

SCHEDULE

Wednesday, AUGUST 19, 2026 PTMBA LAUNCH

8:00 - 9:00am Atrium	Check-In & Breakfast Campus Tours (PTMBA)
9:00 – 9:20am HAR 105	Welcome to Questrom Cathy Fazio, <i>Associate Dean of MBA Programs; Senior Lecturer, Strategy & Innovation</i> Clark Warner, <i>PTMBA Faculty Lead; Lecturer, Management & Organizations</i> Eric Petersen, <i>Executive Director, MBA Center</i>
9:20 – 9:30am	Breakout to classrooms
9:30am – 10:30am	Meet Your Cohort & Academic Advisor
HAR 312	Cohort Track: Samantha Bruno, <i>Assistant Director, Academic Development</i>
HAR 322	Flex Track: Chris Bishal, <i>Director, Academic Development</i>
10:30-11:30am QEC HAR 426, 428, 430	Community Engagement Joe Grande, <i>Associate Director, Community Engagement</i>
11:30am-12:45pm QEC HAR 426, 428, 430	Lunch
12:45-1:45pm HAR 105	Using Your Questrom MBA to Make a Successful Career Pivot Peter DeCotis, <i>Associate Director of PTMBA Career Coaching</i>
2:00-3:00pm FTMBA & PTMBA HAR 105	Navigating Identities in Business Cecilia Yudin, <i>Director, Center for Diversity, Equity, & Inclusion</i>
3:00-4:00pm FTMBA & PTMBA HAR 105	Academic Integrity Rachel Reiser, <i>Associate Dean Undergraduate Student Experience</i>

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

SCHEDULE

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

community is academic integrity, that is a commitment, even 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*

Michael Smith, *Associate Professor, Accounting*

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

EVENT SCHEDULE

Optional

Wednesday, AUGUST 26, 2026

5:00-7:00pm
BU Beach

All Grad Programs BBQ

Monday, AUGUST 31, 2026

1:30-5:30pm

LAUNCH Mini Case Competition

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

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

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