior to the start of the program beneficial. Our partner, edX,

offers several free statistics courses such as Statistics for Business, Introductory Statistics, and other quantitative courses. You can register and view all available offerings via the [edX website](#).

Resources for preparation:
- [edX](#) (a Questrom School of Business partner)
- [Khan Academy](#)
- [Coursera](#)
- [LinkedIn Learning](#)

Support

The OMBA program has both staff and programs that have been specifically designed to support you throughout your learning journey.

Your specialized support team consists of a Learning Facilitator and a Student Success Specialist.

Learning Facilitator: Each semester, your POD (your 50-person learning group in the module) will have an assigned Learning Facilitator. They serve as **your subject matter expert** for each module, and they are available to help you with all course related material. They will communicate with you on a regular basis about your coursework, hold office hours, and be available for one-on-one meetings. When it comes to questions about your courses or assignments, they are your first stop. You will receive more information about your learning facilitators, including their bios, during MOD 0.

Success Specialist: Your Student Success Specialist will support you from the start of your program to graduation. When it comes to your student experience, advising, and university resources, they are your first stop. Your Student Success Specialist will **help you navigate the program and your life as an online student**. They will help plan your schedule, share best practices for learning online, suggest ways to engage in the program community, and guide you to the various university resources you may need to enable your success in the Online MBA program. Your personal Student Success Specialist will communicate with you regularly as you continue this learning journey. More details about the Success Team will be shared later in the summer and during MOD 0.

OMBA Program Resources:
The Online MBA program has several opportunities for you to connect with other students in the program, both within your cohort and across cohorts.

Affinity Groups: OMBA Affinity Groups are a way for students to connect with others in the program across shared interests. These virtual groups, housed in OMBA Link, span a variety of interests and populations, and the activity of the group is driven by student interest. The Student Success Team provides programming that aligns with the groups and are open to collaborating with any group that has a program idea. Here is a sample of some of the current Affinity Groups:

- o Geographic Location Groups: North America, Europe, Asia, Africa, etc.
- o Industry-Based Groups: Digital Technology, Financial Services, Government and Non-Profit, etc.
- o Identity-Based Groups: Parents in OMBA, Women in OMBA, Black Students in OMBA, PRIDE in OMBA, etc.

Programs and Events: The Student Success Team plans and implements a robust schedule of programs for OMBA students each semester. These programs are based on student needs and requests and are offered at convenient times. Some of the programs offered in previous semesters:

- o Sessions on Peer Feedback and Resiliency
- o Resume and Cover Letter workshops
- o Networking events

The Success Team also curates a list of events hosted by both Boston University and the Questrom School of Business that are relevant to OMBA students and shares those in a weekly newsletter.

Questrom/BU Resources:

There are several resources at Boston University and the Questrom School of Business that you have access to and that may be helpful. Please review these below:

BU Wide Resources:

- o BU Today: https://www.bu.edu/today/
- o Office of Disability & Access Services: https://www.bu.edu/disability/
    - ▪ In accordance with University policy, every effort will be made to accommodate unique and special needs of students with respect to speech, hearing, vision, or other disabilities. Any student who feels they may need accommodation for a documented disability should contact Boston University Disability & Access Services for review and approval of accommodation requests. It is best to start this process as early as possible.
- o BU Center for Career Development: http://www.bu.edu/careers/resources/online/
    - ▪ OMBA students have access to several career resources available to online students
- o BU Libraries: https://www.bu.edu/library/

- o BU Behavioral Medicine: http://www.bu.edu/shs/behavioral-medicine/
- o Title IX Office/Reporting: http://www.bu.edu/safety/sexual-misconduct/title-ix-bu-policies/
- o BU Diversity & Inclusion: https://www.bu.edu/diversity/
- o BU Student Central: http://www.bu.edu/students/
- o BU Community Cares: https://www.bu.edu/wheelock/information-for-students/community-cares/
- o BU Veterans Benefits: http://www.bu.edu/finaid/types-of-aid/veterans-services/
- o Parenting Resources: http://www.bu.edu/grad/living-in-boston/kids-family/