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AN INVITATION FROM DEAN SALLY BLOUNT-LYON

We live in exciting times. As the world population heads toward seven billion, humankind is experiencing unprecedented rates of technological and social change. Amid these changes, the business organization has become the dominant social institution—driving economic growth and global unification across the seven continents. The challenges facing business leaders operating in this environment are unprecedented in their scope and complexity.

Business transcends all industries and career paths. No matter your chosen field or your personal and professional goals, a foundation in business fundamentals will give you an edge as you enter the workplace and advance in your career. The Stern Advantage program offers a leading curriculum, renowned faculty, sophisticated facilities and the New York City “classroom” at your doorstep.

We invite you to join us—to make NYU’s tradition of innovation, learning and success a part of your summer.

Sally Blount-Lyon
Dean, Undergraduate College, NYU Stern School of Business
ABOUT THE STERN ADVANTAGE PROGRAM

Whatever your post-college career goals may be, business know-how is an important key to success. Especially in today’s job market, knowledge of basic business theory and practice will open doors and give you a competitive edge in the marketplace. Where better to acquire that edge than at one of the world’s best business schools—the New York University Stern School of Business, located in the world’s business capital.

The Stern Advantage Program is an intensive summer business-training program designed exclusively for talented undergraduate students and recent graduates with non-business majors. Over four exciting, challenging weeks from June 12 to July 11, 2006, you will—

- take classes from Stern’s world-class faculty
- explore the major business disciplines
- learn, practice and apply basic business concepts
- sharpen your business communication and job-search skills
- live at NYU’s Greenwich Village campus
- experience the world of New York business up close and in action through visits to leading New York City corporations.

You will also have the opportunity to make the most of all that New York City has to offer, with one of its most historic and vibrant neighborhoods as your home base.

Even if you have had no prior business training or experience, after your four weeks at Stern you will have the knowledge, skills and confidence you need to make a successful transition from college to the business world. The Stern Advantage Program will help you and your résumé stand out from the crowd and give you a powerful leg up on your first day at work and throughout your career. Why not make the best possible use of your time next summer? Apply to The Stern Advantage Program today.
CAREER-BUILDING CURRICULUM

At Stern, learning is dynamic, hands-on and reality-based. Designed and taught by Stern’s stellar faculty, The Stern Advantage Program is a 4-week, 3-credit, full-time business immersion program, consisting of mini-courses in the key business disciplines of Accounting, Finance, Management and Marketing.

Through classroom lectures and case analyses, you will gain an understanding of how enterprises work as well as a knowledge of basic business principles and tools. In-class simulations and group projects enable you to apply what you are learning to real-world situations. Corporate visits take you behind the scenes at major New York City companies and provide an extraordinary opportunity to interact with New York business leaders.

Business success, however, depends on more than just knowledge acquisition. You need to be able to communicate what you know effectively and present yourself in the best possible light while doing so. Sharpening your business communication and presentation skills is a major goal of The Stern Advantage Program. In addition to regular class sessions, you will attend workshops on public speaking and presentation delivery, as well as invaluable workshops on job search strategies. At the end of the program, you will be able to display your newly acquired business knowledge and presentation skills in a final group project presented to a select panel of Stern faculty.

“As a junior at Villanova, I wasn’t sure what I was going to do after graduation. It was the Stern Advantage Program that helped me decide that business was definitely the route for me. By participating in the program, I was able to learn finance, accounting, marketing—the whole world of business became available to me. I was also able to see first-hand how companies like American Express and CitiGroup operate and what it would be like to work there every day. The professors were very approachable and always seemed to have time to answer questions and give advice. And just living in New York City was tremendous. The experiences I had exploring the city and meeting new people made me much more independent and self-confident. My summer at Stern was one of the best I’ve ever had.”

Kristin M. Miller, Stern Advantage Alumna, B.A., Sociology, Villanova University, 2006
PREMIER FACULTY

A business school is only as good as its faculty, and in this regard, Stern is at the forefront of global business education. Stern is home to renowned departments of Accounting, Finance, Management and Marketing. In The Stern Advantage Program, you will be learning from some of the finest business professors in the country. Their knowledge, creativity and passion for teaching make for a rewarding and memorable classroom experience.

Learn more about a few of the featured Professors who will be teaching at this year's Stern Advantage Program.

Bruce Buchanan
C.W. Nichols Professor of Business Ethics and Professor of Marketing

In his multiple roles as C.W. Nichols Professor of Business Ethics, Professor of Marketing, and Director of the Stern School Markets, Ethics and Law Program, Dr. Buchanan coordinates and teaches courses in professional responsibility, leadership, electronic commerce and marketing strategy, at both the graduate and undergraduate levels. Dr. Buchanan has been a member of the NYU Stern faculty since 1983. His primary research areas of interest include standards of truth in advertising substantiation, professional ethics in business, Internet marketing and marketing research. Professor Buchanan received a B.S. in Electrical Engineering from the Massachusetts Institute of Technology and a Ph.D. in Business Economics from Columbia University.

Aaron Hipscher
Clinical Professor of Accounting

A member of the NYU Stern faculty since 1997, Professor Aaron Hipscher is the accounting department faculty adviser as well as the faculty advisor for Beta Alpha Psi, the international honorary organization for high-achieving students and professionals in the fields of accounting, finance and information systems. His courses include Financial Accounting and Financial Statement Analysis in the Undergraduate College and Financial Statement Analysis in the Executive MBA Program. Professor Hipscher was named Teacher of the Year in the Executive MBA Degree Programs in 2001 and 2002, and Undergraduate Professor of the Year in 2004. Professor Hipscher came to NYU Stern after a thirty-year career at Ernst and Young LLP, where he was an audit partner and National Director of Recruiting. He holds a B.A. in Economics and an M.B.A. in Accounting from Rutgers University.
**Stephen Mezias**  
Associate Professor of Management  
Doctoral Coordinator, Management & Organizations

Dr. Mezias has been a member of the faculty of the Department of Management at NYU Stern since 1991. His current research interests include entrepreneurship, particularly the emergence of new industries, sociological models of regulation and institutional rules, and goals, aspirations, and evaluation in multinational corporations. His recent publications have appeared in *Management Science, Organization Science, The Journal of Business Venturing, The Journal of International Management* and *Administrative Science Quarterly*. Professor Mezias earned an A.B. in Economics from Columbia University and has an M.S. in Statistics and Ph.D. in Organizational Behavior both from Stanford University.

**Vicki Morwitz**  
Associate Professor of Marketing  
Robert Stansky Faculty Research Fellow

A faculty member at NYU Stern for more than 11 years, Dr. Morwitz teaches the marketing core, marketing research, marketing of technology-based products and doctoral classes in judgment and decision-making. Her research interests include the relationship between purchase intentions and purchase behavior, behavioral aspects of pricing, and the effects of responding to and exposure to market research surveys on attitudes, intentions and behavior. Her work has appeared in *Harvard Business Review, International Journal of Forecasting, Journal of Consumer Psychology, Journal of Consumer Research, Journal of Marketing Research, Management Science* and *Marketing Letters*. She has worked at IBM, Prodigy Services and RCA. Dr. Morwitz received a B.S. in computer science and applied mathematics in 1983 from Rutgers University, an M.S. in operations research in 1986 from Polytechnic University, and an M.S. in statistics in 1989 and a Ph.D. in marketing in 1991 both from the Wharton School at the University of Pennsylvania.
If location is everything, NYU Stern clearly has it all. At its Greenwich Village campus, you will be minutes away from Wall Street, SoHo, Madison Avenue, Times Square and the corporate headquarters of midtown Manhattan. One of the great advantages of The Stern Advantage Program is the opportunity to spend part of a summer in New York and explore all that the city has to offer in terms of career development, cultural riches and just plain fun. Except for corporate visits, the entire Program is delivered on the NYU campus. You will take classes in Stern’s state-of-the-art Henry Kaufman Management Center and have access to NYU’s Bobst Library, one of the nation’s leading research libraries.

“Even though I majored in history at Syracuse, I knew I would enter the business world upon graduation. I also knew I needed more of a background in business subjects, especially finance and accounting. The Stern Advantage Program gave me a great overview of everything a business major needs to know. The corporate visits were a highlight for me. At American Express, for instance, we were able to see how our coursework fit into the company’s business model. I’m now considering a career in finance, and thanks to the Stern Advantage Program, I have the tools and vocabulary to know what I’m talking about in interviews. The program opens a lot of doors, and I really feel that I got out of it everything that it has to offer.”

Max Poltarak, Stern Advantage Alumnus, B.A., History, Syracuse University, 2004
2006 STERN ADVANTAGE SCHEDULE

The Stern Advantage Program is rigorous and full-time. Academic sessions are offered each morning and many afternoons. When an academic session is not scheduled for the afternoon, students will participate in communication seminars, career workshops or corporate visits.

PROGRAM MODULES

Accounting
Accountants work with top management to develop, monitor and review a firm’s information and financial system. A good understanding of accounting is one of the basic building blocks of business education. In this module you will learn to read and understand financial statements. You will also be introduced to profitability and risk measures and will learn how to analyze these ratios across firms in multiple industries.

Finance
Every type of business organization depends on finance professionals to supply the funding currently needed and the analysis necessary to make profitable decisions. In this module you will acquire a working understanding of the language of finance and the fundamentals of how financial markets function.
“The Stern Advantage Program is the perfect way to spend part of your summer. You get to experience New York, which I had never done before, and you get a really solid background in all facets of business. What struck me most about Stern was the quality of the professors. They were some of the best teachers I’ve ever had. I especially enjoyed Professor Buchanan’s lectures in marketing strategy—they’ve been very useful in the economics courses I’m taking at Emory. The focus on group projects and the interactions among the students made the Stern program even more interesting and diverse. Many of us still keep in touch, and I know that the knowledge I gained at Stern and the network that came out of the program will be very helpful in whatever field I choose.”

Rohit Agarwal, Stern Advantage Alumnus, B.A., Political Science and Economics, Emory University, 2006

Management
To be effective, organizations must be able to compete in complex and volatile environments, and managers must be able to manage within multifaceted and dynamic workplaces. This module aims to enhance your knowledge of and ability to succeed in organizations. Throughout this module, you will explore behavioral, managerial and structural influences that affect organizational effectiveness, productivity and efficiency.

Marketing
Marketing is about acquiring and retaining customers for products and services by delivering customer value. It is about having a finger on the pulse of the consumer so that it is possible to identify and create needs, and to cater to them effectively and efficiently. This module will introduce you to the marketing mix including the 4 P’s — product, place, price and promotion. Particular attention will be paid to consumer behavior and its role in market segmentation, targeting and positioning. Brand management and advertising will also be discussed.

Ethics
Professional responsibility and ethics are critical to career and personal success. This module will help you further understand your responsibilities as a business professional and develop a keen appreciation for the role of ethics and law in creating and maintaining efficient markets and best business practices.

Career Workshops & Corporate Visits
You’re in New York – where better to take your classroom knowledge and apply it to real-life situations. Throughout the Stern Advantage Program, you will participate in regular corporate visits and career workshops. These programs will provide critical insights into industries and jobs that interest you and the key tools as you enter job seeking mode upon graduation.
ADMISSIONS

Eligibility Requirements
The Stern Advantage Program admits a talented group of college sophomores, juniors and seniors as well as recent graduates in non-business majors. Although there are no minimum GPA or grade requirements, your transcripts and your personal essay will be important factors under consideration. The program is intended to build on your potential for success.

Your dedication to learning and desire to challenge yourself will determine your achievement in The Stern Advantage Program. We encourage anyone interested in the program to apply.

To be considered, you must:

• be a sophomore, junior or senior in college or a recent college graduate
• have a competitive grade point average
• complete the attached application form
• write a 1-2 page essay
• submit a letter of recommendation from a professor or recent employer
• send an official transcript from all colleges that you have attended.

Applications will be accepted on a rolling basis. For guaranteed housing, your application must be received by Monday, April 3, 2006. Please note that applications submitted after this deadline will be considered on a space available basis.

Housing is not guaranteed after the deadline.

Completed applications and transcripts should be mailed to:
The Stern Advantage Program
NYU Stern School of Business
Tisch Hall, Suite 600
40 West Fourth Street
New York, New York 10012

An application is enclosed for your use. You can also download additional copies online at: www.stern.nyu.edu/sternadvantage
**PERSONAL INFORMATION**

First Name
M.I. Last

School Address:
I would like to receive correspondence at this address until / / 2006. (mm/dd/yy)

Street Address

City
State
Postal Code

Country

Telephone

E-mail

Home Address:

Street Address

City
State
Postal Code

Country

Telephone

U.S. Social Security # — — Date of Birth / /

Gender: ☐ F ☐ M

**EDUCATION**

List all colleges/universities that you have attended. Note that an official transcript is required from all institutions listed. Official transcripts can be sent to the address on the following page.

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**LETTER OF RECOMMENDATION**

The Stern Advantage Program requires one letter of recommendation from a professor or recent employer.

**Instructions for Recommenders:**
Please describe the applicant’s academic and personal characteristics. We are particularly interested in evidence of the candidate’s intellectual promise, motivation, relative maturity and special talents. We welcome information that will help us to differentiate this student from other applicants.

Letters of recommendation may be sent directly to the Stern School at the address on the following page or may be included with other submitted application materials. Recommender’s signatures should be across the envelope seal.
ESSAY
The Stern Advantage Program Admissions Committee will admit a selective group of students with a wide range of backgrounds, talents and experiences. During the program, students will benefit from this diversity as they try to work out solutions to group projects or contribute to class discussions. Use the essay portion of your application as an opportunity to express your perspective, values and character.

Please use a separate piece of paper to write an essay no longer than 2 pages, double-spaced on the following topic: **Tell us about your interest in business and how it fits into your plans for the future.**

OTHER

How did you find out about this program?
- NYU Summer Bulletin
- Mailing
- Web
- Referred by Stern Advantage Alumnus

(Please print name)

- Other (please specify)

HOUSING

- I will live in the housing provided for five weeks (move in: Sunday, June 11. Move out: Saturday, July 15).
- I will not live in the housing provided.
- I would like to purchase an optional meal plan.

Note: Once accepted, you will receive additional information regarding your housing selections.

APPLICATION CHECKLIST

Check that the following is completed prior to submitting your application:
- Your Completed Application Form
- Letter of Recommendation
- Essay
- Transcript(s) - Official transcript(s) must be received in official signed and sealed envelopes.

SUBMITTING YOUR APPLICATION

Please mail all application materials to:
NYU Stern School of Business
Attn: The Stern Advantage Program
Tisch Hall, Suite 600
40 West Fourth Street
New York, NY 10012

SIGNATURE

My signature below indicates that all the information contained in this application is complete and correct.

Signature __________________________ Date __________________________
PROGRAM DATES
June 12 through July 11, 2006

CREDITS AWARDED
Earn 3 academic credits

FEES
Tuition: $8,500 (Tuition includes class instruction, five weeks of housing, course materials, site visits to corporations and social events. Note: We encourage all students to reside in NYU housing. However, if you have a housing alternative, program tuition without housing is $7,675)

REGISTRATION
Once accepted into The Stern Advantage Program, you will receive information regarding program registration. There is a non-refundable $1,000 deposit to reserve housing and your place in the program, due at the time of registration.

WITHDRAWAL
All withdrawals must be confirmed in writing. If written notification is not received from the registered participant and the participant does not attend the program, no refund is available.

If written notice is received
on or before May 16, 2006 ................... 100% of tuition refunded
May 17 - June 6, 2006 ........................ 55% of tuition refunded
after June 6, 2006 .............................. no refund is available

Note: All refunds exclude the initial non-refundable $1,000 deposit.

LIBRARY ACCESS
Once admitted into The Stern Advantage Program you will be issued a NYU student ID card. Your student ID will grant you access to New York University’s Bobst Library.

CONTACT
The Stern Advantage Program
NYU Stern School of Business
Tisch Hall, Suite 600
40 West Fourth Street
New York, NY 10012
Phone: 212.998.4020
Fax: 212.995.4000
E-mail: sternadvantage@stern.nyu.edu
Website: www.stern.nyu.edu/sternadvantage