



INDIANA UNIVERSITY

Studying At the Kelley School of Business

August – December 2010

By Amit Baron

Academics

The semester is divided into two 7 week terms. Most classes are held twice a week and each session is an hour and a half long. These kinds of courses are accredited 1.5 credit points. In order to maintain your visa status you are required to enroll into at least 8 credits which mean at least 3 classes each term.

The courses I took were:

- K507 – Intro to spreadsheet modeling – The class is directed by Prof. Wayne Winston which wrote the official Excel guide for Microsoft. This course is a lot of work but very rewarding for Excel fans out there.
- W505 - Negotiations, a fun class. Most of the exercises are face to face group negotiations.
- W504 - Venture business planning, teaches how to write a business plan.
- M512 - Marketing Strategy I strongly recommend this course with Prof. Neil Morgan if you want some exposure to top level strategy decision making.
- M522 - New product development, Based mostly on class discussions.
- M550 - Consumer Insights, a fun and "worry free" class.

In addition of being a top 20 MBA program, The Kelley MBA is known for its Marketing program which is one of the best in the US. Strong emphasis is given on group work and class participation (so yes, you should actually attend classes it's third of your grade).

Be sure to preapprove your classes with the relevant head of programs in Recanati before you enroll to assure you would be accredited for them.

I would recommend not taking more than 6 classes. Academically classes are similar to those in Recanati and there are so much other things to do in so little time!

Life in Bloomington

The campus is located in the southern part of Indiana and is about an hour drive from Indianapolis and a 4 hour drive to Chicago. B-town is predominantly a college town, lots of parties, fun and good times. Social activities are abundant, most MBA's meet for drinks a few times a week. The town has a variety of bars, clubs and over 160 kinds of beer. Most places are located downtown around Kirkwood and the court house. My favorite places to hang were: The Crazy Horse, Nick's, K@K, Sports and Yogi's. Don't miss out on **tailgating** which is a pre-game outdoor party before home Football games.

If you like to work out there are two huge athletic centers on campus which include Gyms, basketball courts, racquetball courts, heated Olympic pool, indoor running course, a soccer field and more. Most activities are free of charge.

The most famous school on campus is the Jacobs school of music. Musicians from all over the world come to Bloomington and it is considered one of the best in the world. You can listen to concerts and watch theatre production and Opera. Student rate tickets are available.

There are a few MBA clubs to join depending on your field of interest. Also there is a Jewish MBA club which is celebrating the Jewish holidays. In addition if you are a little home sick there is also a Hillel house which hosts Shabbat dinners.

Transportation

There are two shuttle services from the airport called "Bloomington shuttle" and "Star of America" check out the availability **prior** to booking your flight.

Bloomington (like most of the Midwest) is very much stretched. The town is made for cars rather than people. Public transportation is **FREE** and some routes work even on weekends to a late hour (3am). taxis are affordable (about 7\$ a ride). If you live on campus or in the downtown areas you can get places by walking or taking a quick bus ride.

Housing

On Campus

There are a few dorm and apartment complexes on campus. Residence halls are fully furnished and require a meal plan. The rent is about \$600-\$800 a month and the meal plan an additional 1,700\$. The recommended ones are the Wilkie and the renovated Eigenman. Built in 2010 the union street apartment complex is another option. It costs about \$1000 a month and comes furnished. A meal plan is not required in apt complexes. There are a few more apt complexes on campus that cost around \$600-\$800 a room but you need to get your own furniture.

Off Campus

Off campus housing is tricky and troublesome but can save you a lot of money. Because most places require a one year lease, Most of the exchange students prefer to live on campus. If you are coming to Bloomington to the spring semester you should easily find a sub-lease for just the semester. On the fall semester it's harder (but not impossible).

If you choose to stay off campus downtown is the place to be. Another popular area is east side of campus where you can find Woodbridge and Fountain Park apartment complexes.

Off campus housing costs about \$400-\$700 a month + utilities. Most MBA students live off campus (and own a car). When choosing a place to stay in Bloomington pay attention to the distance from the Kelley school and the availability of public transportation. It gets extremely cold and snowy in the winter and it is hard to get around without convenient transportation.

Food

Cafeteria food is available on campus, if you like junk food you will find it easily.

Downtown there are a lot nice restaurants and you can eat pretty much anything. There is also a Falafel place on Kirkwood beneath the upstairs pub.

There are a few large supermarkets on 3rd St. (Marsh, Kroger's). Buses go there but if you can get a ride from a friend it is much more convenient. Groceries cost as much as they do in Israel with the exception of fruits and vegetables which cost twice as much.

Shopping

There is a mall in town where you can find about anything you want. Also there are a few small outlet stores on the west side of town. If you are looking for real bargains check out the Edinburgh outlet which is about 40 minute drive out of town and has all the famous brands.

Out of Town

- Monroe Lake - Quite big in Israeli standards and only 15 minutes away. If it's warm enough take a boat ride, do camping or row a Canoe.
- Indianapolis – is a nice Midwestern city which is also the home of the Indiana Pacers (NBA) and the Indianapolis Colts (NFL). Also don't forget there is the Indy 500 race.
- Chicago is about 4 hours north of Bloomington and a place you should definitely visit. In a nutshell it's a mini NYC.
- Kentucky – If you're into horses there is the Kentucky derby, also check out bourbon tasting tours in Louisville (2 hours away).
- Nashville Tennessee – a great place to listen to country music (4 hours away). If you are already visiting the south you can also visit Memphis with its famous Beale St. and say Hi to Elvis in Graceland.
- St. Louis Missouri is about 4 hours east, visit the arch and listen to blues music on Broadway.

Visa

Issuing an exchange visitor visa (J-1) during the summer in Tel Aviv's US embassy can be quite a frustrating experience. As the office of admissions in Indiana University processes requests on a first come first served basis, be sure to send all of the information and paperwork required as soon as possible in order to assure that necessary documents for your visa interview would arrive on time.

Useful Links:

Visit Bloomington: <http://www.visitbloomington.com>

The Kelley School: <http://kelley.iu.edu>

Bloomington Transit: <http://www.bloomingtontransit.com>

Airport Shuttles: <http://www.bloomingtonshuttle.com> <http://www.charterstaramerica.com>

RPS (Dorms): <http://www.rps.indiana.edu/index.cfm>

SRSC (gym): <http://www.iurecsports.org>

Arts & Culture: <http://www.iub.edu/arts/music.shtml>

Please feel free to contact me if you have any more questions at doar.amit@gmail.com