



 **NYU | STERN**
Undergraduate College



HANGING
THE WAY
THE WORLD
TACKLES
POVERTY







HISTORICAL TIMELINE STERN UNDERGRADUATE COLLEGE

1900

4th School of Business
to open in the US

1913

Jeanette Hamill, J.D., M.A., joins the
Economics department and becomes
the School's first female faculty member

1972

Tisch Hall opens its doors and becomes the
home of the Undergraduate College

1988

The school is renamed
Leonard N. Stern
School of Business

1997

Stern's undergraduate curriculum is restructured to provide each
student with broader exposure to the arts and sciences, more in-depth
business courses and subsidized opportunities for international study

2001

International Studies
Program (ISP) launched

2004

Cohort Program
welcomed first class
of students

2005

4-year Social Impact
Core Curriculum
introduced

A MESSAGE FROM GEETA MENON, DEAN OF THE UNDERGRADUATE COLLEGE

ONE OF THE FIRST SCHOOLS OF BUSINESS IN THE US, NYU Stern established itself as a leader and an innovator of undergraduate business education when it opened for classes in 1900. As dean and a veteran NYU Stern faculty member, I could find countless reasons to celebrate the NYU Stern Undergraduate College and all that it has accomplished in the last century, and our pride boils down today to 10 key reasons that answer the question: **Why Stern?**

Whether it is our unparalleled location in the heart of New York City or our world-renowned faculty, our global curriculum unmatched in scale or our nationally recognized social impact coursework, our professional development programs for the 21st century or our countless student leadership opportunities, Stern's undergraduate community is vibrant, successful and proud.

I am pleased to share the enclosed highlights of our amazing student and alumni body that is as diverse and dynamic as the city we all call home. These highlights are truly our best answer to the question: **#WhyStern?** And they make me proud to say **#IAMSTERN.**

Warm regards,



Geeta Menon

Twitter: [@geeta_menon](https://twitter.com/geeta_menon)





WHY STERN?

TOP 10 REASONS

FOUNDED IN 1900 and located in the heart of New York City, the Undergraduate College at New York University's Leonard N. Stern School of Business radiates a culture of excellence and innovation that has been built over the course of a century. It is this dichotomy of tradition and change that attracts some of the brightest young minds to our classrooms.

Why Stern? reflects the top 10 reasons that set a Stern education apart and celebrates them through the experiences of our talented, ambitious and dynamic community.

1. LOCATION, LOCATION, LOCATION!

"I can sum it up in one word—'access.' Whatever type of job you want, you can get it. Whatever hobby you have, you can explore it. Whatever food you like, you can eat it. **New York has it all.** Since it's such a diverse city, being here as a student has allowed me to grow into the person I want to be. I've seen my friends start their own fashion blog and tech companies, and it's because NYC has the resources for us to do that. My TriBeCa Film Festival class is the best example of this. We've heard one of the co-founders speak in class and in April we will all get to attend the festival—where else is that possible? People work their whole lives to make it in New York City. It's their dream, and I get to go to school here! It's the best city on the planet, and I couldn't be anywhere else."



BUNMI ONITIRI

YEAR: SENIOR

STUDYING: MARKETING & BUSINESS OF ENTERTAINMENT, MEDIA & TECHNOLOGY (MINOR)

HOMETOWN: CLARKSBURG, NJ

2. LEARN FROM STERN'S WORLD-RENOWNED FACULTY

"I've been interested in finance since I was little. I was born the same year that the Shenzhen Stock Exchange opened in China near my home. My parents took me to see it for the first time when I was six years old, and I remember staring at the board and watching all the flashing numbers. That was my first exposure to finance and it became my dream to learn about it inside and out, and I knew Stern was the place to go. When I first got here, I didn't know exactly what business research was, but I knew I wanted to explore something that hadn't been studied by anyone else. I was hungry for research, so when I got the opportunity to work with Finance Professors Jennifer Carpenter and Robert Whitelaw through the Stern Program for Undergraduate Research in my sophomore year, it was life-changing. **In the classroom you learn what professors think, but through research you learn how they think.** After two years of researching with them, I am now co-author with Professor Carpenter and Professor Whitelaw on a paper on investment opportunities in China's stock market. And I have good news! I just got accepted to three of the top finance PhD programs in the United States! I can't believe it. My dream is coming true."



FANGZHOU LU

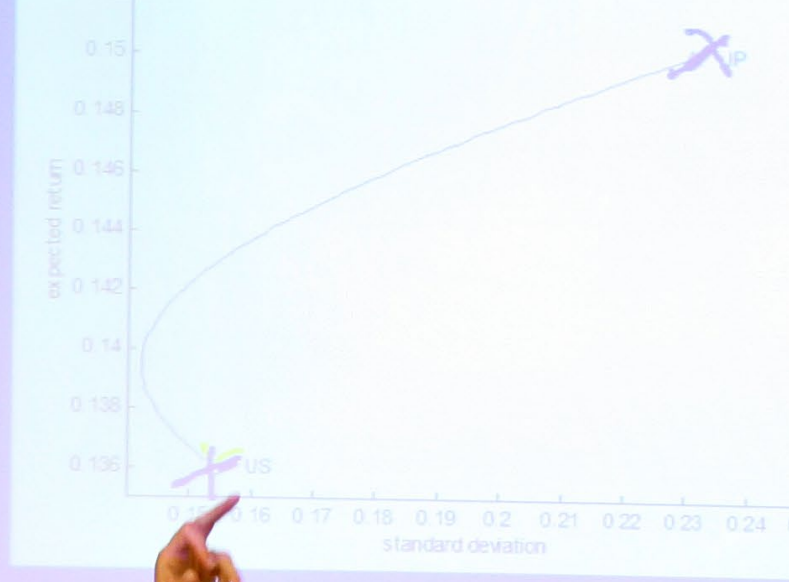
YEAR: SENIOR

STUDYING: FINANCE, ACTUARIAL SCIENCE & ADVANCED MATHEMATICAL METHODS (MINOR)

HOMETOWN: SHENZHEN, CHINA

TOP: Bunmi learns the business behind the Tribeca Film Festival in her Tribeca Film Festival class.

BOTTOM: Fangzhou and Finance Professors Carpenter and Whitelaw discuss their forthcoming research paper.



WORLD-RENOWNED FACULTY

Robert Whitelaw, Edward C. Johnson 3D Professor of Entrepreneurial Finance and Chair of the Finance Department, teaches finance to undergraduates in Tisch Hall, the home of the NYU Stern Undergraduate College.

3. NYU IS THE WORLD'S FIRST TRULY GLOBAL UNIVERSITY

"I applied early decision to the Business & Political Economy program, so by December of my senior year of high school I knew that I would be going to college not only in New York City, but at two other NYU campuses across the globe. As a senior, **I've lived and studied in New York City, London, and Shanghai, and no matter where I was, I never lost my identity of being an NYU student.** Yet at the same time, NYU students integrate into each city they are in. When my classmates and I came back to London after spending the weekend in Germany, we could pick out our dorm from the London skyline, and it really felt like we were coming home. Spending so much time abroad has impacted my life in so many ways. I've learned from amazing faculty at each campus and made friends across time zones. More than that, the entire world now feels very accessible. This couldn't have happened at any other university. NYU's *global network* lives up to its name, and it's clear that it didn't happen by accident. It is a very well-thought-out idea that allowed me to form so many connections seamlessly with people and places from all over the world."

"After learning about the global economy in my sophomore Economics of Global Business class in New York, I knew I wanted to learn more by immersing myself completely through study abroad. I chose to study at NYU in Prague because of the rich history, culture, and recent post-communist society. The professors in Prague were amazing. I took a Modern Dissent class with a professor who had been a front line news reporter during the takeover of the communist regime, and he led underground movements—he talked about it in class and it gave us a real sense of what it was like to live there at that time. I worked with another NYU professor who helped us organize a visit to University of South Bohemia in České Budějovice. It was a great experience because we got to meet Czech students and discuss different political, economic, and social issues. It gave me true insight into their world as students in the Czech Republic. **NYU makes it so easy to study abroad through the Global Network.** It allowed me to stay on track with my degree and visit nearly a dozen cities in Europe. Studying abroad has been the best experience of my life so far—I wouldn't trade it for the world."



DANIEL WITCIK
YEAR: SENIOR
STUDYING: BUSINESS & POLITICAL ECONOMY
HOMETOWN: BETTENDORF, IA



ANIKA ADVANI
YEAR: JUNIOR
STUDYING: FINANCE & MANAGEMENT
HOMETOWN: STAMFORD, CT

4. THE ONLY SCHOOL THAT DOES GLOBAL ON THIS SCALE

An interview with the winners of the 13th Annual Barr Family International Studies Program Competition



DANIEL HUANG

YEAR: SENIOR

STUDYING: ECONOMICS & MEDIA,
CULTURE & COMMUNICATION (MINOR)

HOMETOWN: ATHENS, OH



TRAVIS OWEN

YEAR: SENIOR

STUDYING: ECONOMICS & FINANCE

HOMETOWN: AUSTIN, TX

TOP: Daniel Huang presents the winning ISP business plan at the ISP Competition after their ISP trip to Barcelona, Spain.

BOTTOM: Travis Owen exploring Spanish culture through cuisine during his ISP trip to Barcelona.

Q: What is the Barr Family International Studies Program (ISP) at Stern?

Daniel Huang (DH): ISP is what every Stern student looks forward to for the first two and a half years of being at Stern. All the upperclassmen talk about it. Officially, it is a required class you take second semester junior year that includes a weeklong business trip during spring break to a city in one of three continents—Europe, Asia, or South America.

William Pilavas (WP): Adding to that, the main focus of ISP is to teach us the principles of international economies and trade. We learn how the business world works on a global level and the challenges companies face. We learn first in class and then apply what we learn on the ISP trip.

Travis Owen (TO): The class culminates in a group presentation, and the top presenters representing each continent then compete for the title of ISP Competition Winner. It takes place in front of the entire junior class and faculty and alumni serve as judges and select a winner.

Q: What do you do during the weeklong ISP trip?

TO: There are academic, business, and cultural components to the trip. For example, we went to the IESE Business School where we met with students and attended a lecture given by several world-renowned faculty. For our company visit, we visited Grifols SA, a healthcare company and principle producer of plasma-based products. We got to talk to engineers and company executives, as well as tour their plasma production facility. It was really cool to see all the different perspectives of the organization.

Daniel Liang (DL): We had such a technical company, but they did a great job of engaging us in the presentations. They really took the time to explain the product to us and presented to us in a way that helped us retain the information so that we could bring it home and use it in our final presentation.

INTERNATIONAL STUDIES PROGRAM

Juniors (including Daniel Huang, Travis Owen, Daniel Liang, and William Pilavas) in Professor Bill Guth's ISP class visit Grifols, a global healthcare company in Barcelona, Spain.



Q: What was it like to work together and win the ISP Competition?

TO: The whole team wanted to win because the ISP Competition is such a big tradition at Stern. It was great because we all had our different roles and things that we were good at. It all came together and allowed us to create the best business plan we could. I remember getting to the competition and being afraid it was going to be ultracompetitive against the other teams. But when we got to the venue to present, the other groups were on stage as well and we were all supportive of each other. Everyone had a mutual respect for each other.

Q: What's so special about the International Studies Program?

WP: The trip itself is incredible. I'll always remember that trip to Barcelona. It was a complete cultural immersion. It's a trip about making memories with your classmates as much as it is about learning.

DH: It really connects the class. Everyone bonds at the location they travel to, but when we all come home to New York, every junior is talking about it and exchanging experiences. Some people I know, their main circle of friends is from their ISP trip.

DL: You get the best of all worlds. You get to explore an international city with 200 of your classmates and then interact with professionals to see businesses at work. There are very few classes I'll remember in my college career, but ISP is a class I'll never forget.



DANIEL LIANG
YEAR: SENIOR
STUDYING: FINANCE & ACCOUNTING
HOMETOWN: TEMPLE CITY, CA



WILLIAM PILAVAS
YEAR: SENIOR
STUDYING: FINANCE & ACCOUNTING
HOMETOWN: MANHASSET, NY



GABRIELLA CHIRINOS
YEAR: SENIOR
STUDYING: ECONOMICS & PSYCHOLOGY
HOMETOWN: CARACAS, VENEZUELA

ABOVE: Gabriella in class at Tisch Hall.

BELOW: Inspired by her Business & Its Publics class, Lydia biked across America building affordable housing.

5. FLEXIBLE CURRICULUM, SMALL CLASSES

“Coming in to Stern, I thought I wanted to study Marketing. But after starting my classes, I figured out that my love for Marketing at its most fundamental state was actually a combined passion for Economics and Psychology. I knew I wanted to explore this, so my second semester freshman year, I took a Psychology elective at NYU’s College of Arts and Sciences. I fell in love with it, so I talked to my academic adviser about majoring in Psychology. Meanwhile, I was taking more Economics classes at Stern. **We have a lot of great classes here at Stern and many are small discussion-based courses** where I’ve been able to really go beyond the textbook. I also explored other courses outside of Stern that I just thought seemed cool. It doesn’t have to be for the purpose of pursuing a minor or a double major—I took Italian just for fun. Taking advantage of the elective credits we get as Stern students has pushed me to try things I never thought I’d pursue—like economics and psychology together. And being in some smaller class sizes has really let me see how other people think.”



LYDIA GUO
YEAR: SOPHOMORE
STUDYING: UNDECIDED
HOMETOWN: PALO ALTO, CA

6. MAKE SOCIAL IMPACT IN AND OUT OF THE CLASSROOM

“I was introduced to the idea of Social Impact in my Business and Its Publics (BIP) class freshman year. We heard from so many great speakers—a different one each week of the semester—the most inspirational for me being Cory Booker, then Mayor of Newark, New Jersey. What was so special was that **I walked away from his talk with a completely different perspective on the role of business in society.** I learned that, in addition to having a positive impact on individual livelihoods, social impact is important to our world’s economic development. I finished BIP feeling inspired to do more, so the summer after my freshman year, I applied for and was awarded a Stern Social Impact

Grant. The grant helped me bike across America—from Rhode Island to California—to raise money for and build affordable housing. My experiences that summer solidified my interest in social responsibility, and it’s something I definitely want to pursue after college. Sometimes it’s scary because there are so many possibilities and my path forward is less certain, but at the same time, it’s completely exciting. The opportunities available to me in NYC, NYU, and Stern are preparing me every step of the way.”

PAST BUSINESS & ITS PUBLICS (BIP) SPEAKERS INCLUDE:

Maria Bartiromo, NYU alumna, Television Journalist, Columnist, Author

Cory Booker, former Mayor, Newark, NJ; United States Senator, NJ

Dan Doctoroff, CEO & President, Bloomberg, L.P.

Steve Forbes, Chairman & Editor-in-Chief, Forbes Media

Mary Ellen Iskenderian, President & CEO, Women’s World Banking

Robert F Kennedy, Jr., President, Waterkeeper Alliance

Jacqueline Novogratz, Founder & CEO, Acumen

Mary Robinson, former President of Ireland & United Nations High Commissioner for Human Rights

7. DIFFERENTIATE YOURSELF WITH STERN PROFESSIONAL DEVELOPMENT

“For me, professional development is all about exploring and learning about what careers are out there. Coming into Stern, I knew about Finance and Marketing, but I **didn’t understand exactly how many opportunities are available to us as business students.** Stern’s professional development programs have introduced me to more than twenty industries and have helped me figure out the ones that I think may be best for me. I decided to go to the Industry Introduction Series (IIS) in Digital Marketing and Corporate Finance because they seemed interesting to me and I wanted to know more about them. The IIS in Digital Marketing definitely stood out to me. One of the speakers was a marketing representative for Mountain Dew. He told us he started out working on Wall Street and then ended up in marketing at Mountain Dew. That stuck with me because it goes to show that the business world is always changing and there will always be many different opportunities for me. I just want to find one that I enjoy, and I’m taking my time at Stern to figure that out.”



MATTHEW DEMICHEL
YEAR: FRESHMAN
STUDYING: UNDECIDED
HOMETOWN: HOWELL, NY



GIVE-A-SPIT DRIVE

Stern freshmen partner with DoSomething.org and Be The Match to find life-saving bone marrow donors during the Cohort Leadership Program: IMPACT, a required fall semester course.

8. UNPARALLELED CAREER PROSPECTS

“One of my greatest memories from Stern—that I still can’t believe happened—is of my internship working with David Bornstein and Tina Rosenberg for the “Fixes” column in *The New York Times*. Through a social entrepreneurship class I was taking with Professor Jill Kickul, I found out David was going to be speaking at Stern. I was a huge fan of his and had started reading the column, which highlights organizations that are effectively working to fix social problems, earlier that year. After his talk, I went up to him and said, ‘Mr. Bornstein, I really like what you and Ms. Rosenberg are doing—and if there is anything I can do from a student perspective, I would love to help.’ And somehow, the stars aligned. I worked for them for two years, helping to promote the column. I also met DoSomething.org COO Aria Finger at Stern. My sophomore year, she gave a talk at an NYU Net Impact meeting. Then, before my junior year, I was registering for classes and saw she was teaching a course. I rearranged my entire schedule for the semester to take her class! It was the best thing I could have done because the summer after my junior year, I interned with DoSomething.org, and now work for the organization full-time as a Campaigns Associate focused on poverty, homelessness, and international issues. **At Stern, I realized I could apply my business skills to make and maximize societal impact.** Stern’s courses and extracurricular opportunities helped me figure out where I wanted to go, and then helped me get there.”

“My passion for finance and investment banking developed through my involvement in Stern clubs. Many of these Stern organizations have a long lineage, so there is a wide range of alumni with many years of experience who come back to Stern to speak and mentor students. I learned from club events that the alumni who were, and continue to be, my role models had gone into finance, specifically many of them had become investment bankers; I wanted to do what they did. My first internship after my sophomore year at Goldman Sachs solidified my passion. It was an amazing experience, because I got to understand what drives successful company decision making, assist in that process and even participate on calls with CEOs of Fortune 500 companies, all before I turned 21. My junior year, I competed in the Credit Suisse case competition, and my group won. Using that as a jumping off point, I was able to secure an internship at the firm for that upcoming summer. I loved both the internship and the culture of Credit Suisse and signed on with them for a full time position at the end of my internship. **Stern’s unparalleled network in New York City is a major strength and benefit that sets us apart from other schools.** I have the support of my peers and alumni at every major firm, and people are always willing to help me out. Where I am now all stems from the education I received and the people I met at Stern.”



NAMITA (NAMI) MODY
YEAR: CLASS OF 2013
STUDIED: ECONOMICS & SOCIAL ENTREPRENEURSHIP (MINOR)
HOMETOWN: AVON, CT



JUSTIN SILVER
YEAR: CLASS OF 2012
STUDIED: FINANCE & MANAGEMENT, STUDIO ART (MINOR)
HOMETOWN: OLD BETHPAGE, NY



ERIK KIMEL

YEAR: CLASS OF 2008

STUDIED: FINANCE & MANAGEMENT
& ORGANIZATIONAL BEHAVIOR

HOMETOWN: POTOMAC, MD

“When I started my company Peer2Peer Tutors in high school, all I had was a couple of spreadsheets and a few marketing flyers. My company and I both grew up at Stern. Everything I learned in class applied directly to running my business—financial accounting, presentations, all of it. And what I learned in class translated into what I did out of class. In my sophomore year, I was lucky enough to be elected the president of Stern’s Entrepreneurship Exchange Group. We wanted to start a business venture at Stern, so we conceived of, pitched and created a student-run café in Tisch Hall. I’ll never forget that experience. **Stern was such a valuable place because I was always surrounded by smart people who had great ideas.** Come graduation, I knew I wanted to continue with my company, and it was a bit scary, but that just motivated me more to make it succeed. It did succeed—up to seven figures in revenue—and it got acquired. I always want to keep going and challenging myself, so I now work for a start-up company that is growing really fast, and I’m learning a lot. I hope to start another company someday. I encourage everyone to have passion for whatever they’re doing and not just chase the highest paying job. You have to be happy, and you can’t be afraid to be different.”



KAUSHIK NAGARAJ

YEAR: CLASS OF 2013

STUDIED: FINANCE & ACCOUNTING

HOMETOWN: KING OF PRUSSIA, PA

“Stern opens many doors for aspiring students. During my time at Stern I have interned at various companies such as the eco-capitalism firm called Terracycle and a financial powerhouse, Goldman Sachs. In all of these positions, I have grown both individually and professionally, which have enhanced my career prospects. **Stern has taught me to think outside of the box and pushed me to never settle with the status quo.** This go-getter mentality has driven me to pursue my interest in entrepreneurship. One project I am currently involved in is a 3D hand recognition device that combines all of the aspects of a computer, projector and camera in one. While my background may not be in technology, the instruction that I received in my classes pushed me to explore areas that extended beyond the financial realm. This thought process was highlighted in my Investment Banking course with Professor Charles Murphy. He said that our lives always have hills and valleys. Most people want to go from hill to hill, but you have to be willing to transition through a valley to appreciate the view from the hill.”



IN AND OF THE CITY

Graduates celebrate after the NYU Stern
Baccalaureate ceremony held in New York City's
iconic Radio City Music Hall.



A.J. TUS

YEAR: SENIOR
STUDYING: FINANCE & BUSINESS ECONOMICS, SOCIAL ENTREPRENEURSHIP (MINOR)
HOMETOWN: IVYLAND, PA

9. LEADERSHIP OPPORTUNITIES AROUND

“I’ve had great opportunities to get involved as a leader at Stern— Student Council, Alpha Kappa Psi business fraternity, and the Investment Analysis Group (IAG), of which I am president this year. Like other professional clubs at Stern, **IAG has allowed me to hone the technical skills I learned in the classroom and practice the soft skills that are so important in the workplace.** I remember my first day as an intern at Credit Suisse. I was thrown into a group of 70 analysts and 11 interns in the Technology, Media and Telecommunications group, and I had to learn quickly how to get my job done in a brand new environment. I realized that Stern taught me how to do that because I did it every time I walked into an IAG meeting of 100 people where I had to assess the situation to find the best way forward. I learned to respect diverse opinions, how to allow the right conversations to happen to give myriad opinions a productive voice, and how to bring all these things together to move toward a common goal. Dean Menon says that if you aren’t getting involved, then you aren’t getting the full benefit of a Stern education. Stern gave me the freedom and encouragement to do that.”



KIKI LIZARRAGA

YEAR: SOPHOMORE
STUDYING: MARKETING
HOMETOWN: GLENDORA, CA

ABOVE: Kiki collaborated with her Midtown Cohort in Central Park at the Cohort Field Day competition during Freshman Orientation.

10. NOT A TYPICAL UNIVERSITY LIFE

“In high school, I was always kind of shy. When I moved to New York City to attend Stern, the Cohort Program was the one thing that helped me feel at home. Cohorts are great because they break students up into 10 groups, each named after a neighborhood in Manhattan. I am in the Midtown Cohort. **The first day when I met my Cohort was when the first walls of having people to talk to came down.** I started a conversation with a fellow Midtown student and from that day forward I knew I had a friend at Stern. That friend eventually became our Cohort Director. He would text me and say, “you’re my first friend at Stern, so you have to come to our Cohort event!” I thought that was really cool! There are so many different things to see and do outside of class. I get emails sometimes from the Experience NYC program at Stern offering \$10 tickets for a Broadway show, and I’m always surprised. I just went to *Matilda* on Broadway. I always think to myself—I can’t believe we can do that!”



Undergraduate College

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