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Degree Program at TAU: MBA

Host University: NYU

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**Exchange Experience**

The exchange experience in New York, was an amazing experience. I am grateful to be given this opportunity to live in Manhattan, one of my favorite cities in the world, and exploring it as a local. In addition to the beauty and endless activities of the city, I got the chance to study at NYU, a brilliant institute who puts a lot of focus on student's development. NYU have a very deep understanding about business administration needs and it also gave me the tools to further develop myself as a person (both on a personal and a professional level).

**About the country and city**

- **About the Host University** – NYU is a world class university, I was amazed by the level of professors and fellow students, Stern gave me many opportunities to meet and network many successful people from various industries through various clubs or networking events. In addition, the classes themselves were very eye opening (as I will describe later). The campus is located at my favorite place in Manhattan, right by Washington square with very easy access to just about everything.

- **Courses and professors** – I have taken 5 courses as described below:

  **Managing the Growing Company (Okun)** – The best part of this course was the professor, Professor Okun is a character and a star of Stern who teach many courses, I strongly advise to take at least one course with him. Managing the growing company is a case study-based course, every week we had to read a case study and
then discuss it at class. It's one of these courses that you get what you give, for me it was a great course as the cases were very interesting and later discussing and analyzing them in class was a great discussion. But on that note, if you don’t get to read the case study, you will miss the entire class.

**Digital Media Innovation (Coleman)** – In my opinion, this was the best course that I have taken in Stern, Greg Coleman is a superstar of Stern in addition to being the former president of Buzzfeed he is a very inspiring and humble person. Greg pushed us to use twitter and social networks (you actually had to open a twitter account and twit during class), every week he brought two guest speakers who he had a discussion with and we could take part and ask questions, the vast majority of the speakers were very inspiring and I was grateful for the opportunity to later approach and discuss with them. Among the speakers were the CEO of tasty, the president of CNN, the founder of MOAT and more. A very inspiring course and I advise before every class to make sure to read about the guest speakers.

**Consumer Behavior (Meyvis)** – Consumer behavior is an interesting class that speaks mostly about irrational and rational decisions of consumers. This class resembles a lot of concepts discussed by Prof Dan Ariely, so if you are familiar with his books and talks, I would recommend not to take this class as it will not teach you new materials. However, as a fan of irrational consumer behavior and advertising it was fun to refresh on these topics.

**Think, Speak, Lead (Purdy)** – This class was a very different class from any other class that I have taken. While in other classes we discussed mostly about business and consumers, in this class we were discussing more about how to stand and speak in front of an audience as well as to make connection with them. Prof Purdy is an inspiring person with a clear passion for drama and acting and he brings these aspects to class. During this class I was recorded presenting in front of class and later I had to watch and receive feedback about the way I stand and speak. For me, public speaking is an important part of my job, and I've always considered myself a good speaker. To see myself speak I could find many ways that I could improve, and I am grateful for that opportunity.

**Innovation & Design (Williams)** – In this class we were divided to groups from the first class, and this group will be your group for the entire course. It is very important to have a good chemistry with the group because this could make or break your course. Through disruptive thinking, we had to think and create, but the approach is completely different and eye opening from what I was used to, as opposed to think of a problem and a solution there is a whole methodological and interesting way to see things. While on the first half of the semester I was on the fence about this class, on the second half it became one of my favorite classes and I am very proud of the product and the journey that we have created in it.
Accommodation

Accommodation in NYC is just as hard to find as in Tel-Aviv. I found sublets in Manhattan through Israeli Facebook groups, but it took a lot of work and I actually arrived two weeks early with an AirB&B just so I can look for a place. Like in Tel-Aviv, most sublets happen on the last minute, so I would recommend about a month before your flight to put a lot of effort in finding a place. If you are not renting form Israeli or someone you can trust, please avoid Craig List as there are a lot of scams, also always make sure that you are able to schedule to see the place because otherwise people will take your money and disappear (They will say thing like, "we have just showed it yesterday, but I can send you a video"). In other words, if it’s too good to be true, it’s because it usually is.

Visa

The Visa process consists of a few stages and it takes quite some time. However if you just follow the procedure step by step there really pretty simple. There is no reason to stress about it, but it’s best to do it as soon as possible as it takes time to get it done. Please note that after the visa expires you have 30 days to stay at NYC, so don't stress about the expiration date of the Visa.

Transportation

Transportation in NYC is one of the easiest things, although I personally enjoyed walking. Using the Subway or Uber is very simple, easy and fast.

Insurance and Health Services

NYU demands health insurance to be done, there are two main ways to do it. The first one is through NYU themselves which is the easier but more expensive way. The second and recommended one is by ISO company. ISO offers a cheaper way and they are very familiar with NYU procedure, you can easily e-mail them, explain that you are coming to NYC, your age etc and they will tell you exactly what to do and how much to pay (I personally struggled with their website).

Living expenses

NYC is one of the most expensive cities in the world, everything cost and sometimes it feels like you are spending none stop. Always ask for sales or student discounts (most places have them), also avoiding that daily Starbucks can end up saving a lot of money, I personally brought lot's of black coffee from home 😊.
Night life

NYC nightlife are huge, every night there is something somewhere, so there is really no need to feel any FOMO. Like Tel Aviv, during August – September, I spent most of my time on rooftops around the city while on October – December it gets colder, so the places adjust accordingly. If you are night life fan, you will have many places to go to, the venue is every changing.

Tips (weather)

NYC weather in August - September is perfect, I fell in love with the city and could walk outside for hours. During October the temperatures drops, so it is very important to have good clothes (Uniqlo is a great and easy solution) that includes coat, gloves, hat etc.

General experience

Honestly, this is one of the best things that I have done in the last couple of years, I am very grateful for this opportunity presented to us by TAU and strongly advise to take advantage of it. If you are hesitating, please don't it's an amazing chance to do a refresh, live somewhere new and expose yourself to different cultures.