Business is the dominant social institution of the 21st century—with the power to generate wealth, improve lives, and invigorate communities.

Rigorous, innovative, and reality based—Stern’s four-year curriculum finely balances studies in business, liberal arts, ethics, and world cultures. And it does this in one of the most eye-opening and mind-stretching classrooms—New York City.

As a Stern undergraduate, you will:

› learn to think with the best—our world-class faculty;
› explore the globe—through our one-of-a-kind Barr Family International Studies Program and opportunities for foreign study at campuses in 20+ countries;
› hone your leadership and business skills through participation in our student clubs and global business summit;
› have access to nearly infinite internship, community service, and career opportunities.

If you are passionate about the role of the business enterprise in today’s global society, come bring your energy, talent, dreams, and drive to the mix at NYU Stern!
“When you boil it all down, Stern really is about the people—both students and faculty. One teacher in particular has had a big influence on me. I met Professor Richard Hendler in my freshman year, when he gave a talk to the Stern Business and Law Association, a club I’m involved with. We spoke afterwards and I remember regretting being a freshman, because you can’t take his Business Law course until you’re a junior—he was that impressive. He has this incredible background—Stern undergraduate, NYU Law, jobs in both finance and law—and yet he went back to teaching because he has such a passion for it. I really respect that. I’m finally taking Business Law now and it’s amazing. I’m learning so much, not just about business and the law, but about life in general. Professor Hendler is definitely above and beyond. He’s someone I see myself keeping in touch with long after college.”

BRANDON ADONI  Junior
Locust Valley, New York
Hanging out in Stern’s Student Council room
Going to concerts (Classic Rock, Jam Bands, etc.)
Ben & Jerry’s Phish Food®

STRIKING THE RIGHT BALANCE

NYU Stern’s undergraduate program integrates top-notch business coursework with a broad-based liberal arts foundation and a strong global perspective. Stern’s comprehensive business curriculum—including a cutting-edge sequence on social impact and the ethics of doing business—is balanced by courses in economics, history, mathematics, writing, science, and world cultures.

> LEARNING FROM THE BEST

As an NYU Stern undergraduate, you’ll study with the same distinguished faculty who teach in our MBA programs. Stern professors are internationally renowned for their groundbreaking research and valued for their excellence in teaching. Many Stern faculty members also work as consultants to financial institutions, corporations, and government agencies, allowing them to regularly share their hands-on expertise with their students and bring prominent guest lecturers and real-world examples into the classroom.
RIPA AJMERA  Junior
Toledo, Ohio
Studying in Washington Square Park
Eating out and then going dancing
Cold Stone Cookies n’ Cream Creation®

“I’ve always wanted to serve others, when I was a young girl, I thought I’d be the first woman president. I chose Stern because the energy here just felt right. It was really alive and I sensed that I would be connected with anything I could possibly need to realize my dreams. I took the greatest course during my freshman year, Business and Its Publics. Learning about entrepreneurs who are using business as a tool for creating profound social change helped me realize what a powerful social institution business is, and the potential it has to promote some of humanity’s highest ideals: justice, freedom, and peace. One of our assignments was to write a personal essay on what our role in business was going to be. That exercise was critical in helping me to define my path at Stern and what I want to do with business and my life.”

DISTINCTIVE INNOVATIONS
How business shapes the world and affects people’s lives is a central theme of the Stern education. Nowhere is that more evident than in the Social Impact Core, a four-year sequence of courses designed to give you a deeper understanding of how businesses and their leaders impact society. The program’s cornerstone is Business and Its Publics, a freshman course that examines the key relationships between business and society, politics, philosophy, art, and life.

The global nature of business is a focus throughout the Stern curriculum. During their junior year, all Stern students take part in the Barr Family International Studies Program (ISP). This is a one-of-a-kind, strategy-based course in which you’ll study an industry and a specific company in a foreign country and then travel to that country to experience its culture and observe your assigned company firsthand. Students seeking even greater global exposure can apply for Stern’s exclusive World Studies Track, which features full semesters of study abroad in both London and Shanghai along with ISP in Latin America.

FAST-FORWARD CURRICULUM
Learning at Stern is dynamic, rigorous, hands-on. No undergraduate business curriculum is more innovative or more in sync with the fast pace of global business today. Stern’s academic program combines in-classroom learning with an extensive menu of co-curricular options, offering you many exciting opportunities to interact with industry and political leaders and explore the world and its cultures.

“Everything has a global focus at Stern. My interest in economics, for example, was piqued by two courses I took in my junior year: Economics of Global Business (EGB), followed by the International Studies Program (ISP) course and overseas trip—my team went to Korea. What I enjoyed so much about these courses was how everything built on what went before. In EGB, you study global economics in a broad sense. In ISP, you start with global business practices, then you focus on the region, the country, and eventually the company you’ll be analyzing on your trip—in our case, POSCO, a major steel maker.

We met with POSCO executives and flew to southern Korea for a tour of their steel plant. We also got a chance to explore Seoul and its surroundings, including the DMZ [Demilitarized Zone]. I’ve traveled a lot, but Seoul was really different and eye-opening. If I had to name one of the best things about my Stern education, it would be ISP.”

KELLY QUANN  Senior
Philadelphia, Pennsylvania
Grabbing lunch at the Kimmel Center or Washington Square Park with friends
Exploring the city’s diverse nightlife
Peanut Butter - any kind!
“I came to New York with my family from Burundi in 1997, and even though I’ve lived in the New York area for 10 years, it wasn’t until I came to Stern that I really started taking advantage of the city. There is so much to do here that it’s sometimes hard (and expensive!) to take it all in. That’s why Stern’s CACE [Cohen Arts and Culture Experience] program is so great. It gives you the opportunity to explore the city with your fellow students at little or no cost. You can see a museum exhibit, catch a Broadway show, go to a concert, all thanks to CACE. I’m very involved with Stern’s S.E.A.D. [Student Enrichment for Academic Development] program, and part of what we do is give our members different exposures — academic, social, and cultural. Through CACE, we were able to attend a concert at Carnegie Hall by the African-American female a capella group Sweet Honey in the Rock. Hearing those amazing voices in that setting was unforgettable.”

THE PLACE TO BE

You’ll enjoy the best of both worlds at Stern—the excitement, challenges, and opportunities of student life in a global capital and the community support and intimate, small-town feel of our Greenwich Village campus. International centers of finance, commerce, law, media, fashion, sports, and entertainment are just minutes away, while home is “the Village,” one of New York City’s most fascinating and vibrant neighborhoods. After a hard day in the classroom or on the job at your internship, you can come home and throw around a frisbee in Washington Square Park or meet friends for dinner at one of the countless restaurants in the Village or around Union Square.

PLUGGING INTO NEW YORK

New York City’s vast resources and amazing treasures are all within easy reach at Stern. Your educational experience will be immeasurably enhanced by the opportunities Stern provides to explore the city’s cultural life. Through a unique program called the Cohen Arts and Culture Experience, you can attend Broadway plays, museum exhibits, operas, ballets, concerts, and musical performances of every stripe—all for free or at greatly reduced prices.

Stern also brings the city into the classroom on a daily basis. Some of New York’s most influential business leaders come to Stern as guest lecturers and visiting professors at the invitation of faculty and student clubs. Recent guest speakers on campus include: Thomas Friedman, New York Times columnist and award-winning author…Ann Fudge, Chairman and CEO, Young & Rubicam Brands…Mel Karmazin, CEO, SIRIUS Satellite Radio…Robert F. Kennedy, Jr., Chief Prosecuting Attorney, Riverkeeper… and Thomas Krens, Director, The Solomon R. Guggenheim Foundation.
experience is how totally immersed you get in a very different culture. I made a lot of friends there, both Singaporeans and international students from all over. I also traveled to five countries in the region. It's very easy to do as Singapore is Southeast Asia's hub and flights are so cheap. The semester away had a big impact on me, on the way I view the world and interact with people. I know this global perspective is going to help me in the internship interviews I have coming up and in my work in the future."

GLOBAL REACH

For business leaders in a globalized world, cross-cultural awareness and an international perspective are essentials—and you don't get them by staying at home in the United States. In addition to requiring each student to spend a week studying a foreign company on location as part of its Barr Family International Studies Program, Stern actively encourages students to study abroad for a full semester or even two.

Among the options available to you are semester and year-long NYU Study Abroad programs at NYU's satellite campuses in Berlin, Florence, Accra (Ghana), London, Madrid, Paris, Prague, and Shanghai. Courses are offered in a wide variety of disciplines and are taught by both NYU faculty members and international faculty from local universities.

Stern's International Business Exchange (IBEX) Program gives you the opportunity to study for a full semester at a prestigious partner university in Australia, Denmark, England, France, Hong Kong, Italy, Korea, Mexico, the Netherlands, Singapore, Spain, or Thailand. Through IBEX, you'll be able to continue your studies side by side with students from your host university while exploring the intellectual, cultural, and social life of another country.
“The Cohorts are named for different areas of New York City. Mine is the East Village Cohort. You spend the entire orientation week with your Cohort doing all sorts of activities. We went to the U.S. Open and ESPN Zone and ate at some great restaurants. At the end of orientation, each Cohort elects a leader, and it’s up to him or her to keep the Cohort together and work with the administration to organize activities. A group of us from the East Village Cohort are seeing *Les Misérables* on Broadway next month. It’s now, in hindsight, that I’m really understanding how important the Cohort Program is. In a new setting, it can be hard to build friendships and trust. The Cohort does it for you right away, and those bonds last. My closest friends at Stern today are from my Cohort.”

**CREATING COMMUNITY**

The strong sense of community you’ll find at Stern is fostered by shared interests, participation in student clubs and service organizations, an amazing array of co-curricular activities, and a supportive administration. Both Deans Blount-Lyon and Greenbaum are very accessible and eager to hear what’s on students’ minds. The regularly scheduled Dean’s Coffee Hours are a great way to get to know the deans. Additionally, Stern boasts a team of full-time, professional Academic Advisers who will partner with you throughout your four-year experience.

**THE COHORT PROGRAM**

On the first day of freshman orientation, you become part of a 50–person Cohort that will serve as a source of friendship and support throughout your four years at Stern. You and your fellow Cohort members will participate in on-campus social and educational events and, together, explore New York City and all its possibilities. As a Cohort member, you’ll also meet and interact with prominent alumni who sponsor the program and serve as student mentors.
Stern is all about the students. It’s their drive and initiative that help make the school such a dynamic place. Opportunities to get involved in the Stern community—and develop your leadership skills in the process—range from becoming an Orientation or Cohort Leader to participating in the Student Council, joining the executive board of a student club, or serving on one of the Deans’ Advisory Boards.

At Stern, getting involved also means giving back to society. Through Stern’s many community service and social entrepreneurship initiatives, you’ll be able to contribute time, energy, and business acumen to local, national, and even international outreach projects and charitable organizations.

**STUDENT CLUBS**

Whether you are interested in community service, a specific area of business, world cultures, or even just socializing around town, there really is a club for everyone at Stern. In addition to the more than 20 Stern-specific clubs, NYU is home to more than 300 student organizations serving a wide range of interests across the University.

Many of Stern’s co-curricular clubs focus on professional development and regularly invite lecturers from prominent corporations to speak to students about career opportunities. But there’s more to club life than conferences and lecture series. It’s also about having fun with people who share your interests. The clubs are a major focus of student life on campus, sponsoring social events and fostering friendships that last long after graduation.

“Stern encourages you to get involved in a lot of ways. I joined Stern Cares in my freshman year. This is a volunteer organization that partners with charitable groups like City Meals on Wheels and Publicolor. It’s great to go out with fellow students and feel that you’re helping, whether it’s by delivering meals to homebound elderly people in Upper Manhattan or painting public school classrooms in Queens. I also interned with a nonprofit organization called Teach for America, which enlists recent college graduates to teach in under-resourced urban and rural schools. For the past two years, I was an on-campus recruiter for the program. After graduation, I’ll be joining Teach for America full-time as a special education teacher in rural North Carolina. I’m so excited about this. Stern makes a point of saying that you should step back from the expected and look at other possibilities. I’m very glad I listened to that message.”

**MARYROSE RAPPOLD**

Senior

Bel Air, Maryland

Walking around the Village

Exploring different neighborhoods

Ben & Jerry’s Cherry Garcia®
“Stern’s reputation gives you a definite leg up when interview and hiring seasons come around. Employers see someone from Stern and think: ‘We know she knows her stuff; we don’t have to worry about her.’ I had great internships throughout my time at Stern. I spent a summer in wealth management at UBS, and also worked at BlackRock, the asset management firm. My favorite internship by far was last summer at Goldman Sachs, in their private wealth management department. It was phenomenal. Everyone around you is just brilliant, yet down to earth, too. The best part is that the day after my internship I got a call offering me a full-time position. Coming out of Stern with a job at a firm like Goldman is an amazing and exciting cap to the whole four years.”

BRITTANY BOALS
Senior
Jonesboro, Arkansas
Getting crepes at 3:00 a.m. with my best friend Jen
Spending a day in the West Village and then grabbing a burger at Corner Bistro
Haagen-Dazs® Butter Pecan...delicious!

“CAREER SPRINGBOARD”

With a Stern degree, your options are wide open. All the career opportunities New York City offers are right at your doorstep. You may join a Wall Street firm, a Fortune 500 company, a small business, a non-profit organization, or a government agency. You may want to work close to home, across the country, or even abroad. Or, you may decide to pursue graduate studies. The sky’s the limit and the choice is yours.

Whatever your goals, NYU’s Wasserman Center for Career Development will assist you in finding internships, part-time jobs, and post-graduation positions that are right for you. The Center offers both students and alumni a full menu of services and resources, including individual career counseling, professional skills workshops, and major career fairs each year.

DANERYS GUTIERREZ
Junior
New York, New York
Working with campus organizations like ALPFA and SEAD
Seeing Broadway performances with family and friends
Haagen-Dazs® Dulce de Leche

“The opportunities to connect with alumni and network with professionals from many different fields are amazing at Stern. The upperclassmen I met when I was pledging Beta Alpha Psi [the national accounting, finance, and information systems fraternity] are now alumni, and they have been incredibly helpful to me in developing my career plans. One of them took the time to call me the night before my interview at his firm to help me prepare. Through my involvement with clubs on campus, I have continued to develop professional and alumni networks. Clubs regularly bring successful alumni on campus to talk with students. By doing so, we develop a broad range of networks early on that help us figure out what we want to do and how to get there. The great thing about Stern alumni is that they are so accessible and approachable.”

“ALUMNI SUPPORT”

One of the most powerful career resources you’ll find at Stern is its alumni network, numbering some 70,000 members in more than 100 countries. At club events each week and through such initiatives as the Career Advisory Program and the Roundtable Luncheon Series, Stern alumni regularly share their business acumen and career advice with students.
STERN AT A GLANCE

1900

2,306

70,000+ (in over 100 countries)

ACADEMICS

200+

11

7


50+ (including foreign languages, history, mathematics, political science, psychology, sociology)

2 (Entertainment, Media & Technology, Operations Management)

COMMUNITY INVOLVEMENT

24

5

300+

350+

STUDY ABROAD


17 (in Australia, Denmark, England, France, Hong Kong, Italy, Korea, Mexico, Singapore, Spain, Thailand)

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New York, NY 10012
212.998.4020

Visit us online for more information:
www.stern.nyu.edu/undergraduate

For questions about the application process, please contact our Undergraduate Office of Admissions:
22 Washington Square North
New York, NY 10011
212.998.4500

NYU Office of Undergraduate Admissions
www.admissions.nyu.edu