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.

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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.

ISP has been made possible thanks to the generous patronage of Edward E. Barr (BS ’57) and his wife, Nancy.
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 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

Stockholm which means 'tree-trunk inlet' was named because of timber fences that were built on either side of the city to control trade in the 13th Century. In the early years, Stockholm was plagued by illness and fires which on several occasions destroyed much of the city and killed large numbers of the population. It was not until the late 15th century that the population reached nearly 6,000 and the city had become a commercial center.

Sweden separated from its union with Denmark and Norway in 1521 after what became known as the "Stockholm Blood Bath" when heavy rain caused a river of blood from the bodies of 82 men who were beheaded. Eventually, warfare ended and at the end of the 16th century, Stockholm's population grew significantly reaching 60,000.

In the 17th century, town planners laid out a street grid beyond the medieval city center and Stockholm was proclaimed capital of Sweden in 1634. During the harsh winter of 1696–1697, famine wiped out 100,000 throughout the country and in 1711, the plague arrived, resulting in numerous deaths. As a result, Sweden and its capital Stockholm went into stagnation.

In the 18th century, Swedish science and arts blossomed, allowing the development of institutions and fine buildings. Further town planning starting in the 1860s created many of the wide avenues and apartment blocks still there today. The city rapidly industrialized and expanded, and by 1915 it was home to 364,000 people. Stockholm was home to the 1912 summer Olympics.

In the 1960s, large "new towns" sprung up around the outskirts and extensive areas of "slums" were flattened to make way for development. The financial and construction boom of the 1980s resulted in a higher cost of living, but the 1990s recession caused a devaluing of the krona. The growth of tourism has helped create the vibrant Stockholm you see today.

GENERAL INFORMATION

Stockholm is a striking city that seems to float on water--part of it is built on 14 islands. With its maritime bent and international flavor, the city is a magnet for tourists. It has been likened to Venice, with its location by the sea, its waterways, and pedestrian-friendly bridges. Stockholm is ideally situated for trade and the 24,000 islands of the skärgård (archipelago) protect the urban islands from the open seas.

Stockholm features numerous parks and refined architecture. The Old Town, with its cobblestone streets, evokes the 18th century. The capital city boasts more than 100 museums, more than 100 slotts (castles, palaces, and manor houses), and numerous theaters.

Almost two million people live in greater Stockholm, and over fifteen percent of them are immigrants. The city’s royal residences include the largest palace in the world that is still in use. Stockholm is also one of the few places where weather statistics have been kept continuously since the 18th century and where the practice of driving on the right side of the road has been adopted.

FAST FACTS

Area: 188 sq km (73 sq mi)
Population: 1.8 million
Currency: krona
Electricity: 220 volt AC. 50 Hz. Round continental style two-pin plugs are standard.
Weather (March): high 37°F and low 27°F.
Time Zone: Local time is GMT+1 or 6 hours ahead of Eastern Standard Time. For example, when it is noon in Sweden, it is 6:00 AM in New York.
MONEY MATTERS

CURRENCY
- Local currency is the krona (plural: kronor). On February 3, 2004, $1 = 7.31 krona
- Swedish notes are in denominations of Skr20, 50, 100, 500, 1000, and 10000. Coins come in denominations of 50 öre and Skr1, 5, and 10. One Swedish krona equals 100 öre.

CHANGING MONEY
- Forex exchange offices usually offer the best exchange rates and low fees (Skr15 per travelers check and Skr20 for cash). X-change offices don’t charge a fee when you buy currency. Changing money at banks costs up to Skr60 per transaction.
- With an ATM card from your home bank, Swedish ATMs will allow access to cash in your account. Most ATMs, accept Visa, MasterCard, Plus, and Cirrus. Use ATMS and debit or credit cards for a good exchange rate.

MAKING PURCHASES
- Bargaining isn’t customary. Sale prices in shops are advertised with the word “rea”; for discounts or special offers look for lågpris, extrapris, rabatt, or fynd.

TIPPING
- Service charges and tips are usually included in restaurant bills and taxi fares, but it is customary to tip about 10% to reward good service. Tipping in restaurants that charge cloakroom fees (or admission fees) isn’t recommended.
- Taxi drivers only expect a tip when they have provided an extra service.

TAXES
- Value-added tax or mervårdeskatt (VAT equivalent to US sales tax. The amount varies but it can be as high as 25%.

GETTING AROUND

Subway
The Stockholm subway is almost 110 km long and consists of three lines: the green, red and blue. Stations are marked with a blue T. The Stockholm subway has been called the world’s longest art exhibition because of the fact that so many stations are richly decorated, particularly along the blue line. A comprehensive guide is available at the SL–Center and from tourist offices (guided tours are arranged regularly).

Tram
The historical Djursårdslinjen No. 7 tram runs between Norrmalmstorg and Waldemarsudde, passing most of the attractions on Djurgården. Tickets cost Skr20.

Buses
In the city proper the ordinary red buses have recently been joined by several even more modern blue main lines. Many buses use fuels that are easy on the environment, such as ethanol. Two lines popular with tourists are the 47 (to Gröna Lund, Skansen and the Vasa Museum) and the 69 (to Kaknästornet). Buses are a great way to see Stockholm.

Taxi
There are many taxi companies in Stockholm but due to deregulation, they’re expensive. Always negotiate fare before getting in—rip-offs aren’t uncommon. Expect to pay around Skr76 per 2km.

Reputable firms are: Taxi Stockholm (Tel: 150000), Taxi 020 (Tel: 020 939393), Taxi Kurir (Tel: 300000)
**ITINERARY & AGENDA**

**Friday, March 12**
Depart from JFK

**Saturday, March 13**
Arrive in Stockholm

**Sunday, March 14**
Free day

**Monday, March 15**
MACRO Presentation at Stockholm School of Economics

**Tuesday, March**
Corporate visits: Bonnier AB, Electrolux, Ericsson, & Hanelsbanken

**Wednesday, March**
Free day

**Thursday, March 18**
Depart Stockholm, Arrive at JFK

Agenda while in Stockholm is subject to change.

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**ADDRESSES**

**Hotel Accommodations**
Hotel Birger Jarl
Box 190 16
Tulegatan 8
104 32 Stockholm
http://www.birgerjarl.se/eindex.html

**Tourist Office**
Sverigehuset
Turistinformation/Touristcentre
Hamngatan 27 (Kungsträdgården)
Tel: 08–789 24 90
Fax: 08–789 24 91
E-mail: info@stoinfo.se

Open:
Mon–Fri 9–18, Sat–Sun 10–15

**U.S. Embassy**
U.S. Embassy
Dag Hammarskjölds väg 31.
Tel: 08–783 5300
Fax: 665 3303

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**TELEPHONES**

Sweden is an expensive place to make phone calls. For directory assistance dial Tel: 118118 (Skr11.25 per minute).

Telefonkort (phonecards) can be purchased in denominations of Skr35, Skr60, or Skr100 (giving 30, 60, and 120 units, respectively) and can be bought from Telia Phoneshops, kiosks, and newsagents. Calls to the US will cost approximately skr8.65 per minute (10am to 10pm Monday to Saturday) or Skr6.65 at other times. Telia Travel Cards and Telia Budget Call offer better value for international calls.

To call Sweden from abroad will require the country code (46), area code, and telephone number, omitting the initial zero in the area code. To call internationally from Sweden, dial 00 followed by the country code, area code, and telephone number.

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**CHAPERONES**

Faculty Coordinator – Professors Eileen Fischer & William Guth
Administrative Coordinator – Danielle Mitchell & Jonathon White
Teaching Assistants: Ayse Aksuyek, Jose Ignacio San Jose, Marcos March, & Antonio Matinez Mozo

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**WEB SITES TO VISIT**

Stockholm Visitor’s Web Site
http://www.stockholmtown.com/intro.html

City Web Site
http://www2.stockholm.se/english/

TravelStarter.net
http://www.travelstarter.net/Stockholm/index.html

Lonely Planet
Baguz
Norra Agnegatan 43
Nice lunch place, always good and always a vegetarian alternative, often with the taste of Asia or the Mediterranean. Lunch costs 75 kronor including coffee, salad, homemade bread, and a feta cheese spread.

Razmahal
Torsgatan 27
Indian restaurant. Nicely prepared dishes at good prices, and the city's best kofta.

Primo deli Ciao Ciao
Bondegatan 44
Roccula, mozzarella and grilled vegetables are the usual ingredients on Primo's wood-oven cooked pizzas.

Royal Kebab
Götgatan
Brothers who compete to offer the best kebabs at the lowest prices. Fine kebabs and falafel sandwiches.

Salt
Hantverkargatan 34
Daily –1 am
Swedish food, walls painted a typically Swedish red color with moose heads, and old berry jars.

Genkai
Malmskillnadsgatan 26
Good sushi at a decent price.

Ho’s
Hornsgatan 151
Good, reasonably priced Chinese food.

Pizza Corner
Renstiernagata 20
Incredibly good pizzas with original toppings, including basil, mozzarella and much more. A bit more expensive, but it's well worth it.

Chutney
Katarina bangata 17
The vegan's vegan restaurant. Original, tasty vegan food at decent prices. Pleasant surroundings and a good location.

Vegetariskt matcafé
Hornsgatan 80
Mediterranean buffet for 60 kronor. Olives, hummus, feta and beans.
DINING

(continued)

Sabai-Sabai
Kammakargatan 44
Affordable Thai food in an exotic setting.

Café/Club
Lima
Krukmakargatan 1
Delicatessen counter and food café in one! Salads, open-face sandwiches, and warm food. Everything prepared carefully and with imagination. Unfortunately the prices are high, but the portions are generous.

Svaj & Bootleg
Bjurholmsg 18
This combination café, club, and record store is unique in Stockholm. The music at Svaj & Bootleg doesn’t go to any extremes. Listen to the DJs while you sip your coffee – and all of this in the middle of the day!

Svart Kaffe
Södermannagatan 23
Stockholm’s d’n’b café, with good sandwiches (try the goat cheese and honey toast) and an inexpensive, tasty picnic pack to take along to Nytorget or Vitabergsparken.

Zuccheri
Borgmästargatan 7

Il Café Gli Angelini
Bergsgatan 17
A café with style. You can drink cappuccino standing up at the bar or order one of those tasty Italian sandwiches and browse through Il Café’s newspaper collection.

Cinnamon
Verkstadsgatan 121
A mini-hangout on the edge of Söder. Cheap!

Zenit
Sveavägen 20
A café for young people with an interest in other cultures, aid to developing countries and travel. Seminars, exhibitions, free Internet access and loads of newspapers.

David Bagares café
David Bagares gata 18
Nice French café with fantastic sandwiches. Attractive décor and a good selection of newspapers.

Sirap
Surbrunnsgatan 31
Killer brunch with sausage and American pancakes. Nice interior and hip Vasastan clientele – a classic.

String
Nytorgsgatan 38
Café in the functionalist style. All the furniture is for sale. Sometimes a young clientele, lots of black clothing and makeup. Nice breakfast buffet on weekends.
SITES TO SEE
OPTIONAL SITES TO SEE IN STOCKHOLM

Kulturhuset – Stockholm’s center for photography, art, multimedia, fashion, music, dance and theatre
Kulturhuset at Sergels torg in Stockholm opened its doors in 1974. With its central location and striking seventies architecture, Kulturhuset has become a symbol for Stockholm and the growth of modernism in Sweden.

Gröna Lund – amusement park
At first it was a leafy garden; hence the name Gröna Lund (“green grove”). In the eighteenth century, it was a pub numbering Carl Michael Bellman among its regular guests. Since 1883, it has been an amusement park. Gröna Lund is one of Sweden’s most popular attractions.

The Royal Palace
The Royal Palace in Stockholm is one of Europe’s largest and liveliest Palaces and is His Majesty the King’s official residence. The Palace was completed in 1754 in the Italian Baroque style. The splendid interiors contain art, furniture and woven tapestries. Today a large part of the Royal Palace is shown to the public.

Bergianska Trädgården – botanical garden
The Bergianska horticultural garden, with its roots in the late nineteenth century, is home to over 9,000 plant species. The trees and shrubbery of the park stretch across seven hectares, beautifully situated on the waters of Brunnsviken.

Humlegården
The enormous Humlegården is a beautiful oasis in an area dominated by office-workers and shopping districts.

Skärholmens Loppmarknad
Skärholmen subway station Flea market with private tables in addition to permanent booths. Best finds at opening time on Saturdays and Sundays (9 am Saturday and 10 am Sundays).

Stinas bod
Stora Nygatan 31
Kitsch and unusual Stockholm souvenirs.

Ekoparken
The world’s first urban national park, extending from Fjäderholmarna to Djurgården and on to Haga–Brunnsviken, Frescati and Ulriksdal. Meadows, lakes, deciduous woodlands and park-like areas. The area is of ecological importance, being home to a large number of flora and fauna, including numerous species of birds.

Vitabergsparken
The nicest and sunniest place to sit is on the slope below the Sofia church. Some days the park fills up with large picnic parties and people playing guitar.