

**July 5, 2016 – August 11, 2016**

## ABOUT

If you're thinking about pursuing business in college or are just interested in knowing a little more about the basics and want to spend an unforgettable summer in NYC, then **Summer @ Stern** through **NYU Precollege** is for you. Summer @ Stern is a two course program that will give high school students an introduction to business, college life, and the cultural vibrancy of New York City.

## WHO SHOULD APPLY

Motivated rising high school seniors and juniors who want to learn more about business, Stern and NYU should apply to Summer @ Stern. *Preference for admission into Summer @ Stern will be given to qualified, rising seniors.*

## PROFESSORS



**Dan Gode**

Professor Gode joined NYU Stern in 1998. He teaches modeling financial statements, business drivers of industries, taxes and business strategy and essentials of business. Professor Gode has received three teaching awards at NYU Stern and is the founder of Almaris Consulting and Training. He consults with and teaches at corporations and financial institutions worldwide and is known for bringing his industry experience to the classroom. Professor Gode has an undergraduate degree in electronics engineering, MBA in Marketing, MS in Information Systems, MS in Accounting, and a Ph.D. in Accounting.



**Adam Alter**

Professor Alter is an Associate Professor of Marketing and the author of the New York Times best-seller *Drunk Tank Pink*. Professor Alter's research focuses on judgment and decision making and social psychology, with a particular interest in the sometimes surprising effects of subtle cues in the environment on human cognition and behavior. Professor Alter's studies have been featured on CNBC, PBS and BBC Radio, and in *The New York Times*, *The Wall Street Journal*, *The Economist* and *Newsweek*.



**Tom Meyvis**

Professor Meyvis is a Professor of Marketing and Peter Drucker Faculty Fellow. His research and teaching interests focus on consumer behavior, specifically consumers' information processing and decision-making strategies. His research has been published in leading journals, including the *Journal of Consumer Research*, *Journal of Marketing Research*, *Psychological Science*, and *Organizational Behavior and Human Decision Processes*.



## COURSES

### **Business and Investments [MULT-UB 275]**

**4 credits**

**Professor Gode**

You need business and financial skills in your personal life as well as your professional life. In your personal life, you have to understand the trade-offs between consumption and savings, the time value of money, and the trade-off between risk and return. In your professional life, your responsibilities for business and financial management grow as you rise in an organization or your business expands. Most high school curricula do not prepare students for these essential life skills. This course covers three critical areas: personal finance, business planning, and capital markets. It also teaches life lessons about how and why career choices affect financial outcomes.

[View Syllabus](#)

### **Behavioral Economics and the Science of Decision Making [MULT-UB 276]**

**4 credits**

**Professors Alter & Meyvis**

Study the science behind how people make decisions through an overview of research in the behavioral sciences. Understand how these tools can be leveraged to predict consumers' responses, anticipate managerial biases, and, ultimately, design more effective managerial and marketing strategies to obtain a competitive advantage. [View Syllabus](#)

*Space in Summer @ Stern is limited, and accepted students must take both MULT-UB 275 and MULT-UB 276. Admitted students will be automatically enrolled in both courses. (See below for application information)*

*It is strongly recommended that you bring your own laptop, one will be loaned to you if you do not have one.*

## OPPORTUNITIES

### **Writing Workshop**

**0 credits**

NYU Precollege students who are enrolled in Summer @ Stern have the opportunity to participate in a five-week noncredit workshop taught by NYU's distinguished writing experts.

Learn more about these NYU Precollege opportunities on the [NYU Precollege website](#).

### **Social Events**

As a Summer @ Stern participant, you are eligible to sign up for NYU Precollege social events and activities that will allow you to get to know other students and explore NYC. While activities may change each summer, below is an example of activities offered in the past.

- NYC Scavenger Hunt
- Broadway Shows
- Yankee and Mets Games
- Museum Trips
- World Trade Center Memorial
- Trip to Coney Island



## TUITION, SCHOLARSHIPS AND HOUSING

Students have the opportunity to live on campus when enrolled in Summer @ Stern through NYU Precollege.

A limited number of scholarships are available for academically qualified students who demonstrate a high level of financial need.

Learn more about housing, scholarships and tuition on the [NYU Precollege website](#).

## APPLICATION

Summer @ Stern applicants must complete a two-step application process:

- 1** First, apply to NYU Precollege. Learn more about how to apply to NYU Precollege on the [NYU Precollege website](#).
- 2** If accepted to NYU Precollege, you will then be eligible to complete and submit the Summer @ Stern [supplemental online application](#). Applications will be reviewed according to the schedule below.

<b>APPLY BY</b>	<b>NOTIFIED ON</b>
March 21, 2016	April 4, 2016
April 11, 2016	April 25, 2016
May 2, 2016	May 16, 2016
May 23, 2016	June 6, 2016

Applications received after May 23, 2016 will be reviewed on a rolling basis as space remains, and applicants will be notified two weeks from the date the application is received.

*Acceptance into NYU Precollege does not result in automatic acceptance into Summer @ Stern. Students who do not get accepted to Summer @ Stern are encouraged to register for other NYU Precollege courses.*

## VIDEO



Acceptance to or enrollment in Summer @ Stern does not increase chances of or guarantee admission to NYU Stern. Credits earned through Summer @ Stern cannot be applied to any NYU Stern degree.

For questions regarding Summer @ Stern please e-mail [summer@stern.nyu.edu](mailto:summer@stern.nyu.edu).