PHILOSOPHY OF
STUDY & TRAVEL
ABROAD

International travel and study are integral parts of the Stern undergraduate experience. As business students of the 21st century, you will be called upon to work in a world where time and geography are no longer boundaries. Rather, your boundaries will be defined by your ability to navigate cultures and languages different from your own. To compete in such a world, you need to be culturally sensitive and literate. You need to be flexible, observant, tolerant and adaptable.

The International Study Project is designed to:
· Enhance your undergraduate experience with educational international study and travel.
· Expose you to the global dimensions of business.
· Develop your appreciation for other cultures and different business practices abroad.

Stern is a community, and you have a special role in this community. When you travel abroad to study, you are a Stern ambassador and a representative of New York University and the United States. Please keep this in mind and act accordingly. What the world perceives of Stern is based upon what you project while abroad.

TRAVEL CODE OF
CONDUCT

All students who travel with the Undergraduate College of the Stern School of Business are expected to maintain the highest standards of professional conduct and integrity. In addition to complying with all College and University policies and procedures governing student conduct, a student's travel responsibilities include the following:

1. A duty to respect the privacy rights of members of the community by avoiding all forms of intimidation, including sexual and physical harassment.
2. A duty to refrain from causing physical injury to others.
3. A duty to refrain from causing damage to real or personal property of others.
4. A duty to preserve the quality of facilities that you may visit or reside at during your travels.
5. A duty to respect cultural differences, including observing the proper etiquette in business/social settings.
6. A duty to report to representatives of the School any person known by the student to have violated the Travel Code of Conduct.
7. A duty to abide by the Travel Code of Conduct and the NYU Code of Conduct (published in the NYU Student Guide).

Failure to abide by the Travel Code of Conduct will result in disciplinary action.
Badwill Ambassadors for Stern and NYU

You are expected to be goodwill ambassadors for Stern, NYU, and the ISP program. You are required to follow the Travel Code of Conduct and the NYU Code of Conduct. This is something you need to take seriously.

Attire for Business Symposiums and Corporate Visits

Business attire is required for business symposiums and corporate visits. Plan to bring at least one business outfit. If your corporate visit does not require professional attire because of the nature of the facilities you will be visiting, you will be informed of this by your Professor.

Hotel Etiquette

You are personally responsible for the condition of and charges to your hotel room. We cannot leave until all hotel accounts are settled. You will be billed for any charges to your room. Your personal liability to the hotel includes:

1. Damage to hotel property: This includes, but is not limited to "taking souvenirs" (i.e. towels, etc.), damaging furniture, and so forth. You should leave the hotel room in the same condition in which you found it. This also applies to public areas of the hotel.
2. Personal Phone Calls: Hotel phone rates are outrageously high and are charged according to the room, not the person. The registered occupants of the room will equally share the cost of unclaimed calls made from their room.
3. Cost of in-room services: You are personally responsible for all in-room hotel services such as mini-bar, room service, laundry services, and pay-per-view movies.
4. Quiet Time: Have consideration for your fellow students as well as for the other hotel guests. Do not hold gatherings in your room.

Daily Check-in

- Students are required to check in daily. This is a NYU policy designed for your safety. You will receive a day-by-day itinerary indicating check-in times. Carry this itinerary with you at all times.

Punctuality

- You must be on time to all scheduled events, including daily check-ins on free day(s).
- Lateness will result in a lower grade in your class. If you are late to the corporate visits you will be left behind and it will adversely impact your grade. In addition, other penalties may be imposed.

Travel to and From Site

- You are required to travel on the group flights purchased by Stern both to and from your assigned city.
- Trip flight deviations are not allowed.
- Students who deviate from the group flight (i.e. arrive or leave the site on their own versus taking the Stern group flight) will be responsible for reimbursing Stern for the cost of the flight and will be placed on probation.

Other Trip Don’ts

- Guests are NOT allowed. You may not invite other Stern or NYU students, friends, or family to accompany you and stay in your hotel room.
- No operation of motorized vehicles
- No risky athletic/recreational activities (i.e. scuba diving, parachuting, parasailing, etc.)
- No travel (buses, trains, planes) outside of the city where the group is visiting unless organized by Stern
- No violation of laws whether they result in arrest or not (see also Police and the Law section on page 3)

Violations to any of the above responsibilities will result in disciplinary action.
HEALTH

When you are away from home, health matters can become major issues if you are not prepared. Here are some preparations you should make prior to departure:

1. Eyeglasses/contact lenses/hearing aids: bring a spare set. Prescriptions are filled differently outside of the U.S., and you could find it difficult to replace your glasses.

2. Medications you use: If you currently take any medication, you should: (a) have a back-up supply for your trip and (b) have a doctor’s note in both English and the native language specifying your need for this medication.

3. Medical Conditions: Let your chaperones know if you have any medical condition (i.e. diabetes, asthma etc.). If others know about it, they can facilitate treatment if you cannot communicate with health care providers. You should also carry information about your condition in both English and the native language.

4. Basic Over-the-Counter Remedies: It is a good idea to bring some of the standard over-the-counter remedies for occasional common ailments you may experience while traveling. Some of these include: Pepto-Bismol, antacids, aspirin, Tylenol, and Imodium A-D.

SAFETY

Safety is of the utmost importance and it is particularly critical that you think about the safety of you and your friends while traveling in a foreign country. Here is a short list you can use as a guide to help keep things safe:

1. Travel in groups. There is safety in numbers.
2. Do not count your money on public transit, or outside of the bank/exchange bureau.
3. Do not go into isolated areas alone at night.
4. Be wary of strangers.
5. Keep your airline ticket number in a safe place, separate from the ticket.
6. Keep a list of your traveler's check numbers separate from your checks.
7. Know where you are staying. Keep the hotel’s address card in your wallet or backpack. It is easy to lose your bearings in a new city.
8. Carry your passport or a copy of it with you.
9. Do not go home with a stranger.
10. Always tell others where you are going and contact them if you are running late.

EMERGENCIES

1. Before you leave: If a last minute emergency (i.e. documented medical illness of you or a family member) arises causing you to be unable to make the trip, you should contact Carmen Johnson in the Office of Academic Affairs (Tisch, Suite 800) at 212-998-4020.
2. While abroad: If you become ill, injured, or are having some problem, immediately speak with a chaperone. The chaperones on your trip are listed on page 6.

LOST AND FOUND

Your identity papers are extremely important. To protect against their loss you are urged to do the following:

1. Photocopy passport and, if applicable, visa.
2. Photocopy traveler’s checks.
3. Keep one set of photocopies at home (with your family).
4. Place another set of photocopies in the hotel room or front desk safe deposit box.

If your identity papers or traveler’s checks are lost or stolen then:

1. Go to the nearest police station to make a declaration and get a receipt.
2. Go to the consulate to get temporary papers and apply for another passport.
3. Notify a chaperone.

POLICE AND THE LAW

When you travel, you are subject to the laws of the country you are visiting. The legal rights you have under the laws in the U.S. are not necessarily the same as those abroad. If you are approached by the police, be courteous and cooperative. Bear in mind that if you are arrested, the U.S. embassy can only assure that you are not being mistreated. The embassy staff has no authority to get you out a jail. Engaging in conduct such as turnstile jumping, shoplifting, and property defacement are violations of the law – so do not do it!
BRIEF HISTORY

Prior to 1868, Tokyo was known as Edo. It started as a sizeable fishing town with no real prospects of becoming Japan's capital or one of the world's major cities. The turning point for Edo was the arrival of U.S. Commodore Matthew Perry's armada in 1853. Perry demanded that Japan open to foreign trade and end its isolation policy. The opening of the port in Edo caused a far-reaching social evolution and resulted in the Meiji Restoration and the installment of Emperor Meiji.

In 1868, Emperor Meiji moved the seat of imperial power from Kyoto to Edo and in the process renamed the city, Tokyo (eastern capital). Western influence, caused by Tokyo's opening to foreign trade, resulted in rapid industrialization and the development of a Western-style constitution. Also during this period, Japan became very active militarily with victories over China and Russia at the end of the 19th Century and beginning of the 20th Century respectively. Tokyo's rapid growth caused a substantive increase in population as job seekers from other parts of the country moved to Tokyo.

In the 20th Century, Tokyo faced two significant disasters. One was the Great Kanto Earthquake in September, 1923. The fires that immediately followed the earthquake lasted for nearly 40 hours and destroyed most of the city. Second, during WWII, extensive bombing raids destroyed much of Tokyo leaving the city, once again, in ruins. In both instances, the Japanese quickly rebuilt.

In recent years, one of Tokyo's proudest moments was when it hosted the 1964 summer Olympics. The games prompted a frenzy of construction and development. Throughout the 1980's, Tokyo grew at an unprecedented pace but by the end of the 1980's, Japan's economy entered into a slump from which it has not yet fully recovered.

GENERAL INFORMATION

The sheer level of energy is the most striking aspect of Japan's capital city. Despite widespread construction, the average Tokyo suburb hasn't fallen prey to strip malls yet; streets are lined with tiny specialist shops and bustling restaurants, most of which stay open late into the night. Close to the soaring office blocks exist pockets of another Tokyo – an old wooden house, a Japanese inn, an old lady in a kimono sweeping the pavement outside her home with a straw broom. Tokyo is a combination of the futuristic and old traditions.

Tokyo continues to forge ahead, with work under way to overhaul the already excellent subway system and even a modest 'green' revolution in the offing.

Tokyo is roughly split into the flashy commercial and business districts west of the central Ginza shopping precinct, and the more down-to-earth residential neighborhoods to the east. For visitors, nearly everything of interest lies either on or within the JR Yamanote line, the rail loop that circles central Tokyo.

FAST FACTS

Area: 2168 sq km (845 sq mi)
Population: 12 million
Currency: Yen
Electricity: 100 Volt AC; 50 Hz
Weather (March): high 53°F and low 35°F.
Time Zone: Japan is 9 hours ahead of Greenwich Mean Time (GMT) and 14 hours ahead of U.S. Eastern Standard Time (EST). Therefore, if it is 5:00 pm in New York, it will be 7:00 am the next day in Tokyo.
MONEY MATTERS

CURRENCY
· Local currency is the Yen (¥). On February 3, 2004, $1 = ¥105.47

CHANGING MONEY
· The best place to change money is at the hotel. It is less expensive to exchange travelers checks than it is to exchange cash. You can also exchange money at currency exchanges marked as "Authorised Foreign Exchange". You should also consider acquiring some Yen prior to departure.
· Yen banknotes come in denominations of ¥1,000, ¥2,000, ¥5,000 and ¥10,000. Coins come in denominations of ¥1, ¥5, ¥10, ¥50, ¥100, and ¥500.
· Banking hours: Monday through Friday from 9 am to 3 pm excluding holidays.
· A few Citibanks in Tokyo, post offices, and department stores have global ATMs that accept foreign-issued cards (Visa, Mastercard, and Cirrus are most common) but these are not common – do not rely on using an ATM while traveling in Tokyo.

MAKING PURCHASES
· Credit cards are not as commonly used in Tokyo as in the United States. “Cold hard yen”, as one guide book suggests, is the best way to pay for things. It also notes that travelers cheques are rarely accepted for payment.

TIPPING
· Tipping is not expected.

TAXES
· There is a 5% consumer tax across the board. In addition, expensive restaurants include a service charge between 10% to 15%. A local tax of 3% is added to restaurant bills that exceed ¥5,000.

GETTING AROUND

Tokyo has an excellent public transport system that runs to nearly every part of the city. This train system is the most reasonably priced mode of transportation and runs frequently.

The Tokyo subway system is made up of 13 lines. Lines are color-coded and train station signs are commonly in both Japanese and English.

Subway
As noted above, there are 13 subway lines of which 8 are TRTA lines and 4 are TOEI lines. There are good connections between the two different types of lines but each has separate ticketing systems (although machines sell combination tickets for use on both lines). Color-coding and English signs make the subway easy to use. Most fares range between ¥160 or ¥190 (fares vary based on the distance you are traveling). All TRTA information counters have an English map and brochure called Subways in Tokyo which is very useful. Be sure to retain your ticket while on the subway - you will need it to exit the system. Also note that the subway stops running at midnight.

Taxi
Taxis are expensive. Rates start at ¥660, which buys 2 km (after 11 pm it buys 1.5 km), the meter rises by ¥80 every 274m.

Taxi vacancy is indicated by a red light, a green light means that there is a night-time surcharge, and yellow means that the cab is on call.

Tokyo cab drivers rarely speak English so it is a good idea to have your destination written down in Japanese.
## ITINERARY & AGENDA

<table>
<thead>
<tr>
<th>Date</th>
<th>Events</th>
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<tbody>
<tr>
<td>Friday, March 12</td>
<td>Depart from JFK</td>
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<tr>
<td>Saturday, March 13</td>
<td>Arrive in Tokyo</td>
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<tr>
<td>Sunday, March 14</td>
<td>Free day</td>
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<tr>
<td>Monday, March 15</td>
<td>MACRO Presentation in hotel</td>
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<tr>
<td>Tuesday, March 16</td>
<td>Corporate Visits – Toyota, NEC, Dainippon Ink and Chemicals, Inc., and UFJ Bank</td>
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<tr>
<td>Wednesday, March 17</td>
<td>Free day</td>
</tr>
<tr>
<td>Thursday, March 18</td>
<td>Depart Tokyo, Arrive at JFK</td>
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Agenda while in Tokyo is subject to change.

## ADDRESSES

### Hotel Accommodations
Crowne Plaza Metropolitan Tokyo  
1–6–1 NISHI IKEBUKURO  
TOSHIMA–KU TOKYO 171–8505  
JAPAN  
Tel: 81–3–3980–1111  
Fax: 81–3–3980–5600

### Tourist Office
Tourist Information Centers (TIC)  
B1F, Tokyo International Forum  
3–5–1 Marunouchi  
Chiyoda–ku, Tokyo 100

### U.S. Embassy
U.S. Embassy in Tokyo:  
1–10–5 Akasaka, Minatoku  
phone: 3224 5000

## TELEPHONES

Public phones are readily available and most accept prepaid phone cards (terefon kado) in denominations of either ¥500 or ¥1000. Prepaid phone cards can be purchased at vending machines or convenience stores. Rates are cheaper at night.

To place an international call you can dial through any of the three phone companies (rates are similar among the three companies). You must start your call with either: 001, 0041 or 0061, followed by the international country code, the local code and the number. For director assistance dial 104 or for assistance in English, call 0120 364 463 (9 am to 5 pm on weekdays only).

Please keep in mind, that dialing internationally through your hotel room phone will probably be very expensive. You will be responsible for any charges made to your room.

## CHAPERONES

Faculty Coordinators – Professors Teresa John & Richard Katz  
Administrative Coordinators – Melissa Iglio & Dominick Usher  
Teaching Assistants – Rajbir Anand, Kapil R. Bhatia, Justin McGrory, David Yoo

## WEB SITES TO VISIT

- Japan National Tourist Organization: [http://www.jnto.go.jp/](http://www.jnto.go.jp/)
- City Web site: [http://www.metro.tokyo.jp](http://www.metro.tokyo.jp)

## OPTIONAL GUIDEBOOKS

- Fodor’s Citypack Tokyo
- Frommer's® Japan: The Best of Tokyo and the Countryside
- Lonely Planet Tokyo
- The Rough Guide to Tokyo
- Time Out Tokyo
SITES TO SEE
OPTIONAL SITES TO SEE INSIDE TOKYO

Imperial Palace
This is the home of Japan's emperor and the imperial family. The Palace is closed to the public with the exception of two days each year (Jan 2 and Dec 23 only) but you can wander around the gardens and see some of the ruins of Edo-jo, at one time the largest castle in the world. Around the palace, you can also visit the Higashi Gyoen or Imperial Palace East Garden.

Museums
- Idemitsu Art Museum – features a collection of Japanese, Chinese & western art
- Kagaku Gijitsukan – science museum
- Kogeikan – craft museum
- Shitamachi History Museum
- Tokyo Kokuritsu Kindai Bijutsukan – contemporary art
- Tokyo Metropolitan Museum of Art

Shrines & Temples
- Meiji-jingu – Tokyo’s “most splendid” Shinto shrine. It was constructed in honor of Emperor Meiji. The original was destroyed during WWII but was rebuilt in the 1950's.
- Senso-Ji – A temple that was founded in the 7th century and located in the Asakusa area. The area is also a good tourist shopping destination.
- Kiyomizu Kannondo – Temple located in the Ueno Park.

Corporate & Business-related Sites
- Tokyo Stock Exchange – features a viewing gallery on the 2nd floor.
- Sony Building – features hands-on displays of a variety of Sony products including some that have not yet been released.

Shopping
- Ginza – This area is filled with top-notch department stores, galleries, craft shops and showrooms. This was one of the first areas in Tokyo to modernize.
- Akihabara – An area known for selling discounted electronics.
- Ikebukuro – An area filled with department stores and also recognized for its numerous arcades.
- Shibuya – Another great shopping area filled with stores and restaurants.

Miscellaneous
- Tsukiji Central Fish Market – one of Tokyo's main attractions, the market features acres and acres of fish and fish products in a lively atmosphere. 2,500 tons of fish are sold at the market daily.
- Koishikawa Koraku-en – a garden that incorporates both chinese and japanese landscaping. It was established in the 17th Century.
- Tokyo Tower – Modelled after the Eiffel Tower, the tower can be seen from a distance. You can visit the observation tower to get an arial view of Tokyo.