

## Personal Information

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Degree Program at TAU: MBA

Host University: Emory, Atlanta, US

Exchange term (including the duration): Full spring semester, January-May 2025

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## Exchange Experience

Please use the outline below to write your report:

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

Atlanta is a stunning, green city with very comfortable weather—quite similar to Israel's climate. Temperatures rarely drop below freezing, and snowfall is extremely rare. As the 15th largest metropolitan area in the U.S., Atlanta is home to many major corporations and a vibrant business environment. The U.S. overall has been a meaningful and enriching experience—both personally and professionally. I improved my English, met kind people, and gained exposure to the American business culture.

### ***About the host university – campus and school atmosphere, location, staff attention and care.***

Emory is a prestigious and historic institution, ranked among the top 15 business schools in the U.S. The faculty are not only excellent educators but also active advisors and consultants in their industries. The campus itself is beautiful, and I felt welcomed as an Israeli student. Aside from one isolated graffiti incident, I didn't encounter any negative experiences. With approximately 25% of the student body being Jewish and a number of US army veterans on campus, the atmosphere is generally positive and inclusive for Israelis. That said, there are not many other Israeli students.

### ***Courses and professors***

I truly enjoyed the courses I took and found them extremely valuable. I chose to focus on broader business topics rather than advanced finance, including courses in negotiation, pricing, entrepreneurship, strategic consulting, and financial strategy. The professors were outstanding, and I hope to maintain connections with some of them moving forward.

### ***Extra curricula – orientation, social activities, student union, etc.***

There is a wide range of student clubs and activities. I participated in several, including weekend trips, conferences, and even a ski weekend. I'd also highlight the strong and welcoming Chabad House near the university, which hosts hundreds of Jewish students for Shabbat dinners.

## **Career center**

While the career center is highly helpful for full-time students, it's less relevant for exchange students. That's true for most U.S. exchanges—the internship recruitment process is challenging, especially for international students due to visa limitations and timing. Most internship recruiting occurs in the fall for summer placements, so I missed the main cycle.

## **Business and Network Development**

Academically, I gained a lot from studying business in an American context. I also made connections with investors and professors, some of whom are very well-connected. From a networking perspective, I built friendships with students from all over the world, which creates a diverse and lasting global network. Emory also has an active alumni community, and I expect the network to continue growing post-graduation.

## **Accommodation – dorms and other solutions**

I was fortunate to stay with a generous Israeli family in a private unit. Although it was far from campus, it was absolutely worth it for me. I don't have firsthand experience with Emory's dormitories.

## **Visa**

The U.S. visa process was quite bureaucratic, involving many forms and a consulate visit in Tel Aviv. It takes time and patience, but it's manageable.

## **Transportation**

I didn't rent a car. I borrowed an excellent electric bike from my hosts, used the MARTA rail system—which was frequent and reliable—and relied on Uber when needed. This worked well for me.

## **Insurance and health services**

Health insurance is mandatory and must be from a U.S. provider. I paid around \$1,000 for six months (compared to \$2,800 through the university plan). It took time and effort to sort out. Thankfully, I didn't need to use health services during my stay.

## **Living expenses**

Overall, costs were similar to those in Israel—especially for food. From what I've heard, apartments start at around \$1,600 per month.

## **Food**

There is a wide range of food options, and prices are roughly equivalent to those in Israel.

## **Night life**

I attended sports games (basketball and baseball), theater shows, dinners, and bar nights with friends. I didn't actively explore the nightlife scene beyond that, but there are definitely options in the city.

## **Tips**

Feel free to reach out to me directly with any questions—I'll be happy to help.

***How did this exchange experience add value to your studies at Coller?***

This semester was, without a doubt, the most meaningful part of my degree. Studying in an American academic environment, in English, and being exposed to global business concepts was an incredible opportunity. I met people from all over the world, built a strong network, and learned from top-tier professors. I'm extremely grateful for this experience.

Please note that the Coller School of Management may publish your report on its website. For any further information, please contact the Global Engagement Lead – Outgoing, [coordinator@tauex.tau.ac.il](mailto:coordinator@tauex.tau.ac.il)