Downtown.  Down to Earth.  Down to Business.
If you’re thinking about business school, you have an appetite for action—for the dynamic, decisive people and organizations that get things done in the world.

At NYU Stern, so do we.

From the day our students arrive, they are connected: plugged into the thriving business life of Manhattan, literally minutes from our incomparable downtown location. Immersed in the wonderful everyday excitement, diversity, creativity and inspiration of New York. And deeply connected to each other—the exceptionally collaborative community that is NYU Stern.

If you’re looking for the very best of business education, in the best city for business in the world, we hope you’ll join us—right where the action is.
Because an MBA is a journey with a definite destination, NYU Stern treats career development not just as a useful service, but rather as a central part of your business education. Built right into our curriculum, our Career Development Program helps you systematically develop and enhance the skills essential to any successful job search. And while you’re mastering the nuances of core subjects such as finance, management and marketing, you are also learning an industry—the names, the trends, the values—and how to create the right opportunity for you.

Our downtown location and deep ties to New York’s leading enterprises make the usual tasks of networking and industry research as natural and uncomplicated as having lunch with a friend. From finance and pharmaceuticals to consulting and consumer products, the world’s most prestigious firms are just a brief subway ride away.

And because our academic schedule leaves your Fridays flexible, you have time set aside to build your network, connect with top employers, meet with recruiters on or off campus and work with our extensive Career Development staff.

It’s no surprise, then, that so many of our alumni launch flourishing careers in and around New York. And with more than 67,000 graduates around the world, linked through NYU Stern, our powerful alumni network can also open doors for you in virtually any industry, anywhere. The School sponsors more formal alumni mentoring programs as well, including a unique initiative that pairs you with alumni already working—and succeeding—in your chosen field.

Whether you’re planning a career switch, launching a start-up or making a move in your current industry, NYU Stern will get you connected.
Why is Scott Singer so loyal to NYU Stern? It might spring from the fact that he graduated with exceptional career connections and the skills it took to seize them. And, of course, he did meet his future wife on the first day of class.

“I came to business school knowing I wanted to be an investment banker. Stern provided advanced courses so I could fine-tune critical skills. And then friends in my class sparked my interest in media and entertainment,” says Scott. His career since graduation has been a series of exciting leaps upward, leading media investment banking initiatives first at Merrill Lynch and then at Bear Stearns. Now he is charged with building Deloitte’s investment banking practice in New York as well as expanding its media and entertainment efforts. At each step in his career, Scott has been in a position to recruit new talent—and in each case, like many alumni, he has come back to NYU Stern. “I have several Stern MBAs on my staff right now,” says Scott, “and they’re just like the School itself: very smart, very focused, very worldly, very professional.”
When it comes to our unique engagement with New York City, no other MBA program comes close. Just as our urban campus blends seamlessly with the fabric of Greenwich Village, our innovative programs and curriculum are woven from the very fiber of business life in New York. The city serves not as a backdrop but as a starring player in your MBA education.

Where else but NYU Stern could the entire first-year MBA class review the management challenges of the Metropolitan Opera firsthand with its General Manager, and then not only see a production but also take a custom tour backstage? Building on the tremendous success of our program with the Met, we’re pursuing similarly challenging case studies of other grand New York institutions, from the Brooklyn Museum to the New York Mets baseball franchise.

And because New York and the world are also fueled by the vitality of smaller organizations, Stern Consulting Corps (SCC) gives interested students a chance to serve as hands-on consultants for a range of small businesses and nonprofits, while being mentored by senior consultants from firms such as Booz Allen Hamilton. For students, SCC is a priceless opportunity to test the lessons of the classroom and to give something back to the community; for clients, it can lead to life-changing results, as it did for independent Harlem plumber Ken Taylor who in two years saw his revenues rise six-fold.

Since so many CEOs call New York home or find it a critical business destination, NYU Stern also hosts some very distinguished guests. MBA students have recently shared straight talk and sandwiches with the likes of Jeffrey Immelt of General Electric, Hank McKinnell, Jr. of Pfizer Inc., Richard Fuld of Lehman Brothers and Tom Freston of Viacom, Inc. For aspiring leaders, there’s no more powerful inspiration than encountering those already at the helm.
Surbhee Grover

With a background in marketing for L’Oréal, Surbhee Grover saw the Stern Consulting Corps (SCC) as a way to gain hands-on consulting experience; what she found was a whole new career. Her client was Seedco, a non-profit organization that provides financial and technical assistance to other nonprofits and small businesses in disadvantaged communities. The assignment: to develop targeted loan packages for struggling businesses downtown, from small shops to a local boxing gym. Working closely with her mentors from A.T. Kearney, Surbhee honed her skills as a consultant. And she added value from the start by insisting on developing a marketing plan tailored to reach the businesses in need.

As Surbhee explains, “The SCC experience really fueled my passion for consulting and gave me immense credibility in job interviews. Suddenly I had real consulting experience I could speak about with great enthusiasm and detail—and it just proved my commitment to the profession.”

She also found the work deeply satisfying at a personal level—especially after she used some of her open time on Fridays to visit Seedco’s target businesses. “For the owners, it was often the only work they knew how to do. It wasn’t just their business—it was their life.” Later, she found another deeply satisfying way to wrap up her NYU experience: taking an intensive filmmaking class at NYU’s world-renowned Tisch School for the Arts. Six weeks and five homemade films later, Surbhee says, “Now I know what I’ll be doing on weekends and holidays the rest of my life!”

MBA 2004
Associate, Booz Allen Hamilton
Welcome to the Neighborhood

New York is a city of villages—dozens of distinctive neighborhoods, each with its own strengths and personality. Perhaps the loveliest and most engaging is Greenwich Village, legendary for its hip cafés, bookstores and boutiques. And tucked right into this most famous New York village is the vibrant village of NYU Stern. Warm, welcoming and remarkably supportive, our community is your gateway to appreciating everything New York has to offer. Don’t be surprised if after two years with us, you’re proud to call yourself a New Yorker.

One word that captures student life here is “balanced.” Fast-paced and friendly. Personally driven and intensely collaborative. Business-minded—yet definitely not too busy to enjoy the delights of New York, from Broadway to baseball, Chinatown to Central Park, the Guggenheim to the latest clubs and restaurants.

That sense of balance describes our student body, too. Roughly a third of our students hail from one of more than 50 foreign countries. Women are key players in our community and have been since the first woman matriculated here in 1900. Additionally, we boast one of the highest percentages of women students among top business schools, perhaps in part because New York offers outstanding career opportunities for women. Whether you were born in New York or know it only from the movies, you are sure to feel at home at NYU Stern.
Masayuki Narahara

MBA Class of 2005
Graduate of Keio University, Japan
Former Manager, Mitsui & Co., Ltd.

Coming from Tokyo’s urban intensity, Masayuki “Mac” Narahara first imagined an American business school with big white columns and rolling fields. But at NYU Stern, he found something even more beautiful: an open-hearted, down-to-earth community that made him feel right at home. New friends invited him to dinner and stayed up half the night discussing a class. Professors made themselves available, even on the weekends.

And then came the “Stern Follies,” a comedy show MBA students create every spring to poke fun at themselves and the School. For Mac, it was a great opportunity to bond with his classmates. After a marathon evening of creative collaboration, Mac produced a hilarious video about international students learning to understand American humor.

It was a hit. Even more satisfying for Mac is that the School is planning to use his video as part of orientation for new students. And next year he will lead fellow MBAs on a “Lost in Translation” tour of Japan, so the cultural exchange can go both ways. Says Mac, “I believe I am enjoying Stern life more than anyone. I don’t need any other community—Stern is like my home now. I only wish the MBA program lasted more than two years.”
New York is a magnet for the most creative minds in business—and the exceptional caliber of our faculty proves that it’s true in business education as well. Our faculty offer a depth of expertise and a fluency with the real world of business that are second to none. Equally rewarded for teaching and for research, they are passionate scholars reshaping the practice of business and inspiring teachers transforming the lives of their students. Deeply engaged in both the real world of business and the daily life of NYU Stern, they serve on corporate boards, testify before Congress, appear as experts on national news programs—and know your name on the first day of class.

The School’s academic stature and convenient downtown address also attract a glittering roster of adjunct faculty: when former Condé Nast CEO Steve Florio offers a course on media leadership or Rothschild North America CEO Gerry Rosenfeld explores the conflicts of investment banking, they pull the real world right into the classroom. And they expect the same courage, candor and commitment from you: a passionate engagement with the material, a fearless questioning of basic assumptions and the confidence to bring your own ideas and work experiences to the table as well.

Collectively, our faculty allow NYU Stern to provide an unsurpassed breadth and depth of courses. Since our full-time and part-time MBA programs pool their resources, we can support a far larger and more varied faculty than virtually any other business school. For students, that translates into unrivaled academic options. Second-year MBAs choose from more than 200 electives, plunging as deeply as they want to in any given field. And further academic options abound, including flexible specializations, international learning opportunities and broad freedom to cross-register for courses—up to 25 percent of your credits—at NYU’s renowned schools of law, public service and the performing arts.

Bridges Built to Last

Defyly bridging the distance between theory and practice, NYU Stern’s top-notch faculty and innovative curriculum provide a uniquely powerful, real-world education.
Leadership is a bit like learning to ride a bike; the theory is interesting, but ultimately you have to get out and try it yourself. At NYU Stern, we believe your time here as a student is the perfect venue for testing your strength and confidence as a leader.

At NYU Stern, student life offers endless opportunities for anyone interested in taking the reins—from guiding any of nearly 40 different student-run clubs to leading the Stern Student Corporation, our innovative answer to more traditional forms of student government. Whatever their particular interests, our students are intensely involved—managing, inspiring and leading school clubs, organizations and committees.

What may be more notable is that the School has responded to that powerful student commitment by opening its arms to every kind of student input. NYU Stern is a place where you can really make a difference, where your ideas, initiative and input are likely to be met with an enthusiastic answer “yes!”—whether you want to start a new club, launch a high-caliber professional conference, rethink an aspect of the curriculum or just challenge an old way of doing things. And this encouragement comes not only from the administration but also from your fellow students; second-years routinely volunteer to act as mentors to those just coming in.

Our mission is to prepare you to be a leader—and we think there’s no better place to start than here.
Finding the Right Fit

Like most important business decisions, choosing a business school is part hard-nosed analysis, part intuition. You learn a lot by weighing the clear comparative factors—access to career opportunities and recruiters, quality of faculty, breadth of course offerings and so on. In the end, though, finding the right place to earn your MBA is as personal as choosing the right pair of shoes—one that feels right and will take you where you want to go.

At NYU Stern, we believe “fit” is a two-way proposition, so we really take the time to get to know you, too, and we give you as many windows on the School as we can. As you’ll see, our application’s famous “third essay” encourages a kind of personal expression that most institutions don’t expect from prospective MBAs. Our highly experienced admissions staff offers one-on-one interviews to nearly everyone we admit, so we know each incoming class is in tune with NYU Stern’s unique culture and values. If you come for an interview, you can often share lunch with a current student to ask more personal questions and to get a feel for daily student life. Above all, we encourage you to visit the School yourself, on the web and in person.

When it feels right, we believe you’ll know.

Clockwise from top:
CARLOS VILLARREAL
Monterrey, Mexico
BA, ITESM Mexico City
AMANDA PLOTKIN
Westport, CT
BS, Northwestern University
LAUREN KERNIS
West Bloomfield, MI
BBA, University of Michigan
DANIEL RUBIN
Paris, France
BS, Université Paris Dauphine
MS, Université Paris Créteil
Kerwin Smith wanted to go to business school—but “not to one of those places where everyone comes from a cookie-cutter.” The moment he visited NYU Stern, he knew he’d found the right match. “You feel it even coming from the train, the energy of the Village,” says Kerwin. “And you know you’re someplace where things are really happening.” But it was the students who most impressed him: very smart, friendly, open-minded and involved. The faculty were equally engaged; one day Kerwin found himself playing flag football in Central Park with his marketing professor Peter Golder.

Kerwin now serves as one of NYU Stern’s most passionate recruiters and works as a graduate assistant in the admissions office so he can help others discover the community he feels so strongly about. “Sharing my enthusiasm for Stern with those seeking a top-tier business school experience is an honor,” says Kerwin. Whether he is advising fellow West Point graduates considering a switch to business or prospective minority students from the Management Leadership for Tomorrow program, he tells them all the same thing: the secret is finding the right fit. For him, the answer was NYU Stern.
It’s Your Move

If you feel NYU Stern might be right for you, it’s never too soon to begin the application process. Every step along the way—from exploring our website to visiting the campus to composing your application—is another chance to examine your goals, strengths and expectations, and to see whether NYU Stern is the match you’re looking for.

The next move is up to you.

• Get more information: www.stern.nyu.edu/admissions/fulltime
• Watch our video: www.stern.nyu.edu/admissions/video
• Plan a visit: www.stern.nyu.edu/admissions/visit
• Participate in NYU Stern events around the world: www.stern.nyu.edu/admissions/events
• Contact a current student: www.stern.nyu.edu/admissions/contact or (212) 998-0616
• Learn about the application process: www.stern.nyu.edu/admissions/apply

NYU Stern has three application deadlines for its full-time MBA program: December 1, January 15 and March 15.
“Here at NYU Stern, we have a powerful equation for success. Our institution uses New York City as its classroom, delivering an intellectually rigorous program and inspiring real-world learning opportunities. But what Stern does better than anyplace I know is to create a strong community of leaders with bonds that last a lifetime. It instills the fundamental principles and values that will transform your career into a profoundly rewarding way to spend your life. I invite you to join our community.”

New York University is committed to a policy of equal treatment and opportunity in every aspect of its relations with its faculty, students and staff members without regard to age, citizenship status, color, disability, marital or parental status, national origin, race, religion, gender, sexual orientation or any other legally protected status.

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