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**Degree Program at TAU: MBA, specialization in Financial Management**

**Host University: NYU**

**Exchange Term: Fall 2019**



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### Exchange Experience

Before I even start, let me just say – **JUST GO FOR IT. IT'S THE BEST THING I'VE DONE IN MY ENTIRE LIFE!**

#### **About the country and city**

Let me sum it up by saying that Manhattan is the best city in the world. It is the pinnacle of success and there is no better place. Please see photos section below.

#### **About the host university**

NYU campuses are dispersed all over the city, but the Stern School of Business is in one of the prime locations of the city - Washington Square Park. Exchange students are considered as full-time MBAs, but the school is comprised of full-time and part-time students and local and international students. As most people look for their next opportunity in the constantly pressuring environment of Manhattan, the school atmosphere and social events are more university-like, rather than the 'American college experience'. Even the bi-weekly BeerBlast at times feels more like a networking event, rather than a student event. Nonetheless, if you're looking for a career in the US, you'll have a handful of chances to apply (just come as prepared as you can in advance and start working on it from the get go).

#### **Courses and professors**

##### Digital Media Innovation with Greg Coleman:

- Recommendation: **YOU MUST GO TO THIS CLASS.** It is quite mindboggling that we can even apply to attend it.

- Summary: Greg Coleman, President of BuzzFeed, is a well-connected business man, so he's able to bring to class ridiculously impressive and inspiring guest speakers every week. During my semester, the guest lecturers were:
  - Michelle Bacharach – CEO of Findmine
  - Jim Citrin – Leader, CEO practice of Spencer Stuart and Author, The Career Playbook
  - Guru Gowrappan – Vice President and CEO of Verizon Media
  - Andrea Breanna – Founder and CEO of RebelMouse
  - JP Maheu – VP Americas of Twitter
  - Dennis Crowley – Co-Founder and Executive Chairman of Foursquare
  - Gary Coombe – CEO Global Grooming Business of Procter & Gamble
  - Eric Hippeau – Managing partner of Lerer Hippeau ventures
  - Patrick Keane – CEO of Action Network
  - Alex Collmer – Founder & CEO at VidMob, CEO at Autumn Games
  - Jonah Goodhart – CEO and Co-founder of MOAT; SVP, Oracle
  - David Zaslav – CEO of Discovery
  - Jonah Peretti – CEO and Founder of BuzzFeed
  - Jeff Zucker – Chairman of WarnerMedia News & Sports, President of CNN
  - Erika Nardini – CEO of Barstool Sports
  - Alexa Von Tobel – Founder and CEO of LearnVest; Managing Partner at Inspired Capital
  - Shiv Gaglani – Founder and CEO of Osmosis
  - Kara Swisher – Co-Executive Editor and Co-Founder of Recode

You can sign up voluntarily and present one of the guest speakers. I personally introduced Guru Gowrappan, Vice President and CEO of Verizon Media, which was an incredible experience.

#### Managing Growing Companies with Glenn Okun:

- Recommendation: recommended (highly recommended if you're part of a family business).
- Summary: Glenn Okun is an outstanding professor at NYU. Personally, I really enjoyed his classes. In my eyes, he is genius and amusing.

Digital Currency, Blockchains, and the Future of the Financial Services Industry with David Yermack and Andrew Hinkes:

- Recommendation: Indifferent.
- Summary: This class counted as my financial elective. Although you'll learn a lot about the basics of Blockchain and Bitcoin and have key guest speakers from the industry, there isn't a lot of emphasis on the technical side, but more on the legislation. If you're a law student, you'd probably enjoy it much more.
- Requirements: The final grade is comprised of a final individual 20-25 page project. You can write a paper about literally anything you want involving blockchain.
- My final grade: A-.
- Difficulty: Moderate.
- Attendance: Attendance is not checked.
- Recording: Class is recorded.
- Reading material: There are two books (one is free and the other costs about \$20) and a lot of articles to read as preparation for class.

Programming in Python with Kristen Sosulski:

- Recommendation: Highly recommended.
- Summary: Excellent class for novice in programming, as you learn the basic of python. If you have any background in coding, this will be a very easy class for you to take.
- Requirements: The class is 7 weeks long (half a semester) and contains a weekly 1.20 hours in class and around the same time of practice at home. For every lesson you'll have to submit an exercise (60%), assignment (10%) and home quiz (10%). In the final lesson there is a fair exam (20%). Reading the class tutorial and following the class slides is more than enough to excel in this class.
- My final grade: A.
- Difficulty: Fair.
- Attendance: Attendance is checked every lesson by signing your name on a sheet.
- Recording: Class is recorded.
- Reading material: There is a free pdf book to download, but there's no actual need to go through it, as the class materials are sufficient.

Events I attended during the semester

- Panel discussion on the LIBOR transition with Kim Schoenholtz (Director of the Center), Thomas Wipf (Morgan Stanley), Kathryn Judge (Columbia Law) and Susan Wachte (Wharton).
- Brexit for Breakfast with John Bercow, speaker of the house of commons.
- Fireside chat with Francois Villeroy de Galhau – Governor, Banque de France.
- Fireside chat with Mary C. Daly – President, FRB San Francisco.

- Fireside chat with Roger Ferguson – President & CEO, TIAA, Former Vice Chairman of the Board of Governors of the U.S. Federal Reserve System.
- EMT Summit – Streaming Wars: The Battle for Eyes, Ears and Revenues with Scott Galloway as keynote speaker.

### Accommodation

I stayed at a family residence. Rent expenses in the city are in the range of \$ 2,000 - \$ 3,000 per room.

### Transportation

I mostly used the subway as it's really convenient. There's a flat fare of \$ 2.75 a ride, but I usually bought a weekly pass for \$ 33. For the whole period my commuting expenses were roughly \$ 500 (not including trips outside the city).

### Insurance

I got the ISO insurance as it's much cheaper than NYU's suggested insurance. A five-month insurance plan cost me roughly \$ 650. Luckily, I didn't use it at all.

### Tips

#### Shopping

- Outlets:
  - Woodbury Commons
    - Further away out, high-end brands, outdoors.
    - Arrival: Take the shuttle from the Port Authority Bus Terminal via Coach USA. It takes roughly 60 minutes to get to the outlet, and up to 100 minutes to come back (due to traffic getting back into the city). The bus costs \$ 42. Once you come by bus, you can receive the savings passport for free when you get to the outlet).
    - Link: <https://www.premiumoutlets.com/outlet/woodbury-common>
    - Tip: Sign up online to Simon to get all the additional discounts in advance.
  - The Mills at Jersey Gardens
    - Closer to Manhattan, simple brands, indoor shopping mall.
    - Arrival: Take the shuttle from the Port Authority Bus Terminal via Bus #111 and #115. It takes roughly 40 minutes to get to the outlet.
    - Link: <https://www.simon.com/mall/the-mills-at-jersey-gardens>
    - Tip: There is a \$7 booklet with all the additional discounts. Not that handy.

- General:
  - Plan your trip as if you're going for the whole day. It's hectic and time-consuming. The last thing you want is to feel you haven't utilized the day to the fullest. Be prepared, don't stop to eat or to go to the toilet. This is the reason there is a phrase saying: "Shop till you drop".
  - Take a trolley with you. You're going to buy a lot.
  - Look at the stores you're interested in before you go, have a sense of where they are, as it might help you find yourself around the place.
  - Tommy Hilfiger and Calvin Klein have the same owner. Once you buy in one store, you'll receive a discount for the other store for the same day. Use it. Preferably buy at Tommy before you go to Calvin (a \$5 discount in comparison to a 10% discount), although you can go back later on and present the discount you received from the other store.
  - Polo Ralph Lauren offers an additional 25% discount if you sign up to SMS and email notifications.
- Black Friday: If you attend the Fall semester, most shops offer around 50% discount during this week (the range is between 30%-70% unless you're really looking at a high-end brands).
- Stores in the city:
  - Century 21, Nordstrom Rack, DSW, TJ Maxx, Marshall's.
  - A lot of brands scattered around in good prices. Always have a look, as you might just find something you like.

### Broadway shows

- Broadway direct: <https://lottery.broadwaydirect.com/>  
Look for the lottery for Aladdin, Hamilton, The Lion King, Tootsie, Wicked and more.
- TodayTix: <https://www.todaytix.com/x/nyc>  
Recommendation: Look for the Harry Potter lottery. Cyber Monday sales – look for Chicago, Waitress and more.
- Lucky Seat: <https://www.luckyseat.com/>  
Recommendation: Look for the book of Mormon, Moulin Rouge and more.

### Other Shows

- 1iota: <https://1iota.com/>
  - If you attend the Fall semester, watch out for Christmas special shows as they also offer tickets for the pre-recording of the tree lighting at Rockefeller center (I attended a live Gwen Stefani gig).

- Last Week Tonight with John Oliver: <https://www.lastweektickets.com/>

### NYU Essentials

- Gyms:
  - Palladium on 140 East 14th St
  - 404 Fitness on 404 Lafayette Street
- Helpful links:
  - NYU Classes: <https://newclasses.nyu.edu/portal>
  - Albert: [albert.nyu.edu/albert\\_index.html](http://albert.nyu.edu/albert_index.html)
- Helpful apps:
  - NYU Mobile – The official NYU app. You can look up events and free food around campus, alongside many more things which I didn't really use.
  - Duo Mobile – [NYU Multi-Factor Authentication](#) (MFA) is required to access some services. When you log in to your NYU mail or NYU Classes account, you'll receive a prompt to your phone, which you'll have to approve in order to log in to the desired site.
  - CampusGroups – Contains most of the Stern events in the calendar. Will allow you to know what's going on, and register to some of the events, such as the weekly BeerBlast, JSA Shabbat dinner and more.
  - Teams – Contains a general group for 2019 fall classes, a group for stern exchange students and a separate group for each class you're taking. Might have important messages or files in it (in my semester someone uploaded the most updated Course pack and Textbook PFD files for Managing Growing Companies).
  - GroupMe
- NYU card: When you arrive to New York, go to the NYU Public Safety on the corner of Washington Pl and Mercer St.
- Printing: log in to your Stern email address. Compose an email in which you attach the files you want to print and send to the following address "Print@Stern.nyu.edu". After a minute or so, go to the nearest printer and swipe your NYU card. Then you'll be able to choose the files from a touch screen and print them out. You'll have 500 credits for the semester, which represents free printing of 500 double sided pages.
- MBA Lounge: 4<sup>th</sup> floor, room 4-70.

- NYU Bookstore:
  - Books: You can get everything for class here. I personally didn't buy anything, but rather used the PDF bootleg versions I mentioned above.
  - NYU clothing: You can get all the official clothing and memorabilia here. It's all super expensive and has almost no discounts at all. So, if you go there in the Fall semester, wait for the time between Black Friday to Cyber Monday to enjoy a 20%-30% discount (it's online only, so try things in the store and order later via the website).
  - Location: 726 Broadway.
  - Website: <https://www.bkstr.com/nyustore/home>

### **Food, Night life and general experience**

This is one of the perks of living in New York. Please see photos section thereafter.

### **Photos**

#### **Parks and Gardens**

**Central Park**



**Bryant Park (see activities)**



**Washington Square Park**



See also **Madison Square Park** and **Union Square Park**.

**Broadway Shows**

**Aladdin**



**The Lion King**



**Tootsie**



**Chicago**



**Waitress**



**Harry Potter**



**Holiday Season**

**Rockefeller center tree lighting**



**6<sup>th</sup> Avenue near Rockefeller center**



**Festive market in Bryant Park**



**Dyker heights houses**



**Macy's thanksgiving parade**



**Halloween parade on 6<sup>th</sup> avenue**





Sites

**Times Square**



**Grand Central Station**



**Flatiron Building**



**The Vessel**



book tickets up to two weeks in advance for \$ 0.

**Statue of Liberty & Ellis island**



\$ 28.5.

**9/11 Memorial & Museum**



Memorial – Free.  
Museum – \$35. Free Admission Tuesdays (5 pm – close)

**Brooklyn Bridge**



**Seaport District**



**Empire State Building**



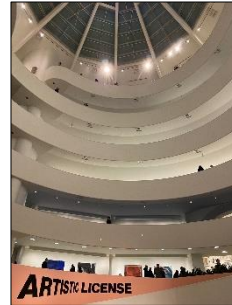
**Museums**

**Moma**



Every Thursday, 6-8 pm, Free for NYU students.

**The Guggenheim**



\$ 18 for student. Every Saturday, 5-8 pm, pay what you wish admission.

**The Met**



\$ 12 for students.  
Go in for free if you go with a Met member.

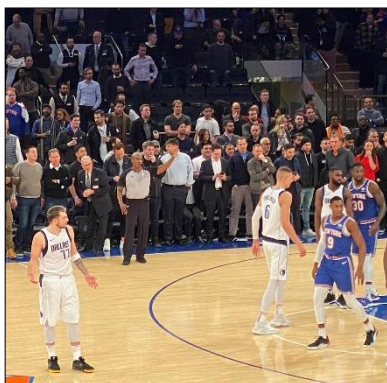
**American Museum of Natural History**



\$18 suggested fee, or \$ 27 for all the exhibitions, for students.

**Basketball**

**New York Knicks  
Madison Square Garden**



**Brooklyn Nets  
Barclay's Center**



**LA Clippers  
Staples Center (LA)**



Travel

**San Francisco**



**Boston**



**Las Vegas**



**Los Angeles**



**London**



**Washington**



Food Recommendations (**Bold** – Don't miss out!)

**Peter Luger Steak  
House** 🍴



**Wolfgang  
Steakhouse**



Le Relais de Venise  
**L'Entrecôte**



Strip House Downtown



**Café Boulud**  
(former ☼)



**The Nomad** ☼



**Gramercy Tavern** ☼



**Junoon** (former ☼)



**Cathédrale**  
**Restaurant**



**The Breslin** (former ☼)



**The Polo Bar**



**The Mercer Kitchen**



**Burger joint at Le**  
**Parker Meridien**



**Upland**



**Raoul's**



**Lafayette Grand Café &**  
**Bakery**



**The Smith**



**Le Midi**



**Balthazar**



**Ruby's Cafe**



Café Habana



Black seed bagels



Katz's Delicatessen



Artichoke Basille's  
Pizza



Prince St Pizza



NY Pizza Suprema



Rubirosa



John's of Bleecker St



Kesté Pizza & Vino



Scarr's Pizza



Eataly



Catch NYC



TAO Uptown



Koi



DomoDomo



Sasabune Express



Cosme



Barbounia



Miznon



Ippudo



The Butcher's Daughter



Bluestone Lane Collective Café



Jack's wife freda



Van leeuwen



Grom



Levain Bakery



Ben's Cookies



Läderach



Additional places:

Breads: Maison Kayser, Breads, Le Pain Quotidien

Salads: Sweetgreens, fresh&co, Dig inn

Desserts: Dominique Ansel, Magnolia

