



## Overview

Degree Program at Tel Aviv University - MBA in Business Management

Host University - New York University

Exchange Term - Fall Semester 2016

Studying in New York City, especially at NYU, was an incredible experience. I had the chance to be exposed to a variety of interesting courses, people from all over the globe, urban American culture, and the diversity of the English language.

Living and studying in Manhattan is an extremely unique experience. From the nightlife to the city layout, the museums to the cafes, it's possible to see something completely new every day. The main disadvantage of living in Manhattan is the cost of living, as seen below:

Communication - \$70 per month

Food - \$20-\$30 per day

Health Insurance - \$1,100 for the basic university plan

Visa Processing - \$450

Transportation - \$120 per month

Rent - \$1,500-\$3,000 per month

## Transportation

Navigating NYC is fairly easy, whether it's by subway or on foot. There are plenty of apps that can help guide you as you travel the city as well. During late night hours, I would recommend sticking with apps like Uber, which are reasonably priced, fast, and safe.

## Housing

I chose to live in the East Village, because it was very close to NYU, and it's also one of the most popular neighborhoods in the city. The Village is full of great restaurants, bars, cafes, and shopping. Other neighborhoods that are close and fun to explore are SoHo, Little Italy, and Gramercy Park. I lived in a studio apartment for \$2,300 a month, however it is possible to find rooms for around \$1,300 if you're willing to live with a roommate. Ideally you want to start looking for an apartment a month before you're ready to move in, as the NYC rental market moves very quickly. Real estate brokers are available for a fee, but you can also find some great deals on Craigslist.



## Courses

If you want to enjoy the culture of living in New York City to the fullest, I recommend taking courses that are flexible, yet still interesting. NYU is one of the best universities in the US, so take advantage of what they have to offer. (Tip: Most of the popular courses are not open to exchange students at first, but if you add yourself to the waiting list there's a good chance you'll be able to get the course you want). The courses I completed are as follows:

**Innovation and Design** - Taught by Professor Luke Williams, this course is highly recommended. It's not an intense course, yet it is a lot of fun and very interesting. The group sessions that take place during this course are very informative, and can give you innovative and disruptive tools.

**Global Risks** - Taught by Professor Robert Salomon. This course takes a look at estimating risk when launching projects that are intended to go global. Most of the material is based on true cases and sparks stimulating discussion.

**Digital Media Innovation** - Taught by Professor Greg Coleman, in addition to various guest lecturers. Each class had 1 or 2 of the top minds from the venture capital industry lecture us on innovation. This was very helpful in learning from professionals' past mistakes, as well as networking.

**Start-Up Practicum** - Taught by Professor Glen Okun. This course is geared toward the start-up industry and entrepreneurial hopefuls. The course is made up of workshops, and concludes with a final group project. I found this course to be very practical and I learned a lot of useful business planning techniques.

**Predicting the Future of Tech** - Taught by Professor Amy Webb. I highly recommend this course, as Professor Webb is very energetic and lectures with authenticity in a way that really gets the students involved. It's a great course not only for tech industry hopefuls, but for other industries as well.

## The University

**Location** - NYU's Stern School of Business is located in Manhattan near Washington Square Park, one of the coolest places you can find in NYC.

**Social Activities** - There are tons of activities and guest lectures on campus that you can attend. All you need to do is register online or through email. A good website is [nyuskirball.org](http://nyuskirball.org), where you can find discounted tickets to NYU shows, as well as Broadway shows. If you're interested in physical activity, NYU has 2 excellent sports facilities.

**Travel** - While NYU barely organizes trips outside NYC, it is very simple to take on yourself or with other exchange students. The NY Metro area has tons of cool places to visit, from New Jersey to Long Island, as well as farther north to Upstate NY.



**Career Center** - I barely used NYU's career services, as they provide only limited career assistance to exchange students.

To gain the most out of your experience at NYU and in NYC, explore the entire city and don't be afraid to talk to people and network. NYC is one of the most diverse cities in the world, and you can find inspiring and interesting people everywhere.

This program is truly once-in-a-lifetime experience, so if you have an opportunity to do it, go for it! If you have any additional questions, please don't hesitate to send me an email. Good luck!

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