

Schulich School of Business, York University, Toronto, Canada / Dov Shalit

Toronto and Canada

There is quite a lot to do in and around Toronto, a few recommendations:

- Ⓢ The CN tower.
- Ⓢ Royal Ontario Museum (ROM).
- Ⓢ Niagara Falls (an hour drive).
- Ⓢ The Air Canada Center - home to the Raptors (NBA) and the Maple Leafs (NHL).
The ACC is also then main venue for concerts - there are good ones every 2-3 weeks (see www.Ticketmaster.ca).
- Ⓢ Toronto island (only in the summer - August, September), this is a big park, similar to the Central Park of Manhattan. You can ride a bike or just read a book.
- Ⓢ Montréal is around 5 hours away (renting a car is the fastest and quickest way to get there).
- Ⓢ Canada's Paramount Wonderland, a theme park just north of Toronto - 25 min. by bus from York U (www.canadas-wonderland.com).
- Ⓢ Muskoka / Cottage country - central and northern Ontario are beautiful areas for camping and hiking. Near Parry Sound (a few hours North) is one of the best spots in the world for diving.
- Ⓢ Algonquin Park (www.algonquinpark.on.ca) is also a great place for outdoor activities.
- Ⓢ Toronto has plenty of night life, just remember:
 - you can't smoke anywhere
 - Alcohol isn't served after 23:30 in some places (and is not sold in supermarkets, convenience stores, etc.)
 - Many nightclubs close at 02:00.
 - If you live near or on campus, it takes about an hour to get downtown.

Useful sites

www.Toronto.com

www.YorkU.ca

www.TTC.ca

Shulich.YorkU.ca

www.MenuPalace.com

www.GroceryGateway.ca

www.TorontoNightClub.com

Housing

Obviously living on campus guarantees easy access to school and an active social life (about 100 MBA students live on campus), but you'll be quite disconnected from the city. In addition, campus housing is a little expensive - about \$750 for a room. I shared a large house with four other people, each paying \$450-500, depending on which room they got and it included all bills, cable, internet and had everything - fully loaded kitchen, laundry room, etc. Living downtown is probably the most "desirable", but is very expensive. Think about your priorities and study the map before you decide.

The Schulich School of Business

Schulich is highly ranked in MBA programs worldwide and especially as an international school. The school has wireless internet available (just log in), plenty of computers (during the day it is pretty busy), a coffee shop and a restaurant. Schulich also has a career center, but it's hard for exchange students to take advantage of it - if you want to, make sure you contact them as soon as possible. Classes are similar to Recanati, a little more practical in my opinion (at least in marketing) and a lot of group work (a good group makes all the difference). Because many of the students are in full-time programs, there are a lot of student activities, clubs, etc. each class is 3 hours with plenty of work to do. If you live downtown, try to have more than one class on the same day - it's a long commute.

There are two student bodies that should interest you: the GBC and the OAC. The Graduate Business Council is your student government and they organize most of the activities. You can always find them in the office at Schulich or in class (you'll meet them all). The Open Arms Committee deals with international students and organizes activities just for them, like a trip to Niagara or a Hockey game. It's a good idea to get to know them both and to get involved. More at: GBC.Schulich.YorkU.ca

Costs

A quick estimate - you have to choose what kind of expenses you would have.

Housing	\$450	\$1,000	depending where you live
Travel in Toronto	\$100	\$150	Monthly pass costs \$90
School expenses	\$150	\$600	Books, printing, etc.
Food, etc.	\$400	\$600	check grocery gateway
Tourism	\$150	\$400	
Insurance	\$40	\$40	Mandatory UHIP

Per month \$1,290 \$2,790

Per term (4 mth) \$5,160 \$11,160

A few questions to ask yourself (or me)

? When should I arrive?

! Depends on how much free time you have. There is no need to arrive before Sept. 1st

? Where should I live?

! Think costs and priorities. It is only for 3 - 4 months, so check your schedule and bank and then decide.

? How should I handle money issues?

! You don't have to open a bank account in Toronto, but might find it convenient. You can't use credit cards everywhere, but for some things (e.g. car rentals, local flights), it is easier to use one and pay through your account in Israel.

? How cold does it get?

! It is not that bad. Until mid/late November, it can get a little cold and rainy, but you don't spend too much time outside. In December (when it snows) the term's over anyway.

? What do I do when I'm not in class?

! With all the work, you should still have plenty of time - use it: either at York, around Toronto or elsewhere, there's a lot you can do and it would be a waste not to take advantage of it all.

The courses I took

Each course is 3 hours (19:00 - 22:00), but usually ends sooner (especially Milne). Check the syllabus **carefully** before you decide and think twice before you purchase textbooks - I bought 5 and only used 1.

Consumer Behaviour (John Milne): One of three courses I took with him. A lot of discussion, not too much work. John is very easy going and classes don't necessarily follow the lesson plan.

Workload: Individual issue paper, individual case study, group case study and presentation, research paper in pairs. No required reading.

Marketing Communications (John Milne): The first course I found interesting in 6 years of University and this is Milne's real field. Most of the course deals in advertising, so you get to see and discuss a lot of them and also plan a few.

Workload: Individual issue paper, individual case study, group case study and presentation, a group project - plan an advertising campaign. No reading required.

Brand Management (John Szold): Very interesting, more "academic" than Milne, a few guest speakers and you get to play with Lego.

Workload: two Individual assignments, individual case study, and a group project - full brand plan. There is mandatory reading and this was the hardest course I took, but I still highly recommend it.

B2B Marketing (John Milne): A lot of discussion, not too much work. Good for students with work experience.

Workload: Individual issue paper, individual case study, and individual research paper. No required reading.

Strategic market Planning (Bob Angel) - I dropped this course after 2 weeks. The first half is the same as Strategic Management at Recanati and the professor wasn't very interesting.

None of these courses has an exam.