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Host University: NYU

Degree program at TAU: Management of Technology, Innovation and Entrepreneurship

Exchange term: Fall 2016

In general, I highly recommend this unusual experience. In addition to the educational and social experience at NYU, you cannot get enough from New York City. Every day you can explore and enjoy different things in this incredible place- from exhibitions, shows, parks, museums, restaurants, bars, markets or just walking through the streets.

Visa- The J1 exchange student visa is the visa you will apply for. This process may take some time so it is better to start as soon as possible. Start by paying the SEVIS fee of 180 dollar. Then, after applying for the Visa, schedule an interview at the US embassy in Tel- Aviv. Make sure you come with all of the relevant papers they require. If you will do so the process will be easy and fast.

Transportation- New York is probably one of the easiest cities in the world for transportation and navigation. I used the subway on a daily basis. You can feel comfortable and safe commuting using all the different lines through all hours of the day. I used the free rides monthly option and paid approximately 120\$ a month for this option. In addition, I used Uber and Uber pool, usually during the night and for rides inside Brooklyn. I would recommend choosing your home in a walking distance from a subway station; it will make your life much easier.

Health Insurance- The health insurance is expensive and the program NYU is offering costs around 1100\$. The advantage of their program is that you don't need to handle the approval of another program. But- if you are under 30 you may find a much cheaper program here- <https://www.isoa.org/>. This alternative will be approved by NYU (After sending them some forms and approvals) and you may save around 500 dollars.

Housing- Finding your New York home is not an easy task. In fact, I think it was one of my biggest challenges before the arrival. Many people are looking for long term leases and therefore finding a flat for 4 month is a challenge. The best thing you can do is use your own connections via family and friends, publish a post on Facebook and spread the word. Moreover you can post your requirements on the following groups:

דירות סאבלט תל אביב ניו יורק/ ישראלים בניו יורק-הקבוצה הרשמית/ ישראלים מתנשאים ועילאיים ברילוקישן/gypsy housing nyc/ ישראלים בניו יורק-הקבוצה הרשמית

In the end, I was very lucky and found a great apartment through Airbnb. I was debating for a while whether I should look for an apartment in Manhattan or in Brooklyn. The majority of people lived in the city but for me living in Williamsburg, Brooklyn was a great alternative. Firstly, in terms of expenses I paid 1400\$ a month, which is much less than all of my friends who paid around 2500\$. Secondly, I loved the neighborhood and its energy; it is also very easy and fast to get into the city (10 minutes in the L train).

Courses- you need to take between 12 credits to 15 credits. Each course can be a full semester- 3 credits or half a semester- 1.5 credits. Usually, 1.5 credit classes are more intense and demanding (but this is not true for all courses)

Tech product management (1.5 credits)- This class is relevant for people who are interested in learning what product management is all about or would like to learn more practical methods in this area. You should know that this class is very demanding but I found it useful for my day to day work.

Brand strategy (3 credits)- I loved this class! I took it with Prof. Farelly who is an amazing and an aspiring woman. Even though she is not the brand strategy professor star- Galloway (who didn't teach in my semester unfortunately), I believe it is a great class for people who are interested in brand marketing.

Foundation of Entrepreneurships (3 credits)-This class is also being taught by a professor star named Okun. He is funny and quite a character but I would definitely skip this class. Every week we would have discussed cases which I found old and repetitive. I don't think I have any significant takeaways as I can say I have gained from other classes.

Digital Media Innovation (3 credits)- This course is an amazing opportunity to hear guest speakers from the top of the digital media advertisement field. The professor is the president of BuzzFeed and he is using his connections to bring amazing speakers as Nick Bell, VP of Snapchat, Jonah Peretti, CEO and founder of BuzzFeed and more. Register to this class as soon as you can, it will probably be fully booked but register for the waitlist and remain optimistic (we all got a notice on the first day of classes that we can register). In addition there is only one project- present a startup presentation for VC's so during the semester there are no assignments at all which is pretty unusual.

Chinese Media and tech market (1.5 credits)- This class was also great, the professor was super nice and funny. I learned a lot about China, its culture and its unusual tech environment. If you find China fascinating, it's a great class for you.

General costs-

- Insurance – 500 dollars- per 4 months
 - Transportation – 120\$ on subway + 150\$ on Uber Night rides- per month
 - Rent- 1400\$- a month
 - Restaurants, Bars & More Fun – 30\$- 100\$ a day - depends on weekdays/weekend
 - Laundry- 50\$ per month
 - Phone plan- 65\$ per month
 - Flight- 1000\$
 - Extra luggage- over weight is an issue when going back home, I would recommend to choose an airline that allows 2 suitcases with no extra fee. I flew with El-AL and I had to pay an extra 400\$ in the airport for extra suitcases and over weight
 - University materials- 500\$-I recommend not to buy anything in advance. Try to find books and materials on Amazon/Library & ask your fellow students. The books at NYU stores are VERY expensive and you should buy them only if you didn't find any other alternative.
 - Visa process- 450\$
 - Groceries- 300\$ per month
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