Whatever your post-college career goals may be, business know-how is an important key to success. Especially in today’s challenging job market, knowledge of basic business theory and practice will open doors and give you a competitive edge in your job search. Where better to acquire that edge than at one of the world’s best business schools the top-ranked New York University Stern School of Business, located in the world’s business capital.

The Stern Advantage Program is an intensive—and selective—summer business-training program designed exclusively for talented undergraduate students with non-business majors. For six exciting, challenging weeks, you will—

- take classes from Stern’s world-class MBA faculty
- explore the major business disciplines
- learn, practice, and apply basic business concepts
- sharpen your business communications and job-search skills
- live at NYU Stern’s Greenwich Village campus
- and experience the world of New York business up close and in action through visits to leading New York City corporations.

You will also have the opportunity to make the most of all that New York City has to offer, with one of its most historic and vibrant neighborhoods as your home base.

Even if you have had no prior business training or experience, after your six weeks at Stern you will have the knowledge, skills, and confidence you need to make a successful transition from college to the business world. The Stern Advantage Program will help you and your resume stand out from the crowd and give you a powerful leg up on your first day at work and throughout your career. Why not make the best possible use of your time next summer? Apply today to The Stern Advantage Program.
At Stern, learning is dynamic, hands-on, and reality-based. Designed and taught by Stern’s stellar MBA faculty, The Stern Advantage Program is a 6-week, 3-credit, full-time business immersion program, consisting of mini-courses in the key business disciplines of Accounting, Finance, International Business, Management, Marketing, Operations, and Technology & Information Systems.

Through classroom lectures and case analyses, you will gain an understanding of how enterprises work as well as a knowledge of basic business principles and tools. In-class simulations and group projects enable you to apply what you are learning to real-world situations. Corporate visits take you behind the scenes at major New York City companies and provide an extraordinary opportunity to interact with New York business leaders.

Business success, however, depends on more than just knowledge acquisition. You need to be able to communicate what you know effectively and present yourself in the best possible light while doing so. Sharpening your business communication and presentation skills is a major goal of The Stern Advantage Program. In addition to regular class sessions, you will attend workshops on business writing, speaking, etiquette, and presentations, as well as an invaluable workshop on resume writing and interviewing. At the end of the program, you will be able to display your newly acquired business knowledge and presentation skills in a final group project presented to a select panel of Stern faculty and New York business professionals.

A TYPICAL DAY
The Stern Advantage Program is rigorous and full-time: 9 a.m. to 5 p.m. on most Mondays through Fridays; no class on July 4th. The typical day consists of two or three class sessions, with 30-minute breaks between sessions and a one-hour lunch break.

Career workshops and corporate visits are scheduled throughout the six-week calendar.

Students need to spend a considerable amount of evening and weekend time on team projects and other assignments, so you should not plan on taking outside employment during the Program.
PREMIER FACULTY

A business school is only as good as its faculty, and in this regard, Stern is at the forefront of global business education. Stern is home to one of the world's most renowned finance faculties, as well as top-ranked departments of Management, Marketing, Information Systems, and International Business. In The Stern Advantage Program, you will be learning from some of the finest business professors in the country. Their knowledge, creativity, and passion for teaching make for a rewarding and memorable classroom experience.

Bruce Buchanan
C.W. Nichols Professor of Business Ethics and Professor of Marketing

Roger Dunbar
Professor of Management and Organizational Behavior

Raghu Garud
Associate Professor of Management and Organizational Behavior

Jarl Kallber
Associate Professor of Finance

Foster Provost
Professor of Information Systems

Sridhar Seshadri
Associate Professor of Operations Management

Myles Shaver
Associate Professor of Management and International Business

Christopher Tucci
Assistant Professor of Entrepreneurship, Innovation, and Operations Management

Norman White
Clinical Associate Professor of Information Systems, and Director of the Center for Digital Economy Research

Aline Wolff
Clinical Assistant Professor of Management Communication

Paul Zarowin
Associate Professor of Accounting

LIVING AND LEARNING IN NEW YORK

If location is everything, NYU Stern clearly has it all. At its Greenwich Village campus, you will be minutes away from Wall Street, Soho, Madison Avenue, Times Square, and the corporate headquarters of midtown Manhattan. One of the great advantages of The Stern Advantage Program is the opportunity to spend part of a summer in New York and explore all that the city has to offer in terms of career development, cultural riches, and just plain fun. Except for corporate visits, the entire Program is delivered on the NYU campus. You will take classes in Stern's state-of-the-art Henry Kaufman Management Center and have access to NYU's Bobst Library, one of the nation's leading research libraries.

HOUSING

Rooms are reserved for The Stern Advantage Program students in one of NYU's air-conditioned residence halls. Rooms are double-occupancy; single rooms are available at an additional charge. Students are encouraged to live on campus to reinforce the group interactions developed in class.
Week 1 is an intensive introduction to the basics of business management, with a focus on the seven key elements—the “Seven S's” (style, superordinates goals, structure, strategy, staffing, skills, and systems)—that organizations must manage effectively in order to succeed.

Your journey into the world of business begins with an exploration of the relationships that exist between business and society. You will go on to examine each of the Seven S's in detail, study the dynamics of teamwork, and put it all together on Friday as you present the first of your group projects.

Other highlights of the week include your first corporate visit and a detailed discussion of the final project that you and your fellow group members will present at the end of the program.

Monday

SESSION I: REGISTRATION, PROGRAM OVERVIEW AND WELCOME LUNCH

SESSION II: INTRODUCTION TO BUSINESS AND ITS PUBLICS

In your first classroom session, we will explore the interconnectivity of and tensions between business and society and how effective business leaders successfully manage these tensions. Using cases and concepts, you will analyze the ties between a business, its shareholders, and its surrounding communities to learn how to effectively manage these fragile and necessary relationships. We will also examine the role of law in creating and maintaining this balance of interests.

Tuesday

SESSION I: OVERALL FRAMEWORK: THE SEVEN S'S

In this first session, you will be presented with an overview of business and the Seven S's that distinguish the different organizational components that must be managed: style, superordinate goals, structure, strategy, staffing, skills, and systems. Throughout the week, the Seven S's will be explored in greater detail as well as provide a guideline for your own management group projects.

SESSION II: OVERVIEW OF FINAL PROJECTS

The final project assignment, which incorporates the full six weeks of the program, will be discussed in detail. We will cover all of the steps necessary to prepare this challenging assignment.

SESSION III: THE FIRST S: STYLE

One aspect of a business is the style its leadership and management attempt to portray. In this session, the class will be divided into groups to perform an exercise to become familiar with the different types of management style. You will learn how alternative management styles may be relevant at different times, even within the same organization.

SESSION IV: THE SECOND S: SUPERORDINATE GOALS

Superordinate goals guide all activities within an organization. While they may be presented at a very general level, goals must be made concrete through a firm’s strategy and culture. A video will be used in this session to demonstrate how in practice, superordinate goals are combined with fundamental beliefs to establish a firm strategy and culture.
Wednesday

SESSION I: CORPORATE VISIT

SESSION II: WORKING IN GROUPS

People in organizations—whether in large firms or project groups—must learn to work together. Inevitably, beliefs and routines develop that either help everyone to work well together or make things extremely difficult for the group. In this session, you will identify the issues you may encounter as you work together and learn how to develop effective work teams.

SESSION III: THE THIRD S: STRUCTURE

Organizational structures are put in place to bring a degree of order to the work environment and help tasks get done. This session highlights the importance of this structure and how it can foster productivity.

Thursday

SESSION I: THE FOURTH S: STRATEGY

Each firm pursues a different strategy to retain customers and beat the competition. In this session, we will compare and contrast the strategies of two well-known firms to illustrate how corporate goals drive strategy development.

SESSION II: THE FIFTH S: STAFFING

Staffing involves everything from hiring the right mix of personality and talent to motivating and rewarding performance. Learn how structure and culture influence staffing and how they contribute to the motivation techniques used by the firm.

SESSION III: THE SIXTH S: SKILLS

Explore skills from two perspectives: the capability that firms look for and develop in their employees and the proficiency and talent that you, as the employee, would like to attain.

SESSION IV: THE SEVENTH S: SYSTEMS

The final piece of the Seven-S framework shows how businesses establish systems to promote efficiency and reliability. Yet effective systems can encourage overconfidence and a belief that more can be achieved than is possible. Learn how systems develop, their power, and their limitations.

Friday

SESSION I: INTEGRATION OVER TIME

To conclude our examination of the Seven-S system, we will consider how all of the components that make up the Seven-S framework may develop over time using a video that details the evolution of a particular firm.

SESSION II: MANAGEMENT GROUP PROJECT PRESENTATIONS

Taking everything that you will learn in the past week, you and a team of fellow students will present a group project reflecting the different aspects of how a firm is managed.
What do consumers want, why do they want it, and how are those needs and desires met and influenced? In this week's marketing sessions, you will learn how consumer demand is measured and how products are designed, promoted, distributed, and sold in a competitive, media-saturated marketplace.

At some point in your career, you will be presented with a profit-and-loss statement or a monthly expense report. The accounting courses in Week 2 will teach you not only how to read and understand a company's financial statements, but also how to analyze them and assess their strengths and limitations.

A Resume and Interview Workshop, an Introduction to Business Speaking, and a session on Management Consulting complete the Week 2 agenda.

**Monday**

SESSION I: INTRODUCTION TO MARKETING

This session will introduce you to the discipline of marketing and the controllable and uncontrollable variables that affect marketing decisions. You will learn the role and importance of the marketing mix including the 4 Ps—product, place, price, and promotion—as well as environmental factors that impact marketing such as technology, competition, social, economic, and regulatory conditions.

SESSION II: CONSUMER BEHAVIOR

Purchasing decisions are anything but random. Consumers live in a world saturated with advertising, marketing, word of mouth, and interpersonal experiences that influence their buying behavior. In this session we will examine why buyers behave as they do in the market place and explore consumer behavior from two perspectives: 1) as a consumer who must make a multitude of decisions every day about what products to buy and 2) as a marketing manager who needs the knowledge of consumer behavior in order to develop, evaluate, and implement effective marketing strategies.

**Tuesday**

SESSION I: CONSUMER BEHAVIOR (CONTINUED)

SESSION II: PRODUCT POLICY AND POSITIONING

The core marketing offering is a product, a bundle of features and functions that satisfies a market need, and at the same time fits within a broader pattern of consumption behavior and cultural meaning. We will examine how marketers design products to meet needs while competing with other offerings and position them to fit meaningfully into the consumer's lifestyle.
Wednesday

SESSION I: INTRODUCTION TO FINANCIAL REPORTING

Using actual financial statements, you will become familiar with the balance sheet, income statement, statement of cash flows, and financial statement footnotes. We will discuss the principles of accrual accounting, historical cost, revenue recognition, and matching. Finally, you will use your new understanding to review actual financial statements to analyze and to draw conclusions about financial performance.

SESSION II: INTRODUCTION TO BUSINESS SPEAKING

Communication is the medium by which business happens. Every aspect of organizational life depends on communication—team operations, customer relations, information technology implementation, marketing, product development, and financial reporting, to give just a few examples. To succeed in any organization, you must communicate effectively. In this session you will learn how to prepare and deliver effective presentations and to develop self-confidence while communicating.

Thursday

SESSION I: WHAT FINANCIAL REPORTS TELL YOU

After gaining a basic understanding of the various financial reporting models, it will be time to build on the concepts introduced in the prior sessions. We will explore topics such as the difference between net income vs. cash flow, how to reconcile the accrual vs. cash bases of accounting, and the differences between the income statement vs. the statement of cash flows. We will also discuss the operating, financing, and investing activities of the firm.

SESSION II: BASIC STATEMENT ANALYSIS

Our final accounting sessions will cover traditional profitability, risk, and liquidity analysis techniques, using information contained in the financial reports. In addition, you will be introduced to profitability measures such as Return on Assets (ROA) and Return on Shareholders' Equity (ROE), risk measures based on long-term solvency such as the Debt to Equity ratio, and short-term liquidity measures such as the current ratio. We will interpret financial statement analysis ratios in the context of one or more industries, so that you can learn how to compare the potential risks (and rewards) of different businesses.

Friday

SESSION I: BASIC STATEMENT ANALYSIS (CONTINUED)

SESSION II: MANAGEMENT CONSULTING: INTRODUCTION AND CASE STUDIES

What exactly is a consultant and what are the duties associated with being one? In this session, we will examine the day-to-day workings of the management consulting business. We will introduce you to the concept of the consultant as a client service provider, a problem solver, and solution implementer. Client relationships are explored and case studies are provided for a unique look into this intriguing field.
The Marketing story continues in Week 3 with sessions on the creation of an integrated marketing campaign and on the past, present, and future of the Internet as a marketing tool.

Last week’s Accounting sessions are the springboard for this week’s Corporate Finance sessions, in which you will study the function of investment banks and the various ways firms raise capital to finance corporate objectives and guard against financial risk.

An all-afternoon session on Professional Responsibility addresses issues straight out of today’s headlines: business ethics and corporate responsibility toward shareholders and the society at large.

### Monday

**SESSION I: INTEGRATED MARKETING COMMUNICATIONS**

Understand and appreciate the advertising management process. We will discuss the client/advertising agency relationship and learn the creative techniques used in successful advertising. Using a series of examples, we will examine how advertisers set objectives, select target markets, develop the message, select the type of media, determine a budget, execute the campaign, and measure its impact. We will also explore how advertising is coordinated with other elements of the communications process including sales, coupons, incentives, and public relations, to arrive at an integrated marketing communications strategy.

**SESSION II: CORPORATE VISIT**

### Tuesday

**SESSION I: CORPORATE FINANCE**

Building on the fundamental accounting concepts covered in the prior week, we will examine the closely related notions of “cash flow” and “the time value of money” and how financial managers use these ideas to make real-world decisions. We will explore the basic issues that financial managers of modern corporations face everyday; learn how corporations raise funds to pay for expenditures, such as equipment or a new plant; the role investment banks play in assisting corporations to raise funds; and the advantages and disadvantages of issuing bonds vs. shares of stock as a means of generating capital.
Wednesday

**SESSION I:** CORPORATE FINANCE (CONTINUED)

**SESSION II:** PROFESSIONAL RESPONSIBILITY

This module will ask you to examine the economic and ethical responsibilities of business professionals. We will compare and contrast modern models or themes of “leadership” with classic works of philosophy, psychology, religion, law, and the arts. Through discussion, you, your peers, and instructors will synthesize the classic and the contemporary to arrive at new ways to consider business behavior.

Thursday

**SESSION I:** INTERNET MARKETING

The Internet is proving to be a revolutionary marketing tool, though not in the way it was originally thought. We will look at the history of the Internet and the World Wide Web to understand this dynamic technological and creative evolution. We will explore Internet marketing as part of a larger set of concepts and theories in the marketing discipline to create our own predictions for the future of marketing on the Internet.

**SESSION II:** MARKETING GROUP PROJECT

Friday

**SESSION I:** CORPORATE FINANCE (CONTINUED)

**SESSION II:** FINANCE & ACCOUNTING GROUP PROJECT

“I decided to go into the Stern Advantage Program because I was really interested in the pharmaceutical industry. As a neuroscience major at the University of Pennsylvania, I had studied the science aspect of the industry, but definitely not the business aspect. I wasn’t exactly sure what direction I wanted to take, but I knew I wanted to veer more toward business. The Stern Advantage Program was great, especially the professors. They took the time to get to know us and to offer a lot of career guidance. The Program helped increase my confidence and made a difference on my resume. Even in a difficult market, I was able to find a job in the sector I wanted to be in. I’m now working in health care consulting, and the business background I acquired at Stern was crucial in my interview.”

Adriana Samper, Stern Advantage Alumna, 2002
BA, Biological Basic of Behavior, University of Pennsylvania, 2002

*SCHEDULE IS SUBJECT TO CHANGE*
Business today is a global affair. What are the forces driving globalization? How do companies succeed internationally? How do local cultural and political issues impact and complicate international business operations? These are just some of the topics you will explore in this week's International Business sessions.

At the end of the week, the focus shifts to Operations—the methods and systems companies use to provide customers with goods and services. In these sessions, you will see how effective management of business processes, supply chains, and inventories can enhance a company's competitive edge.

The process of sharpening your basic business and interpersonal skills continues this week with an Introduction to Business Writing and a Business Etiquette Workshop.

**Monday**

**SESSION I:** WHAT IT MEANS TO BE INTERNATIONAL

The need to compete globally is rapidly increasing in today's dynamic business environment. We will examine some of the benefits and complexities that companies face when they conduct business across international borders regardless of what the business is or where it is located.

**SESSION II:** INTRODUCTION TO BUSINESS WRITING

Along with verbal communications, excellent writing skills are critical to success in any business endeavor. This session will teach you the basic techniques essential to writing well. We will also perform a step-by-step review of the writing process including planning, drafting, reviewing, revising, editing, proofreading, and document design. The session will conclude with an exercise in preparing and responding to business documents.

**Tuesday**

**SESSION I:** COMPARATIVE ROLES IN SOCIETY

In this session, you will analyze how the unique political and cultural issues of a region complicate business opportunities in foreign countries. You will understand how the role of business in society varies across countries and learn how global and regional politics impact business on a daily basis.

**SESSION II:** INTERNATIONAL BUSINESS: STRATEGIC ISSUES

Under what conditions can a company profitably expand internationally? We will uncover the many answers to this question and will learn what is involved in the strategic positioning of a company with international goals.
**Wednesday**

**SESSION I:**
INTERNATIONAL BUSINESS: STRATEGIC ISSUES (CONTINUED)

**SESSION II:**
INTERNATIONAL BUSINESS: NEW VENTURES

We will consider the variety of ways in which companies can run their international operations. Acquaint yourself with the methods of organizing and controlling the operation of global organizations.

**SESSION III:**
BUSINESS ETIQUETTE WORKSHOP

*Ever stick your foot in your mouth, dress inappropriately, or flounder in a faux pas? In this session we will get acquainted with the subtle ways in which people are scrutinized in work situations and will learn to control how you are perceived by colleagues and superiors through professional business etiquette. As a result, you will gain a greater appreciation of the importance of conversational skills, appearance, dress, and grooming. Finally, you will attend a mock dining experience and will learn how to outshine the competition with your polished appearance and professional manner.*

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**Thursday**

**SESSION I:**
OPERATIONS: MANAGING BUSINESS PROCESSES

Operations management deals with the design and management of business processes to achieve organizational goals and competitive advantage. In this module, we will learn about different business processes and how to analyze them in terms of cost, quality, and responsiveness.

**SESSION II:**
OPERATIONS: THE GOAL

Businesses seek an “edge” in everything they do. So, how do firms derive competitive advantage from their methods and systems of operation? This session will begin with a comparison of United Parcel Service, Federal Express, and the United States Postal Service to see how they each operate to achieve the same goal: delivering a package to a customer. We will then develop a framework for understanding the connections between a firm’s strategy, its products or services, and the capabilities and processes needed to deliver them to its customers.

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**Friday**

**SESSION I:**
OPERATIONS: SUPPLY CHAIN MANAGEMENT

The supply chain consists of all parties involved in fulfilling a customer request. Fulfilling a customer request requires three kinds of flows: material, information, and financial flows. Supply chain management is the effective management of the various flows to maximize the overall value generated. In this session, we will see simple examples of supply chains and illustrations of the management principles that can be used to design supply chains.

**SESSION II:**
OPERATIONS: THE BEER GAME

In this session we will study supply chains in action. We learn how information, incentives, and operations come together in determining supply chain performance.

**SESSION III:**
OPERATIONS: INVENTORY MANAGEMENT

Inventories represent a significant proportion of investment and risk carried by many firms. We will study inventory management principles that can be used to analyze inventories, determine how much inventory to stock, and operate systems to achieve a given service level to customers.
Week 5 is all about information technology—how it works and how it is being used to increase the effectiveness and efficiency of organizations. Classroom sessions cover the basics of computing and communications technologies, databases and data mining, and networked multimedia. Computer-lab sessions will give you hands-on experience building interactive web pages and working with databases.

In anticipation of next week’s final group presentation, the Week 5 calendar also includes a session on Preparing Team Presentations.

**Monday**

**SESSION I: INTRODUCTION TO TECHNOLOGY AND E-COMMERCE**

What does “being digital” mean? How do computing devices work? Why is it important to have network access? This session provides an overview of computing and communication technology and its role in the modern business. The concepts that underlie electronic commerce, such as Electronic Data Interchange, the value of connecting firms electronically, how the Web works, network externalities and recent changes in the way many companies operate, will be introduced and illustrated.

**SESSION II: PREPARING TEAM PRESENTATIONS**

In earlier sessions, you will learn business speaking and writing. We will now turn our attention to the fundamentals of team-oriented presentations. Good team presentation skills such as analysis, planning, structuring and organizing, providing supporting data, handling questions, and effective practicing will be addressed. The principles of creating and using visual aids effectively in presentations will also be discussed.

**Tuesday**

**SESSION I: TECHNOLOGY AND INTERNET CONCEPTS**

In this session, we will discuss the fundamental ideas of computing and communications that are transforming the modern world. We will provide you with an understanding of how computers work, which will pay subtle and unexpected dividends throughout your career. You will learn the concept of client server computing and how the World Wide Web is organized. We will also look at how the Internet has turned the business world on its head by understanding how the Internet, Web pages, HTTP, and HTML work. We will then explore how application programs work on the Web to do both simple and complicated tasks.

**SESSION II: COMPUTER LAB: BUILDING WEB PAGES**

What better way to demonstrate your understanding of the Internet than to design and publish some Web pages of your own. Building on material presented earlier in the day, we will head to the Stern computer lab and will develop a series of interactive Web pages.
Wednesday

SESSION I: INTRODUCTION TO DATABASES AND DATA MINING

How do databases work and what role do they play? This session will introduce you to the concept of relational databases. Concepts from "machine learning" and "data mining" will be used to show how one can search for interesting patterns in large databases. You will be given examples of the Microsoft Access Database system including how to create and query tables.

SESSION II: COMPUTER LAB: DATABASE SYSTEMS

Taking what you will have learned in the previous session, we will return to the Stern computer lab to get hands-on experience using database systems.

SESSION III: MULTIMEDIA TECHNOLOGIES

Gain an understanding of networked multimedia and increasingly important business applications of web-based multimedia content. In this session, we will demonstrate the current state of the art in both multimedia and networks.

In a continuation of the previous session, we will focus on the problems of delivering multimedia content over the Web in a broadband limited environment. You will be introduced to streaming multimedia, both audio and video. A video presentation will be created during the class.

Thursday

SESSION I: INFORMATION SYSTEMS GROUP PROJECT

SESSION II: CORPORATE VISIT

Friday

JULY 4TH HOLIDAY- NO CLASS
After an all-day team-coaching and rehearsal session and a half-day preparation session, you will be ready to display your newly acquired business knowledge and skills in the final group project presentations that conclude The Stern Advantage Program.

**Monday**

**SESSION I:**
**BUSINESS COMMUNICATION:**
**TEAM COACHING AND REHEARSALS**

Through practice and rehearsal, you will receive personal coaching to help you prepare for your final presentations. Teams will review their presentations and receive coaching on structure, content, and delivery.

**Tuesday**

**SESSION I:**
**FINAL PROJECT PREPARATION**
Friday

SESSION I:
PRESENTATION OF FINAL PROJECTS

At the program’s conclusion, you will have cultivated a strong foundation of business knowledge, refined your presentation skills, created a strong group dynamic, and will be ready to present your final project. This is your opportunity to demonstrate your intelligence, creativity, and newfound expertise to a select panel of Stern faculty and business professionals.

SESSION II:
FAREWELL LUNCH

SESSION III:
PRESENTATION OF FINAL PROJECTS AND AWARDS CEREMONY

“New York is the business capital of the world and a great place to learn about business. My favorite part of The Stern Advantage Program was the corporate visits that complemented what we were studying in class. We went to Ogilvy & Mather for advertising and to the Steinway piano plant for operations. A.T. Kearney came in to speak to us about consulting. I applied to the Program because I wanted to get a general background in business, particularly finance, and I definitely got that. In our accounting class, for example, we worked with the actual spreadsheets of existing companies. I also wanted to explore different industries, and the corporate visits were a great way to get an interactive experience of what these businesses are like.”

Heather Harlan, Stern Advantage Alumna, 2002
BA, Organizational Studies, University of Michigan, 2003
ELIGIBILITY REQUIREMENTS
The Stern Advantage Program is highly selective. We admit a talented group of college juniors and seniors in non-business majors. Although there are no minimum GPA or grade requirements, your transcripts and your personal essay will be important factors under consideration. The program is intended to build on your potential for success.

Your dedication to learning and desire to challenge yourself will determine your achievement in The Stern Advantage Program. We encourage anyone interested in the program to apply.

ADMISSIONS
Due to the rigorous nature of this program, the admissions process is highly selective. To be considered, you must:
- be a junior or senior in college
- have a competitive grade point average
- be computer literate
- complete the attached application form and submit it along with the $50 application fee
- send an official transcript from all colleges that you have attended.

Applications will be accepted on a rolling basis. The final deadline for application submission is April 11, 2003. Please note that applications submitted after the final deadline will be considered only on a space available basis. Housing is not guaranteed after the deadline.

Completed applications and transcripts should be mailed to:
The Stern Advantage Program
NYU Stern School of Business
40 West Fourth Street, Suite 800
New York, New York 10012

To apply online, please visit our website at:
http://www.stern.nyu.edu/sternadvantage/

TUITION AND FEES
Application Fee: $50 (non-refundable)

TUITION:
$8,450 (Note: We encourage all students to reside in NYU housing. However, if you have a housing alternative, program tuition without housing is $7,550)

Program tuition includes class instruction, textbooks, course materials, site visits to corporations and occasional social events.

REGISTRATION
Once accepted into The Stern Advantage Program, you will receive information regarding program registration. There is a non-refundable $1,000 deposit to reserve housing and your place in the program, due at the time of registration.

WITHDRAWAL
All withdrawals must be confirmed in writing. If written notification is not received from the registered participant and the participant does not attend the program, no refund is available.

IF WRITTEN NOTICE IS RECEIVED:
on or before May 17, 2003 . . . .100% of tuition refunded
May 18 - June 7, 2003 . . . . . . . .55% of tuition refunded
after June 7, 2003 . . . . . . . . . . . . . .no refund is available

Note: All refunds exclude the initial non-refundable $1,000 deposit.

LIBRARY ACCESS
Once admitted into The Stern Advantage Program you will be issued a student ID card. Your student ID will grant you access to New York University’s Bobst Library.

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