Welcome Students from Tel Aviv University!

‘Innovation for Society’
WiSo@NYC is designed to offer you a comprehensive six-week experience in Manhattan.

- 3 – 4 courses delivered by renowned US-American faculty
- Separate programmes for UG and PG students
- Academic content from a US perspective and small groups
- Visits to companies and institutions
- Opportunity to enhance networking skills
- Full accreditability of all credits is possible
- Unique teaching atmosphere at exclusive and central venues
- **Programmes dates: Mon 7 August – Fri 15 September 2017**
WiSo@NYC

Academic Content

- Faculty joins us from CUNY, NYU, Indiana, University of Texas etc.
- Contemporary courses on US-American business communication, economic topics and negotiation
- Business strategy, corporate development etc.
WiSo@NYC

Venues & Social Programme

• SUNY and Kimmel Center

• Visits to GACC, AT Kearney, E&Y, UN, Start-ups etc.

• Study elements on Israeli business and culture in NYC

• Welcome & Farewell Events
1. What's the revenue?
2. How would we improve tourism on the bottom line? (branding)
3. 

Rev = attendance x entry price
Rev = 120,531,000

Tact: Increase attendance

People in line<br>Entry price per day

Dr. Torsten Stockmann
WiSo@NYC

Credits

• Up to 24 ECTS (21 ECTS at UG!)
• You will receive an official transcript from the WiSo Faculty / University of Cologne
Cost & Language requirement

- €1.790 or €2.490 depending on level
- Excludes flights, accommodation and subsistence
- Plan around $7.000 - $9.000 in total (sum depends on individual choices and lifestyle)
- English proficiency required (at least B2-)
Grading & Application Process

- Usual grading spectrum at Faculty
- Nomination until late January
- Selection by mid-February
- Offer to be accepted by end of February
- Payment in full due by mid-March
International Relations Center (ZIB WiSo)

www.wiso.uni-koeln.de/nyc.html

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