INTERNATIONAL STUDY PROJECT 2003
NYU STERN SCHOOL OF BUSINESS UNDERGRADUATE COLLEGE
TOKYO, JAPAN
March 14 – March 20

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 their 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.

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STUDENT RESPONSIBILITIES WHILE ABROAD

GOODWILL 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. It is something you need to take seriously.

ATTIRE FOR BUSINESS SYMPOSIA AND CORPORATE VISITS
Business attire is required for business symposiums and corporate visits. Plan to bring at least one business outfit. Dress conservatively and in a professional manner. Men may feel free to combine dress slacks, shirt, tie, jacket and shoes. Women may wear a suit (pants or skirt) or dress, with a conservative blouse and perhaps a blazer. NO sneakers, sandals, jeans, T-shirts with slogans or ripped/torn clothing.

HOTEL ETIQUETTE
You are personally responsible for the condition and charges to your hotel room. For example, if your best friend from two doors away comes in and calls his friend in Alaska on your phone, you will get the bill! We cannot leave until all hotel accounts are settled. You will be billed for any charges related 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, ashtrays, 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. Hotel phone charges are made 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. These items can add up.
4. Quiet Time: Have consideration for your fellow students as well as for the other hotel guests. Infractions in this area may jeopardize our status as hotel guests.

DAILY CHECK–IN
• Students are required to check in daily. 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.

TRAVEL TO AND FROM SITE
• All students 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
• No operation of motorized vehicles
• No risky athletic/recreational activities (i.e. scuba, 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 THE ABOVE 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. Inform your chaperones that you are on medication.
   B. Have a back-up supply for your trip.
   C. Have a doctor’s note in both English and the native language specifying your need for this medication.

4. 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.

5. 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 largely a matter of common sense. Think of how you might tell an out-of-towner how to act in New York. 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 who offer to take you to new club. These can either be places that will charge outrageous prices, or may be engaged in illegal activities.
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 Diann Witt or Carolyn Magnani at 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 your chaperones. To find out the names of the chaperones on your trip, see page 6.

POLICE AND THE LAW

When you travel, you are subject to the laws of the country you are visiting. Your citizenship cannot "get you out of a jam." 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 of 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 but 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 their 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 the 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 4, 2003, $1 = ¥119.7

CHANGING MONEY
- The best place to change money is at the hotel. It is less expensive to exchange traveler checks than it is to exchange cash. In addition you can exchange niney at currency exchanges which can be recognized by signs that say "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 traveler's 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.

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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 usually in both Japanese and English.

Subway
- 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. All TRTA information counters have an English map and brochure called Subways in Tokyo which is very useful.

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. The meter also accrues as you wait in traffic.

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

Friday, March 14  Depart from JFK
Saturday, March 15  Arrive in Tokyo
Sunday, March 16  Free day
Monday, March 17  MACRO Presentation in hotel: An Overview on Labor, Business & Politics
Corporate Visits – Toyota, NEC, Dainippon Ink & Chemical, and UFJ Bank
Tuesday, March 18  MACRO Presentation Part II at hotel
Wednesday, March 19  Depart Tokyo, Arrive at JFK
Thursday, March 20  Depart from JFK

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.

ADDRESSES

Hotel Accommodations
Sunshine City Prince Hotel
1–5, Higashi-Ikebukuro 3-chome
Toshima-ku
Tokyo 170–8440
JAPAN
Tel: 011 81 3 3988–1111
Fax: 011 81 3 3988–7878
www.princehotels.co.jp/english

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

WEB SITES TO VISIT

Japan National Tourist Organization  http://www.jnto.go.jp/
City Web site  http://www.metro.tokyo.jp
Frommers Tokyo  http://www.frommers.com/destinations/tokyo/

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

CHAPERONES

Faculty Coordinator – Professor Mark Mason
Administrative Coordinator – Shana Carroll, Manager of Public Affairs & Sonya Squires–Caesar, Graduate Assistant
Teaching Assistants: Gaurav Bana, Ido Gonen, Shubin Jha, & Arina Dragulescu
Dining

Less than 3,000¥

Ajanta
3–11 Niban–Cho, Chiyoda–Ku
Phone: 03/3264–6955
A 24 hour coffee shop that serves up spicy curries. Considered one of the oldest and best Indian restaurants in town.
Subway: Yuraku–cho Line, Koji–machi Eki (Exit 5).

Farm Grill
Ginza Nine 3 Gokan, 2nd Floor
8–5 Ginza, Chuo–Ku
Phone: 03–5568–6156
A California–style restaurant in Tokyo that serves hearty salads and sandwiches, pasta, and rotisserie chicken. Generous portions at reasonable prices.
Subway: JR Yamanote Line and Ginza and Toei Asuka subway lines: Shimbashi Eki (Exit 5)

Healthy Kan
Asahi Roku–ban–cho
Mansion, 2nd floor, 6–4
Chiyoda–ku
Phone: 03–3263–4023
Serves traditional Japanese vegetarian and fish dishes. The menu changes daily and is written in English on a white board.
Subway: Yuraku–cho Line, Ichigaya Eki (Exit 3).

Higo–No–Ya
AG Building, B1, 3–18–17
Minami–Aoyama, Minato–ku
Phone: 03–3423–4462
This restaurant specializes in a style called kushi–yaki (meaning a variety of ingredients). Ultimately it means a mix of meat, fish, and vegetables cut into small pieces and grilled on bamboo skewers. Specialties include shiitake mushrooms stuffed with minced chicken, scallops wrapped in bacon and shrimp & eggplant with ginger.
Subway: Ginza, Chiyoda, and Hanzo–mon lines, Omotesando Eki (Exit A4).

Sasashin
20–3 Nihombashi
Ningyo–cho 2–chome
Chuo–ku
Phone: 03/3668–2456
Considered one of the best izakaya in Tokyo. The atmosphere is considered truly authentic – noisy, smoky, and crowded. The sashimi, grilled fish, and fried tofu are recommended.
Subway: Hanzo–mon Line, Suitengu–mae Eki (Exit 2)
DINING
(continued)

Takeno
6-21-2 Tsukiji, Chuo-ku
Phone: 03/3541-8698
Located right next to Tokyo's central fish market, this popular spot is frequented by office workers in the area. Provides big portions of sushi, sashimi, and tempura at good prices.
Subway: Hibiya Line, Tsukiji Eki (Exit 1).

More than 3,000¥

Sabado Sabadete
Genteel Shiroganedai
Blding., 2nd floor, 5-3-2
Shiroganedai, Minato-ku
Phone: 03-3445-9353
Spanish restaurant in a "trendy location" featuring paellas, tapas and not-to-be missed empanadas.
Highlight of the evening is when the chef shouts out "Soup's on" in Japanese and begins dishing out the paella.
Subway: Hibiya Line, Hiro-o Eki (Exit 2)

Sawanoi
Shimno Building, 1st flr
3-7-13 Akasaka, Minato-ku
Phone: 03/3582-2080
A noodle house featuring homemade udon noodles. Noodles are served both hot and cold with a combination of seafood, vegetables or meat. For a heavier meal, try the tenkama set meal which consists of hot udon and tempura. Décor described as "a bit grungy".
Subway: Ginza and Maru-no-unchi lines, Akasaka-mitsuke Eki.

Sunda
5-15 Kamiyama-cho
Shibuya-ku
Phone: 03/3465-8858
Décor is covered with Asian handicrafts and after 8 pm, some of their collection of instruments will be in use by an impromptu band. Food is a wide variety of Asian dishes ranging from Malaysian to Afgani.
Subway: Chiyoda Line, Yoyogi-koen Eki.

Sushi Kazu
In Ikebukuro (near hotel)
Phone: 03/3982-0644
A good, standard sushi restaurant. Considered a step up from the revolving sushi bars.

Tonerian
In Ikebukuro (near hotel)
Phone: 03/3985-0254
A friendly and busy restaurant serving a little bit of everything.
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

**Yasukuni-jinja** – a war memorial for some 2.5 Japanese who died in combat, literally translates as ‘peaceful country shrine’

**Tokyo Stock Exchange** – features a viewing gallery on the 2nd floor.

**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.

**Sony Building** – features hands–on displays of a variety of Sony products including some that have not yet been released.

**Meiji-jingu** – Tokyo’s “most splendid” 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.

**Koishikawa Koraku-en** – a garden that incorporates both Chinese and Japanese landscaping. It was established in the 17th Century.