

**Full name:** Elif Kara

**Email:** [eerdede@gmail.com](mailto:eerdede@gmail.com)

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

NYC is amazing, there are too many things going on all the time around the city. Art exhibitions to startup/innovation events. Take your time and try to explore all around during your stay.

Museums:

There are too many of them and Americans are good in what they call "Show Business". I had a chance to go to over 15 museums in Manhattan and Brooklyn during my stay and below you can find some of my favorites.

- MET: I actually went there twice as it was too big and impossible to see all at once. I was astonished by how they recreated scenes from hundreds of years ago with the archeological pieces. You got to learn a lot about history and different cultures.
- MoMA: Great place for art lovers. Temporary exhibitions and a collection of modern and contemporary art pieces.
- American Museum of Natural History: I was there quite often for the events that they hosted. During one of the events, I had a chance to meet astronauts from NASA.
- Brooklyn Museum: Every month they host what they call First Saturdays here, where the museum is open and free between 5 to 11pm on the first Saturday of a month. There are music concerts, tours and various performances that happen on this day.

Furthermore, during my stay I rented a car with my husband for a long weekend and went to Washington, DC. It was only 4 hours drive away and very interesting museums over there including Smithsonian, where the entrance was free of charge!

Culture:

I'd recommend trying Airbnb experiences for some fun activities like exploring hippie areas around Bushwick by walking. Also, explore the extensive food scene through gradings and reviews on Yelp.

Innovation & Tech Ecosystem:

Did you know that there's an area of high-tech in Manhattan called Silicon Alley? I get to learn about it during my stay in New York and went to several events to acquaintance with the players in the tech scene. During one of the events, I went to VIA (Israeli mobility startup) headquarters and learn more about what they are doing in NYC. You can subscribe to a weekly newsletter called [GarysGuide](#) to follow NYC Tech events.

### **About the Host University**

Stern is located right at the center near Washington Square Park. NYU does not have a campus, but it feels like the area around the park is like a campus as most of the buildings belong to NYU. It is very accessible in terms of public transportation and you can also use Citibike for getting around on clear days.

Coming back to Stern, there are few things to note for social life and convenience.

CampusGroups: Download this app and login with your Stern email to see what is happening at the school and to sign up to events. Most of the clubs and associations share the events they host on this app. Using this, you may attend company/industry information sessions mainly with free lunch during weekdays and go to tours organized by students. For instance, I had a chance to go to Verizon 5G Labs located in Manhattan as part of Stern Technology Association.

Office of Career Development (OCD): This is the career office of Stern students and exchange students are also given a chance to use some of the resources they offer. Every week from Monday to Friday between 12-1pm students can drop in without a prior notice to ask questions to advisers during 15 min slots. During this time, they provide advices on resumes, cover letters and interviews. You can also schedule a longer meeting from their website. Furthermore, you may find very useful resources on the database and look for jobs posted online.

Room booking: You may book rooms in the building through Virtual EMS. Most of the classes require group work, so you would need a place to work together quite often.

Management Consulting Association (MCA): I joined this club as I pursued a career in management consulting. They organize company information sessions, case interview workshops and casing sessions with MBA2s, who have already received offers in the field.

## **Courses and professors**

In total I took six courses, please find detailed information on each below.

Programming in Python: This is an introductory level programming course starting from typing “Hello World”. It lasts for 7 weeks and helps you to develop fundamentals on Python. Professor Manglani was great in teaching this course as most of his examples were from business world, helping business students better understand applications of programming in their field.

Data Science for Business Analytics – Technical: This is a hands-on technical course mostly targeting students with some programming knowledge on Python, have an understanding of APIs and can do some visualizations. Most of the students who came to the first class ended up dropping (around 30 out of 44) due to this requirement. Also, it was the first year Professor Shin was teaching, and she was more like a data science professional than a lecturer. She improved during the term based on the students’ feedback, but it is an important point to mention that she was not like a typical professor and this course did not provide technical background.

Dealing with Data: This is a great course for newbies in technical aspects of data. The classes are held on Jupyter notebooks, where students would follow and reapply the coding taught in class. This course has a broad content including Unix (APIs), SQL, Python, Regular Expressions and Big Data. It does not help you to develop deep understanding of any topic but at least helps you to follow a technical conversation. Professor White was an experienced lecturer, who would truly help you to develop technical skills.

Data Visualization: This was one of the best courses I have taken during my whole MBA, I did not only have a chance improve my visualization skills but also learned Tableau as a medium to turn data into graphics. After taking this course I can state that my charts look much better than before. Professor Sosulski was a good lecturer as she tried to work with all the students individually and provided constructive feedback throughout.

New Media in Marketing: This is not like a typical marketing course, where you would learn about 4P, segmentation, etc. Instead, you will think about technology

and how marketers use it to reach crowds. The classes are more like discussions, where you would discuss advancements in innovation and students would share their experiences. You are graded based on your engagement in class discussions, your tweets (once a week you need to tweet something using class hashtag), your paper and your certificates on Hootsuite (social media management tool) and web design. As I am not a marketing professional and did not have any experience in social media management, I found this course quite interesting and I think that Professor Edis led the class discussion very well. Furthermore, we also had the founder of Foursquare one week in our class as a guest speaker.

**Data Driven Decision Making Managerial:** This is a managerial marketing course, where you would learn about applications of what you would learn in a Statistics course. It is very practical and helps to develop an understanding of managerial analytical thinking using data. Professor Cohen was a good lecturer and he provided valuable insights from the industry and had guest lecturers from well-known startups and big corporates, who would share their thought process in decision making. Our final projects on public AirBnB data really helped with applying what we have learnt in this course.

### **Accommodation**

I felt like looking for accommodation was the hardest thing I had to do prior and during my stay. Housing is expensive and dynamic; a room does not stay empty for long. I tried a lot of apps including AirBnB, Craigslist, StreetEasy and Roomie in addition to some Facebook groups. I think the best way is to arrange a place to stay for the first two weeks of your stay (either through a friend or AirBnB) and then look for a room while you are there. If you would like to rent a place before leaving Israel, make sure they are not scam and do not transfer any money without seeing the room with your own eyes.

### **Visa**

It is very easy to obtain a visa once you have all the paperwork. J1 lets you to also get a J2 visa for your spouse, which I did. However, your spouse will not be able to work there as applying for the work permit takes too long and s/he will be dependent on your visa (meaning that the work permit expires on the end date of your visa). It does not worth for four months.

## **Insurance and Health Services**

I got the basic insurance that NYU offered. It was slightly more expensive than the alternative (ISO) but I didn't have to deal with the waive process.

## **Living expenses**

NYC is quite expensive as expected. I lived in Brooklyn and commuted every day, which helped with saving. If you are commuting, keep in mind that it costs \$121 for a monthly subway pass. You may get cheaper vegetables and fruits from Chinese and Mexican markets, definitely not from Whole Foods. You can become a member of drug stores such as CVS and Rite Aid to have discount in the items you purchase. Depending on your spending, you will need \$700-\$1300 for your monthly spending. Cooking at home would definitely help lowering expenses but also there are cheaper alternatives out such as slice a dollar pizza 😊

## **Overall**

It was a great experience, and I am glad TAU has provided this opportunity. As someone who was initially pursuing an MBA program in the US, I had a chance to try it for a semester.

