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.
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. This is something you need to take seriously.

ATTIRE FOR BUSINESS SYMPOSIA M 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.

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.

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.

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

The city was officially founded in 1596 when Don Diego de Montemayor arrived with twelve families and settled in the valley. Construction on the Catedral Metropolitana de Nuestra Señora de Monterrey was begun in 1770 but was not completed until 1833.

Some years earlier, in 1824, the Free and Sovereign State of Nueva León was established as part of the Mexican Republic. Bernardo Reyes was named provisional governor in 1885, transforming the region and laying the foundations for industrialisation and economic development. During this period, the Palacio de Gobierno was built, banking institutions were founded, and the Gran Plaza or Macroplaza and the pavilion at the Plaza Zaragoza were erected.

Industry and commerce are inseparable players in the history of the modern city and state. So it is that two of the oldest factories, the brewery, Cervecería Cuauhtémoc and the Compañía Fundidora de Fierro y Acero de Monterrey, a foundry for steel and iron, were established at the end of the 18th century.

The concern for education has been a constant and in 1870 the first Escuela Normal (primary school) was established. It was not until 1933, however that the Universidad de Nueva León was founded and soon after, in 1943, the prestigious Instituto Tecnológico de Estudios Superiores de Monterrey. Both the Universidad Regiomontana and the Universidad de Monterrey followed later in 1969.

GENERAL INFORMATION

The city of Monterrey is in northeastern Mexico and is capital of the Nuevo León State. It is the second largest industrial center in Mexico with more than 25,000 businesses in a variety of industries. The metropolitan area is composed of six municipalities that include: Monterrey, Garza García, Santa Catarina, San Nicolás, Guadalupe, and Escobedo.

As Mexico’s third largest city, Monterrey is critical to Mexico’s economic development. Its proximity to the border at Laredo, Texas offers an easy way for exports to the U.S. Monterrey’s financial community and contribution drive the local manufacture of products and impact Mexico’s overall economy significantly.

To revitalize the downtown area, a forty-acre site was cleared, and the “Macro Plaza” was built. Modern buildings surround the square that is filled with fountains, statues, resting grounds and other accoutrements. The Technological Institute of Superior Studies, commonly known as “El Tec”, is Mexico’s elite academic institution.

Monterrey is a powerhouse of Mexican industry, and anyone conducting business in Mexico will likely find himself or herself there at some point in time.

Monterrey is one of Mexico’s most modern cities. The Gran Plaza of Monterrey is the center for the state government of Nuevo León. The Plaza’s modern buildings, gardens, and monuments are a reflection of the city that has fully embraced the spirit of modern industrialism.

Monterrey is surrounded by the Sierra Madre Mountains at an elevation of 1,800 feet above sea level. The mountainous landscape is spectacular. Despite being nestled in such a rugged environment, there are many routes in and out of Monterrey, including excellent highways, railroads, and Monterrey’s international airport.

FAST FACTS

Population: 1,100,000
Currency: Peso
Electricity: 110 Volt; 60 Hz
Weather (March): high 81°F and low 58°F.
Time Zone: Local time is GMT–6 (U.S. Central Time)
MONEY MATTERS

CURRENCY

- Local currency is the Peso. On February 3, 2004, $1 = 11.08 pesos.
- Peso bills come in denominations of 10, 20, 50, 100, 200 and 500. Coins come in denominations of five, 10, 20 and 50 centavos (cents) and one, two, five, 10 and 20 pesos.

CHANGING MONEY

- The most convenient place to change money is at a casa de cambio (currency exchange) or your hotel.
- Most banks have ATMs, the most popular being Cirrus and Plus. Use ATMs for a good exchange rate.
- Banking hours generally run from 9:00am to 5:00pm, Monday through Friday.

TIPPING

- Tip 5% – 10% in restaurants.
- Taxi drivers only expect a tip when they have provided an extra service.

TAXES

- There is a 15% value–added tax (called "IVA" in Spanish) at the retail level for all consumers, although some items (medicines, for example) are exempt and a few luxury goods carry a higher tax. Shops and suppliers of services are required to include the tax in the sales price, which means that restaurant and hotel bills with have a 15% tax included. It is not always itemized separately on your bill.

GETTING AROUND

BUS

Buses (US $1.50) go frequently to most everywhere in Monterrey, but often by circuitous routes. Asking the front desk of your hotel for advice before going out is a good idea.

METRO

Opened in 1991, Monterrey's Metro runs east to west in the north of the city, primarily going to outlying residential areas. Fares are about US $.50. A second line opened about three years later that runs from near Cuauhtémoc brewery, past the bus station, and down to Zona Rosa and the Metro Plaza. The two lines cross at the intersection of Colón and Cuauhtémoc, where the giant overhead Cuauhtémoc metro station is located.

TAXI

Taxis are one of the safest ways to get around. It is important to mention that, while taxis are safe, women should avoid riding alone at night. The following taxis are considered to be better than others:
- Eco Taxis: (81) 8359 9559
- Taxis Beduinos: (81) 8345 1257
- Taxi Centro: (81) 8343 6213

HOSPITALS & HEALTH

The American British Cowdray Hospital, or the ABC, tel. 272-8500, emergencies 230-8162, is affiliated with Baylor University Medical Center in Dallas, Texas, and a member of the American Hospital Association.

Hospital Angeles del Pedregal, 652-2011

Hospital San José de Monterrey Health Complex
Av. Ignacio Morones Prieto 3000 Pte.
Monterrey, N.L. 64710, México
Tel: (8) 333–3600 and 347-1010
Fax: (8) 348-0450 and 348-0628
ITINERARY & AGENDA

Monday, March 15  
Depart from JFK and arrive in Monterrey, Mexico

Tuesday, March 16  
Panel Presentation at Tecnologico de Monterrey

Wednesday, March 17  
Group visit to Museo de Historia Mexicana

Thursday, March 18  
Corporate Visits

Friday, March 19  
Free day

Saturday, March 20  
Return to JFK

Agenda while in Monterrey is subject to change.

ADDRESSES

Hotel Accommodations
Radisson Gran Ancira Plaza Hotel
OCAMPO 443 ORIENTE
MONTERREY, N L, 64000
Phone: 5281–8150–7000

Tourist Office – Infotur Office
Elizondo Paéz Building 3rd. Floor
5 de mayo, between Escobedo and Zaragoza
Monterrey, Mexico
Tel: (81) 8340–1080 and (81) 8344–4343
Fax: (81) 8344–1169
E-mail: info@monterrey-mexico.com

On the corner of Dr Cross and Padre Mier, to the southeast of Macro Plaza. Open daily except Monday from 10:00am until 5:00pm.

U.S. Consulate in Monterrey
Ave. Constitución 411 Pte.
Monterrey, Nuevo León. México 64000
Tel: (01 81) 8345–2120

TELEPHONES

Public phones throughout the city operate with phone cards. The 20-, 30-, 50- and 100-peso cards can be purchased at newsstands, convenience stores, or any establishment displaying a sign that reads “LADATEL de venta aqui” (LADATEL sold here). Public phones offer long-distance service, and those run by the national telephone company, Telmex, offer the best rates. Telmex phones are usually marked “LADA.”

International long distance (090) has English-speaking operators. It is considerably less expensive to make international calls collect as there is an additional 39% tax, plus another 15% value added tax (IVA), figured into your bill in Mexico, neither of which is added if you reverse the charges.

From your hotel room, consider using the special international long-distance services that major U.S. telephone companies, such as AT&T, MCI and Sprint, offer cardholders. Special direct-dial toll-free numbers connect customers with a stateside English-speaking operator. Non-card holders can use these services for collect calls only.

To dial an 800 number in the U.S., dial 001 + 880 then the number.

CHAPERONES

Faculty Coordinators:
Professors Venkataramani Srivatsan & Sunder Narayanan

Administrative Coordinators: Brian Dunn & Mattie Kennedy

Teaching Assistants: Eduardo Cabal, Alberto Liu, Carlos Villarreal, & Miguel Viramontes
SITES TO SEE

Gran Plaza
Gran Plaza (also known as Macro Plaza), is definitely the centerpiece attraction in Monterrey. The Faro de Comercio, or Tower of Commerce, dominates the landscape of the Macro Plaza, and is the highest monument in México. The tower is a great starting point for a leisurely stroll through the heart of Monterrey. The plaza is a series of smaller plazas joined together to form a pedestrian plaza with fountains, parks, benches, shade trees, the city theatre and bandstands.

Museums

Museo de Arte Contemporaneo
Gran Plaza – Zuazua and Ocampo. Opened in 1991 and set around a central courtyard in a building designed by world–famous architect, Ricardo Legorreta, this museum houses permanent and temporary collections of paintings and sculptures of Mexican and Latin American artists.

Museum of Mexican History
Dr. Coss Sur # 445. Museum opened in 1994 to display the various periods of Mexican history – from pre-Columbian times to modern era, some in an interactive format. Permanent and temporary collections. Replicas of ruins at Palenque, Teotihuacan, Monte Alban and Chichen–Itza among others.

Barrio Antiguo
A must on any visitors list of things to do in Monterrey should include at least a couple of visits to Barrio Antiguo, or old town. If possible, visit during daylight hours to admire the colonial architecture that was prevalent in Monterrey around the turn of the century.

Chipinque National Park
The park is very close (15 minutes) to the city center and is an excellent place enjoy the outdoors.

Shopping
Arts and crafts, from all over Mexico, are sold at numerous locations and leather products are prominent. The Zona Rosa, adjacent to the Gran Plaza, is the center of shopping in the downtown area. A large pedestrian mall has been created and is very popular, especially with locals.

Sesame Street Park
Plaza Sesamo Agricola 3700–1 Oriente. Family oriented theme park with very familiar characters!