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Degree Program at TAU: Sofaer Global MBA

Host University: New York University – Stern School of Business

Exchange term: Fall 2019

Exchange Experience

About the country and city

New York City is really one of the best cities in the world. There is always something to do, something to see or of course something to buy! The city is always lively with people around day and night.

About the Host University

NYU was incredibly helpful and provided a lot of assistance with anything I needed. There isn't exactly a campus – NYU buildings are individually placed throughout the Washington square area. Therefore, for our program/classes you really will ever only go to the business building. There are activities and events almost every week and no shortage of groups to join. I joined professional groups to help grow my career, however there are many recreational groups as well. In my opinion, the career center is mainly designed to assist the NYU students.

Courses and professors

Programming in Python (Kristen Sosulski)

This is an introduction course to Python. If you want to start learning code, this was a great and easy class to take. Kristen is an amazing professor. We had weekly assignments to submit and a final exam (multiple choice and a pseudo code long written question). Everything was fair, easy and really helped me ease into to coding.

Tech Product Management (Andrew Breen)

Don't be fooled by the 1.5 credits. This course is intense and a big commitment. However, this was the best course I took and probably the reason I just got hired as a product manager. Andrew really teaches you the ins and outs of product management. The product you work on throughout the semester actually gives you practical skills as a product manager. I would recommend this class to anyone who wants to be in this field and is ready to put in the work.

Digital Media Innovation (Greg Coleman)

If you want to hear from some of the top executives in digital media globally – take this course! Every week, Greg Coleman (former CEO/President of BuzzFeed, AOL, Huffington Post, and many more) invites CEOs/VPs to come speak to us about their careers and journeys. Some of these people included: CEO of Discovery, VP of Twitter, CEO of Verizon Media, Kara Swisher, CEO/Founder of Foursquare, and so much more. We are even having Marc Kubin come – although he will only be in February. There is also a group assignment to pitch/develop an idea for a digital start-up.

Fashion & Luxury Solutions (Jeffrey Carr)

This was another big commitment. It is a consulting course for an actual client in the fashion and luxury space. My client was a Fortune 500 company and one of the biggest beauty companies in the world. I took GBS in Tel Aviv. GBS was more structured/intense and it helped me know what to do in this course because you are not provided much guidance or instructions in this class. The actual class time is for working with your group. It was an interesting experience, but this was a great opportunity to grow my network, add experience to my resume and manage a tough project. I recommend this to those who either have experience in consulting, self-starters and who want a chance to work with some of the leading companies in the world in this industry.

Accommodation

Accommodation is expensive. I took a broker to help me find an apartment. I shared an apartment with another TAU exchange student to NYU. We were super lucky and got this incredible 2 floors, 2-bedroom, 2 bathroom, and roof terrace apartment fully furnished for less than the price you would rent an apartment with no furniture on your own. The building also had laundry and an elevator (a lot of buildings in NYC do not have elevators which is tough if you are on a higher floor). Also, we were located on Mulberry Street in the Little Italy area, 3 minutes away from SOHO, NOHO, and basically the entire lower end. In my opinion, one of the best areas to be for food, night life, and living with people who are from NY. Contact Brendan Sweeney from

Byson Real Estate if you need a broker. He filmed and went to different apartments for us. The broker fee was around 1000 dollars total once we signed the apartment (500 each). For us, this was a small price to pay because we didn't have time to go before and find an apartment rushed before the start of the semester.

Visa

I didn't need a visa since I am Canadian, and it was only one semester abroad. Canadians just need the DS form and they will list you as a J1.

Transportation

I walked everywhere! I lived in the NOHO/Little Italy area which was about 25 minutes' walk to school. To go further, I took the subway which is also super simple and takes you just about anywhere in Manhattan. There are no monthly passes, etc. You can buy a MetroCard at any subway station which is \$5 and can fill it up with a certain value or for an amount of time (days, etc.) Each ride is approximately \$2.75.

Insurance and Health Services

I went with PSI health insurance since it was cheaper than the school health insurance and was one of the recommended ones by the school. I didn't need the service thankfully during my time there, so do not have a recommendation as if it was good or not. The process to get refunded the school insurance was quick and easy.

Living expenses

NYC is expensive. Let me make this clear – more expensive than Israel! Food, going out, getting around – everything has a price.

Expenses per month can easily be \$3000-4000 including your rent, food, entertainment and more. There are others who did more activities, eating/nights out and shopping than me, which adds much more (e.g. my roommate easily spent \$5000-6000 per month for all her expenses).

Groceries

Save money on groceries by going to Trader Joe's – all the food is also healthy and delicious. I often still went to Whole Foods and ordered my groceries online through PrimeNow. If you have an Amazon Prime account, you can logon to PrimeNow and it's a 2-hour free delivery service from Whole Foods and other markets they own. If not, there are tons of other grocery delivery services in case you live far from them.

Restaurants

Ruby's: favorite everything restaurant and at a normal price. You must go and try the ricotta pancakes. I also had the avocado toast often which is delicious. The seafood pasta is also great. No reservations.

Maman: favorite coffee/sit-down light breakfast spot and normal prices. Great coffee (since NY doesn't have the best coffee), the best croissants, great salads, and light breakfast meals. On the weekends, they have an actual brunch menu and sit down which was also really great. No reservations.

Domodomo: favorite sushi place. Go during the week at lunch time. Around 20\$ for 5 handrolls and miso soup. The handrolls are amazing! I normally get regular rolls and they told me to get these instead. It's delicious, enjoy! Reservations normally required.

If you want to splurge go to **Nobu**, it was very expensive but actually amazing! **Vandal** is a fun restaurant and some nice bites.

The list could go on and on, feel free to reach out to me with lots of recommendations but these were my top easy ones especially.

Gym

You have free access to the NYU gyms which were really great. If you are like me though and want to do classes, I joined Class Pass which provides access to all different classes/gym around the city at a flat rate monthly subscription. There is a free-trial period. I highly recommend using this as gyms/classes in NYC are expensive and this is very fairly priced with access to any and all classes (even the top famous ones) around the city!

General Recommendation

Overall, I had an incredible and career-changing experience! I met other exchange students from around the world and other NYU MBA students. Living in NYC is unlike anything else. I would recommend choosing this school if you are looking to have a

New York experience. There is always something to do, you will definitely never be bored! The school itself is immersed in the city; therefore, if you are looking for a campus/USA college experience, this school will not be the case. NYU also provides a lot of opportunity for networking and by being in the city, you are literally door-to-door with almost every company you can think of. For me, attending NYU was definitely a factor in securing my new job at a Fortune 100 company as a product manager. Be sure to look into the courses you want to take because this can really change your experience at NYU. Finally, if you are in finance, VC or consulting industries or want to change into any of these fields – go to NYU 100%. This is definitely their strength and core offering both for classes and networking. Nevertheless, the two tech classes I took (tech product management and programming in python) were amazing and gave me practical hard skills that I will carry with me throughout my career.

For all those looking to go on exchange, feel free to contact me anytime! I would be happy to give more specific details and help you along the way!