

OMBA Communications & Engagement Guide Book



Questrom School of Business



Welcome!

Hello OMBA students! We are proud to provide you with our OMBA Communications Guidebook. We understand there are many platforms and channels necessary to succeed as an online student, and we hope this resource will provide guidance on proper methods and approaches to engaging with your community.

Wishing you a successful semester!

- OMBA Success Team



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OMBA LINK

OMBA Link is your key platform for access to all crucial contacts & resources you will need throughout your time in the OMBA program.

It is your main hub for submitting tickets to your Learning Facilitator & Success Specialist, joining and participating in affinity groups of your choice, viewing virtual events hosted by the OMBA program, and accessing resources and knowledge articles for general programmatic support within OMBA. OMBA Link should always be your first stop when accessing key resources for the program.

<https://mybuvirtualcampus.bu.edu/s/>

We strongly advise you bookmark this site, as you will need it for the entirety of the OMBA program.

Boston University Virtual Campus

BOSTON UNIVERSITY

Home

Knowledge

Support

Connect

Resources

Events

Blackboard

MyBU Student

Search...

🔔

Meg OMBA Test Student ▾

THE QUESTROM ONLINE MBA

OMBA Link is now a part of the BU Virtual Campus

Community Announcement

Welcome to OMBA Link

Be sure to bookmark this!

My Pod

My Team

Blackboard

Links:

Student Handbook

Semester Dates

Course Planning

Knowledge

Support

Connect

Resources


Events

Course Registration


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KNOWLEDGE ARTICLES

We highly recommend searching for your question in the Knowledge Support Center first before reaching out to your Success Specialist or Learning Facilitator.



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[Knowledge](#)
[Support](#)
[Connect](#)
[Resources](#)
[Events](#)
[Blackboard](#)
[MyBU Student](#)


[Meg OMBA Test Student](#)



OMBA Link is now a part of the BU Virtual Campus

Knowledge Support Center

Here, you can quickly find articles on Registration, Enrollment, Degree Planning, and more.
Get answers to your academic and tech questions anytime. Start exploring now and make the most of your university experience!

Virtual Campus Knowledge Center

Academics

[Course Material Access](#)
[Degree Requirements](#)
[Grades](#)

[Course Policies](#)
[Satisfactory Academic Progress](#)
[Teaming](#)

Registration

[Academic Calendars](#)
[Course Planning](#)

[Compliance](#)
[Registration Process](#)

Student Support & Resources

[Employer Reimbursement Documentation](#)
[University Resources](#)
[BU ID Cards](#)

[Mod O/Onboarding](#)

Trending Articles

[Missed Assignment Deadline](#)

[Final Grades](#)

[Commencement](#)

[Alumni Library Access](#)

[meg's test article](#)

Top Articles

[Academic Calendars](#)

No articles are associated with this topic right now.


[Academic Integrity](#)

[Missed Assignment Deadline](#)

OMBA LINK RESOURCES

The Resources tab in OMBA Link is a robust list of resources that will be helpful to you as an online student. You'll find details about OMBA technologies, policies, and resources on the right, and a comprehensive list of Quick Links on the left, broken down by OMBA Resources, Forms, Questrom Resources, and BU Offices and Resources. We highly recommend reviewing the Resources page when looking for answers to your questions, particularly for things like semester dates and contacting other BU Offices.


<https://mybuvirtualcampus.bu.edu/s/resources>




BOSTON

UNIVERSITY

[Home](#)
[Knowledge](#)
[Support](#)
[Connect](#)
[Resources](#)
[Events](#)
[Blackboard](#)
[MyBU Student](#)



Meg Kenney ▾



BU

QUESTROM

ONLINE MBA

OMBA Link is now a part of the BU Virtual Campus

Resources

Quick Links: Resources

OMBA Events & Recordings

Frequently Asked Questions

Student Handbook

Semester Dates

Generative AI Assistant Policy

Course Planning

OMBA Careers Master List

Quick Links: Forms

Peer Props Nomination

Registration Information

Your Success Specialist will register you for your Mod each semester. You must complete the Intent to Register form in order to indicate your plans for the semester. You can meet with your Success Specialist if you need to talk about taking a semester off.

All BU Graduate Students must be in compliance with the University in order to be registered each semester. Compliance includes having your financial account in good standing and having completed the required Sexual Misconduct Training module. You can check your compliance status in the MyBU Student Portal. You must clear up any registration holds due to a lack of compliance before your Success Specialist will be able to register you.

OMBA Link

OMBA Link (powered by Salesforce Advisor 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.

OMBA Technologies

The Online MBA Program utilizes various technology platforms and tools in the delivery of course content, including Blackboard, Yellowdig, Feedback Fruits, and Zoom. You can find detailed information about each of these platforms in the OMBA Technologies section of your Mod 0 course folder in Blackboard. BU students have access to various softwares provided by the University. You can find a complete list here: <https://www.bu.edu/tech/support/software/>

Notice of Non-Discrimination

Boston University prohibits discrimination and harassment on the basis of race, color, natural or protective hairstyle, religion, sex or gender, age, national origin, ethnicity, shared ancestry and ethnic characteristics, physical or mental disability, sexual orientation, gender identity and/or expression, genetic information,

OMBA LINK SUPPORT

When you need to connect with an OMBA Staff person for a conversation or personalized support, the Support page will be your landing page for those contact points. In Support, you will be able to submit tickets to your assigned support staff as well as view advising availability for 1:1 appointments via Zoom with your LF or SS.

<https://mybuvirtualcampus.bu.edu/s/support>

The screenshot shows the 'Support' page of the BU Virtual Campus. At the top, there's a navigation bar with links: Home, Knowledge, Support (highlighted), Connect, Resources, Events, Blackboard, and MyBU Student. A search bar and a user profile 'Meg OMBA Test Student' are also present. Below the navigation bar is a red banner with the BU Questrom Online MBA logo and the text 'OMBA Link is now a part of the BU Virtual Campus'. Underneath the banner is a black bar with the word 'Support' in white. The main content area is divided into two columns. The left column is titled 'Open a Support Case' and contains a form to 'Contact OMBA Support'. The form has fields for 'Case Category' (dropdown), 'Case Sub-Category' (dropdown), 'Subject' (text), and 'Description' (text). There is an 'Upload File' button and a 'Submit' button. The right column is titled 'Schedule an Appointment' and contains a red button 'Schedule an Appointment'. Below this is a calendar view with tabs for 'Upcoming', 'Past', and 'Cancelled'. The 'Upcoming' tab is selected, showing a message: 'No appointments to show. Something on your mind? Schedule an appointment to speak with someone.' At the bottom of the right column is a link 'My Advising Team'.

Learning Facilitator

Your LF will be assigned to you & your whole team based on your Mod. You should connect with your LF for Mod-specific topics including, but not limited to: course content, Blackboard materials/access, assignments, specific grading questions & live sessions.

Success Specialist

Your SS is assigned to you for the duration of your time in the program. You should connect with your SS for general OMBA program-related topics such as course planning/registration, events, affinity groups, path to degree completion, and other administrative questions.

IT Support

IT is available when you experience technical difficulties beyond Mod support.

OMBA LINK Connect

The Connect tab offers a variety of ways to connect with your fellow OMBA students and get involved in the OMBA community! First, you'll see an OMBA student directory – you can search by name, location, employer, or industry. This is a great way to reach out to folks that you chat with in a breakout room, on Yellowdig, or at an event.

<https://mybuvirtualcampus.bu.edu/s/connect>

Boston University Virtual Campus

Home Knowledge Support **Connect** Resources Events Blackboard MyBU Student

Search...

Meg OMBA Test Student

THE QUESTROM ONLINE MBA

OMBA Link is now a part of the BU Virtual Campus

Connect

Connect With Other OMBA Users

19 of 19 items

Search: test

User	City	Country	Employer
Test Kyle			
Meg OMBA Test Student	San Francisco	United States	Boston University Questrom School of Business
Van OMBA Test Student	San Francisco	United States	Boston University
Alex OMBA Test Student	San Francisco	United States	Boston University
Mark OMBA Test Student	San Francisco	United States	Employer
Megan OMBA Test Student	San Francisco	United States	
Gianna OMBA Test Student	San Francisco	United States	
Kim OMBA Test Student	San Francisco	United States	BU
Carla OMBA Test Student	San Francisco	United States	Boston University

My Pod My Team

Message Center

The Connect page also links to your Team and Pod rooms, just like the buttons on the home page. Use these to navigate to your Mod team room or see the rest of the students in your Pod. There's also a link to the message center, which is where you can send and receive message from your fellow students.

NOTE: Please do not use the message feature to reach out to OMBA Staff, as this is not monitored regularly - please use the Support tab to reach out.

OMBA LINK

Connect

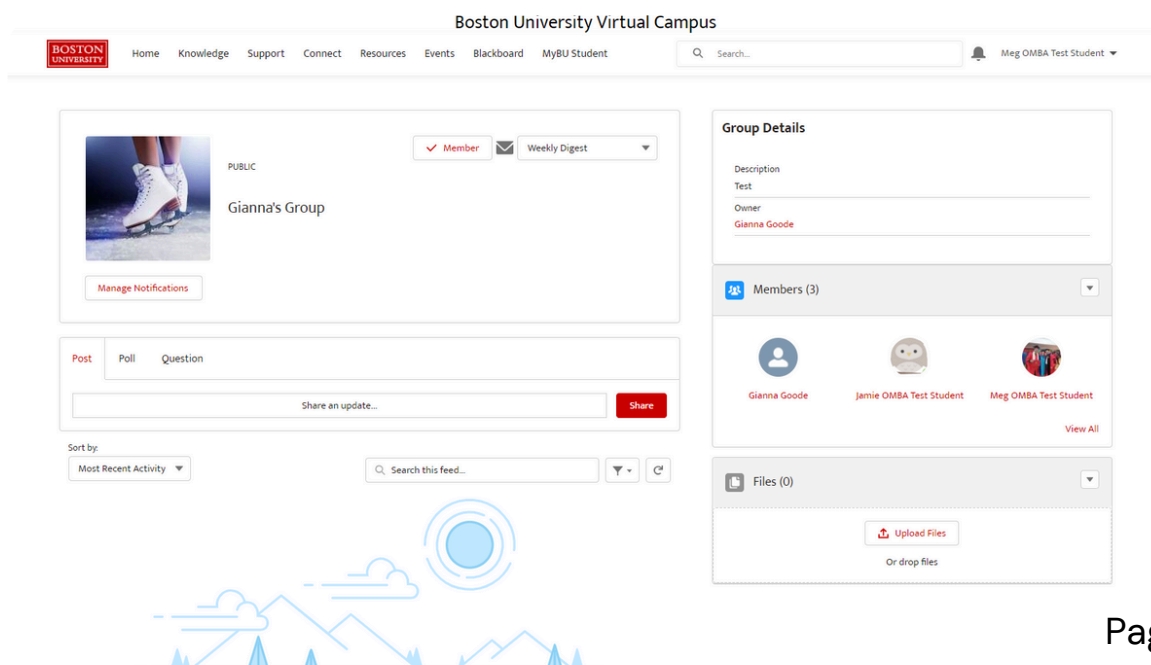
Affinity Groups

You'll also find OMBA Affinity Groups listed in the Connect tab. Affinity groups are a great way to connect with other students who you share something in common with – working in the same industry, your geographic location, or an identity or interest. You can join as many groups as you'd like!

<https://mybuvirtualcampus.bu.edu/s/connect>

Affinity Groups often host events such as happy hours (both virtual & in-person!), think tanks, formal presentations, and more to build connections with group members!

To join a group, click on the group name. From there, you'll be navigated to the group's page. You'll see the "Join Group" button near the image. Once you've joined a group, you'll see any activity happening in the group and a list of all the group members. You can set your preferences for how often you receive email updates from the group using the dropdown menu near the image.



OMBA LINK

Events

On the Events tab, you'll see a list of all upcoming OMBA events, both those that are happening virtually and any local meetups. You can also view a list of events you've registered for, those you've attended already, and past events that OMBA has held. The Events Hub allows you to search and filter for events as well.

<https://mybuvirtualcampus.bu.edu/s/events-hub>

To register for an event, you can click on the 'Register' button below the event on the events page or click into the event to view additional details and click 'Register'. Once you are registered, you'll see that the Location information will populate on the Event Page, as well as links to download and add the event to your calendar. You'll also receive a confirmation email that includes all the details about the event, including the calendar invites.

The screenshot displays the OMBA Link Events Hub interface. At the top, a red banner features the BU Questrom Online MBA logo and the text "OMBA Link is now a part of the BU Virtual Campus". Below this is a black header with the text "Events Hub". The main content area is divided into two sections: a grid of event cards on the left and a filters sidebar on the right. The event cards are titled "All OMBA Networking SPEED NETWORK EVENT" and "A DEEPER DIVE INTO CITATIONS". Each card includes a date range, a "Zoom" link, a "Register" button, and a star icon. The filters sidebar on the right includes sections for "Filters", "Event Name", "Description", "Type", "Dates", "Location", and "Distance Range". The "Distance Range" is set to 50 (mi). The "Apply" button is red, and the "Clear" button is white.

NEWSLETTERS



Important Announcements

- The Intent to Register form launched in [OMBA Link](#) on Monday, October 28th at 10am ET. All students must complete the form, whether they plan to register or take the semester off.
- Please contact your Learning Facilitator at ombamodhelp@bu.edu for any mod-specific questions such as assignment submissions, course access to materials and platforms and grade clarifications. Your Success Specialist is available for general programmatic questions. A friendly reminder that OMBA students should not contact the Questrom MBA Center as that office only works with residential students.

Important Dates

- **November 2** - Last day to drop a fall mod (after this date, students are required to complete the fall semester and will earn a final grade)
- **November 11** - **OMBA Office Closure** - Veterans Day Holiday

Every other Tuesday at 7am ET, you will receive a **Keys to Success** newsletter, curated by the OMBA Success Team. Please read this bi-weekly email in detail as it will contain important program announcements that all students should pay attention to, key dates to note, upcoming events, and resource information such as Pardee Management Library support and career advising.

Interested in subscribing to newsletters from other BU offices, too?

- [Questrom Digital Business Institute](#) - an incubator dedicated to the advancement of practical, relevant, and human-centric research that accelerates value-creating digital transformation.
- [Insights@Questrom](#) - digital hub for relevant, thought-provoking ideas on emerging business topics by Questrom.
- [myQuestrom Initiative](#) - our commitment to strive for diversity and inclusion in everything we do. Questrom is working together towards one common goal: to make Questrom a place where we are all connected by difference.
- [Innovate@BU](#) - empowers all Boston University students, regardless of their major, to develop an entrepreneurial mindset and the skills needed to turn their ideas into impactful solutions.

SOCIAL MEDIA

Stay engaged with your OMBA & Questrom Community by following us on social media!

We regularly post event reminders to keep you informed about upcoming activities, cover events to showcase what's happening in real-time, and feature student spotlights to highlight the achievements and experiences of your peers. Additionally, these channels offer guides on how to utilize various resources effectively, ensuring you make the most of the opportunities available.

OMBA SOCIAL CHANNELS



<https://www.instagram.com/buquestromomba/>



<https://www.linkedin.com/groups/12385682/>



QUESTROM SOCIAL CHANNELS



<https://www.instagram.com/buquestrom>



<https://www.linkedin.com/school/questrom-school-of-business-bostonuniversity/>



<https://www.facebook.com/BUQuestrom>



<https://x.com/BUQuestrom>



BOSTON UNIVERSITY SOCIAL CHANNELS



<https://www.instagram.com/bostonu/>



<https://www.linkedin.com/school/boston-university/>



<https://www.facebook.com/BostonUniversity/>



https://x.com/BU_Tweets

SOCIAL MEDIA

Engage & Be Featured!

The OMBA Program loves to hear from our student population! The Success Team manages a few different campaigns that celebrates & recognizes individuals within our community.

Personal Updates

Did you recently land a new job that you're excited about? Were you recognized with an honor or award that you would like to share with your peers? Let us know by submitting the [Personal Updates submission form!](#)



Submit Group Photos!

Did you connect with a group of OMBA peers at a local restaurant? Did you take a group selfie while you were there? Share it with us! We love to see our community getting together for an in-person experience in their own regions of the world!

[Submit your photos here.](#)

Recorded responses on either platform can be shared on our public-facing Instagram account, in our weekly Keys to Success newsletter, & on our private OMBA LinkedIn Group!

SOCIAL MEDIA

Engage & Be Featured!

Peer Props

Peer Props is a way for OMBA students to give kudos to each other for good deeds, stellar performance, or other noteworthy acts! Has a team member gone above and beyond in helping you understand a challenging course concept? Were you wowed by one of your peers' presentations during a Live session? Do you just want to thank a fellow student for being who they are? If so, fill out the [Peer Props Nomination Form](#)!



Peer Props are posted to the recipient's OMBA Link Profile & in our weekly Keys to Success Newsletter.

Questrom Speaker Series

The OMBA Team is proud to present the Questrom Speaker Series! This initiative has been designed to bring all members of the OMBA and Questrom Community together to discuss and explore a variety of topics and interests in a webinar-style approach. This is a networking-based series that introduces members of the OMBA community to students and alumni from Questrom, experts from a range of different industries, and new connections for professional networks!

[Click here](#) to view previous Questrom Speaker Series events.

[Click here to submit your interest](#) in hosting your own Speaker Series event! A member of the Success Team will reach out.

Student-led Conversations

As an online student, your opportunity to network & build connections with fellow OMBA students will take place on a variety of different platforms, some intended for casual conversation, and others for academically enriching conversations.

OMBA LINK DISCUSSION BOARD

The main home page of OMBA offers a discussion board for the entire OMBA community to generate posts and interact through comments and likes from others' posts. These messages are shared with the entire OMBA student body.

PRONTO

Pronto, accessible through Blackboard, or as a mobile app on your phone, is an optional resource available to all as a communication tool for your team within your Mod.

YELLOWDIG

Although required for participation in your module, Yellowdig is an active and engaging platform to generate thoughtful, business-minded conversations among your classmates. Students should consider spending at least 30-minutes, two times per week, creating posts and responding to peers on Yellowdig for optimal participation points and engagement!

WHATSAPP

Many student groups and OMBA Affinity Groups use WhatsApp as a convenient messaging tool between group members. WhatsApp is not a Boston University-sponsored platform, and while we encourage folks to communicate, users and conversations in WhatsApp are not affiliated with BU in any way and are entirely student managed. Those interested in joining a WhatsApp group need to connect with students already involved the conversations. OMBA does not have the capability to support this platform.

DISCORD

This social engagement platform support larger groups of more than 2,000 users and offers connections between current students & alumni of the OMBA program! Similar to WhatsApp, Discord is not affiliated with BU in any way and are entirely student managed. Those interested in joining the group need to connect with students already involved the conversations. OMBA does not have the capability to support this platform.

NOTES - OTHER CHANNELS

As an online community, you will find that there are some platforms essential to your functionality within the OMBA Program, such as OMBA Link & Blackboard that offer a messaging portal directly on their webpages. While it may seem convenient to utilize, these are a few examples of communications channels that OMBA staff **does not monitor** and you will not receive a timely response by using them. See below for a complete list of messaging portals to avoid:

- OMBA Link direct messages - please **only** submit tickets on the Support page
- Blackboard messages
- Staff direct emails

