“Strolling around the Microcentro in Buenos Aires, with no particular direction, pausing at the stores, the street tango performances, the restaurants, and absorbing every colorful detail of this vibrant city, has been one of the most exhilarating experiences of my life”
Origins of ISP: Interview with Professor Frederick D.S. Choi

How did the ISP program come about?

“...International Business Association (IBA) approached me with their idea to organize a trip to visit countries in Southeast Asia...”

While I was Chairman of the International Business Area at Stern, a group of students from the International Business Association (IBA) approached me with their idea to organize a trip to visit countries in Southeast Asia because it was a very happening place in terms of business activity at the time. The students wanted the school to subsidize part of the trip on the basis that it would allow them to have a unique opportunity to observe firsthand these emerging economies. I asked them to give a presentation in front of a select group of international business faculty, including myself. We were deeply impressed...the students had done extensive planning and made a really strong case for the trip. Although the IBA advisor was skeptical of the feasibility of the program, I was confident of the students’ abilities and instructed them to plan for the trip that same year. The students raised a significant part of the funding and reviewed the application of forty students, selecting nineteen they felt would be good ambassadors of Stern. Later that year, we made the trip to Thailand, Malaysia and Singapore, completely planned and coordinated by the students, that was packed with visits to company headquarters, stock exchanges and an orphanage as part of the Sternies’ public service project. During the course of the trip the students really bonded and were successful in achieving the goals that they had set prior to the trip. They learned much about international business firsthand and did Stern proud, impressing everyone they met.

Is the funding for the program limited to a certain number of years and what is the future of the program in terms of cities?

“...I am confident that the ISP program will continue to be a unique learning and cultural experience that sets the Stern School apart from every other undergraduate business program in the world.”

Stern alumnus Ed Barr and his lovely wife Nancy have endowed a significant part of the program so I believe the program will continue. Again the future itinerary is under the discretion of the current dean, Dean Sally Blount-Lyon who is doing an excellent job in enhancing the content of the program. As long as the students that participate in the ISP view it as a professional opportunity to learn and conduct themselves as responsible ambassadors of the Stern School, just as the first IBA group did, I am confident that the ISP program will continue to be a unique learning and cultural experience that sets the Stern School apart from every other undergraduate business program in the world.

Frederick D.S. Choi is Dean Emeritus and Distinguished Service Professor of Business at New York University Stern School of Business. He served as Vice Dean and Dean of the Undergraduate College at Stern from 1995-2004. He is currently serving as the chair of the Department of Accounting.
The best way to get a good “feeling” of Buenos Aires is to walk around the city center, along the broad avenues, narrow roads and beautiful plazas. It’s safe! Make sure you sip a “cortado” in one of the cafes as well.”
- Connie Liu
Transportation

**Taxi (Capital Federal and Gran Buenos Aires)**
Within the city of Buenos Aires there are 32,000 taxis. The fare consists of an initial price plus an additional charge calculated according to time and distance travelled. Such fare must be paid at the end of the trip according to the quantity displayed in the clock placed on the right of the front windshield. The exact fare is displayed on an electronic meter that starts at $1.12 and adds $0.14 for every two hundred meters (two blocks approximately).

**Buses or Colectivos**
Buenos Aires has a large network of buses, locally called “Colectivos”. There are 144 lines, each one identified with a number and different colors. The ticket is paid on the bus with coins only. There are different fares depending on the length of your trip, while the minimum fare is $0.80. Once you get on the bus you must tell the driver your destination and he will enter the amount on the ticket machine located next to the driver, where you have to insert the money (only in coins). The machine prints a receipt as proof of payment, do not throw away the receipt until you get off the bus. Bus stops are usually within two to three blocks and most lines operate 24 hours a day, 7 days a week. Once you are ready to get off, go towards the back of the bus, ring the bell that is on top of the back door and wait for the bus to stop.

**Subway**
The subway system is very reliable and it covers the center and the outskirts of the city with a combined route of 46 kilometers and 80 stations. There are five lines identified with letters (A, B, C, D and E) and it’s, undoubtedly, the fastest way to move around the city. The subway system runs Monday to Friday from 6am to 10pm and Saturdays, Sundays and Holidays from 6am to 8pm. The price is $0.70.
In Buenos Aires it used to mean that a supper meant choosing between jugoso (rare) and bien cocido (well done). Although meat still rules the Argentinean capital, culinary repertoire has blossomed in recent years in Buenos Aires. Argentineans eat surprisingly late and some restaurants open until 2 a.m. Early bird tourists can often catch empty tables if they roll up before the usually Argentineans who often start after 10 p.m.

$ Club Eros
Uriarte 1609, 12pm
They will bring you steak, chips and a brimming tumbler of Vasco Viejo, Argentina’s most popular plonk.

$$ El Cuartito
Talcahuano 937
This is a pizza place that serves real argentine pizza and a must for lovers of all things unchanging.

$$ Gran Bar Danzón
Libertad 1161, 8:00pm -
A combination of wine bar, restaurant, and a feast for the senses. The menu varies from Europe to Latin America, East to West.

$$$ Casa Cruz
Uriarte 1658, 8:30 p.m. Mon-Sat
Ceiling high wine rack, displaying Argentina’s top wineries, Casa Cruz introduces what the head chef coins “modern urban Argentinean” cuisine.

$$$ Cabaña Las Lilas
Alicia Moreau de Justo 516, noon-3:30 p.m., 7:30 – midnight daily
What really matters here is the meat. Whichever part of the cow, it will be cooked with an unforgettable tender.

Persicco: serves exquisite ice-cream. Persicco lies on the corner of Salguero and Cabello, Palermo. It attracts a younger cohort of clientele.
Saverio: offers old-style ice-cream favorites and delivers all over town. Avenida San Juan 2816.

Must Haves:

Local specialties:
• Chorizo (pork sausage),
• Morcilla (blood sausage),
• Chinchulines (chitterlings)
• Mollejas (sweetbread)

National drinks:
• Santa Ana malbec – 2006 Wine of Argentina
• SanTelmo cabernet sauvignon – Cheap, bargain wine
• Aguardiente (Firewater) - made from sugar cane; competes, mainly in rural areas, with gin
• Liqueurs such as orange, egg, anise, coffee, cherry and dulce de leche

“Vamos a tomar algo?” This phrase can be loosely translated as let’s go for a drink, but in Argentina, the point of the exercise to foster social interaction by consuming alcohol.

Shopping

Microcentro
(Make a left as you come out of the hotel and cross Libertador Ave.; walk for 5 minutes until you hit Florida St., head left)
If you like shopping, or if you just want to go on an excellent walking tour, and get a feeling for the vibe of this amazing city, make sure to check out the Microcentro. It’s just a few minutes away from the Sheraton, and consists of the pedestrian-only streets of Florida and Lavalle. You will find an abundance of shops covering all of your needs, the highly respected and recommended Galerías Pacifico (description below), and if you walk far enough, the iconic Obelisk, central monument of Buenos Aires surrounded by the theater district.

Galerías Pacífico
Florida 737, 10am-9pm
Our mall of choice! It’s within walking distance from the Sheraton (refer to Microcentro), and one of the best that we know in the city. If you do go, and care about dressing, please don’t miss the “La Martina” store.

Abasto de Buenos Aires
Avenida Corrientes 3247, 10am - 10pm
Formerly a market in the old tango district, Abasto has more than 200 shops. It has most of the Argentinean brands represented here.

Alto Palermo
Avenida Santa Fe 3253 10am-10pm
Most representative of Buenos Aires shopping. It attracts the youngest crowds and contains mainly Argentinean chains.

Paseo Alcorta
Salguero 3172, 10am - 10pm
Considered the best mall in Buenos Aires. It contains an enormous Carrefour hypermarket and four cinema screens. It also houses some of the best Argentinean designers, and well-known multinational brands.

Patio Bullrich
10am-9pm Avenida del Libertador 750
The oldest and most luxurious mall in Buenos Aires opened in 1988. It contains numerous top-end boutiques.
Nightlife

Bars and Pubs

Shamrock
Rodriguez Pena 1220
A genuine Irish bar. It has a thoroughly modern vibe.

Dada
San Martin 941
Bar-restaurant with an engaging mixture of intellectuals, artists, and tourists there to enjoy Paolo and Julian’s classy cocktails and bistro cuisine.

Clubs / Lounges

Sucre
Sucre 676
The city’s cocktail crowd hangout at the impressive floor-to-ceiling bar that Sucre has to offer.

Clubland Pacha
Costanera y Pampa
One of the best dance clubs in the world has a branch in Buenos Aires.

Niceto Club
Niceto Vega 5510
It plays good electronic music. Doors open every Thursday at 1.30am.

Bahrein
Lavalle 345, Microcentro
On Tuesdays, this popular downtown spot offers up the best drum & bass in town, but weekends rock just as hard. Multi-floors, chill-out spaces and eclectic decor add to the vibe. The beats get faster as the night wears on.

Attractions

Recoleta
(5-10 minutes by cab from Sheraton)
Make sure to visit one of the trendiest and most happening spots in the Argentine capital. Jump on a cab and ask for “Village Recoleta,” and within 10 minutes you will be there. Village is the large cinema and shopping complex that houses half a dozen open-air restaurants on its outskirt, serving everything from traditional Spanish to pizzas at the “Loco por futbol” soccer bar/restaurant. If you ever wonder, the walls right across the street house Recoleta Cementery, which offers walking tours during the day. Right adjacent to the cemetery lies a row of the choicest steak (asado) restaurants as well as a few nightclubs. Stroll further along the street for an ice-cream at Fredo.

Cabildo
Calle Bolívar 65
Opposite the Casa Rosada on the Plaza de Mayo is the resplendent former Spanish town hall, the Cabildo, a fascinating old colonial building during the May Revolution in 1810. The changing of the
guard every hour is a popular attraction. They still wear their traditional uniforms, designed nearly 200 years ago. The interior houses a small museum.

**Casa Rosada**  
Hipólito Yrigoyen 219, Plaza de Mayo  
One of the world’s most famous balconies juts out of Argentina’s Presidential Palace, known as the Casa Rosada. Today the building houses a small basement museum displaying some presidential artifacts. Each evening a small platoon of mounted grenadiers emerge from the guardhouse to lower the flag on the Plaza, adding a touch of pomp and ceremony to the pretty building.

**Cathedral Metropolitana**  
San Martín and Rivadavia streets, Plaza de Mayo  
Houses the tomb of General José de San Martin, the revered hero who liberated Argentina from the Spanish. The cathedral was periodically rebuilt and renovated since the foundation stone was laid in the 16th century. The current structure was finally completed in the mid-19th century.

**Plaza Dorrego**  
Plaza Dorrego lies in San Telmo, the bohemian artists’ quarter and the birthplace of tango. The tiny square is surrounded by elegant houses, now mostly converted into antique shops and bars whose tables overflow onto the street. The stallholders pack up their wares at 5pm and the square becomes the setting for informal tango dances. This is as popular with the locals as tourists and even the inexperienced may be tempted to try it out. There are numerous museums nearby the plaza worth visiting, including the Museo Histórico Nacional and the Museo de Arte Moderno.

**Teatro Colón**  
Cerrito 618  
The Teatro Colón opened in 1908 is the second largest performing arts theatre in the southern hemisphere, second only to the Sydney Opera House. Guided tours take visitors to the theatre’s workshops, rehearsal rooms, auditorium and stage.

**La Boca**  
La Boca (‘the mouth’) is the most colorful neighborhood or barrio in Buenos Aires, original home of football legend Diego Maradonna and the tango. An assortment of brightly painted low houses made of wood and metal line the streets, including the famed main street Caminito, in this poor but happy area full of artisans, painters, street performers, cantinas and open-air tango shows.

**Puerto Madero**  
Puerto Madero is one of the newest neighborhoods and has become the trendiest place in Buenos Aires. The project refurbished formerly abandoned brick warehouses in the old port area into upscale residential apartments, restaurants, offices, and loft apartments located by picturesque canals. Many spend weekend afternoons strolling along the docks, and lingering over coffee and pastries at riverfront cafes. The area attracts businessmen looking for a sunny lunch at midday and a fashionable, wealthy crowd at night. It is lined with elegant restaurants serving Argentine steaks and fresh seafood specialties.
The International Business Association (IBA) is a pre-professional student run organization at New York University’s Leonard N. Stern School of Business. Our mission is to promote global thinking amongst the Stern student body. We do so by aligning our activities with, and complementing, the international study components of NYU Stern’s undergraduate curriculum. We also work to increase the awareness of global affairs and to foster the discussion and exchange of ideas amongst Stern students. Our professional program promotes the value of international careers, and tries to create a better understanding of business through events with experts from diverse fields.

The IBA Team:

President: He Mu
External Vice President: Nancy Lin
Internal Vice President: Priya Sharma
Marketing Vice President: Kevin Ng
Membership Chair: Laura Araujo
International Programs Liaison: Niyati Shah
Events Chair: Jeannie Livesay
Webmaster: David Kazakov
Round Table Committee: Chair Aditya Bothra
Head of South Asia Region: Yash Daga
Head of Middle East Region: Haseeb Chowdhry
Junior Members: Prerna Kejriwal, Shankar Tripathi, Michael Yeh

IBA Regional Groups
South Asia & Middle East

Are you interested in one of these thriving and vibrant regions of the world? Thinking about working overseas, or just want to get insight into business abroad? Attend IBA regional group events.

For more information, and to join our committees, contact South Asia Committee Chair, Yash Daga at ymd207@nyu.edu or Middle East Committee Chair, Haseeb Chowdhry at haseeb@nyu.edu

Check us out:  http://pages.stern.nyu.edu/~iba/southasia.html
http://pages.stern.nyu.edu/~iba/middleeast.html
ISP Photo Contest

Submit your photo to iba@stern.nyu.edu by March 29th. Top two submissions from each city will receive prizes and be featured online.

< your work here >
### Common Phrases

<table>
<thead>
<tr>
<th>English</th>
<th>Spanish</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Yes.””</td>
<td>“Si.”</td>
</tr>
<tr>
<td>“No.”</td>
<td>“No.”</td>
</tr>
<tr>
<td>“Hello.”</td>
<td>“Hola.”</td>
</tr>
<tr>
<td>“Goodbye.”</td>
<td>“Adios.”</td>
</tr>
<tr>
<td>“My name is...”</td>
<td>“Me llamo...”</td>
</tr>
<tr>
<td>“How are you?”</td>
<td>“¿Como estas?”</td>
</tr>
<tr>
<td>“How Much (does it cost)?”</td>
<td>“¿Cuanto cuesta?”</td>
</tr>
<tr>
<td>“Where is...?”</td>
<td>“¿Donde está?”</td>
</tr>
<tr>
<td>“I don’t understand.”</td>
<td>“No entiendo”</td>
</tr>
<tr>
<td>“Do you speak English?”</td>
<td>“¿Hablas ingles?”</td>
</tr>
<tr>
<td>“Bless you.”</td>
<td>“Salud.”</td>
</tr>
<tr>
<td>“By your leave.”</td>
<td>“Con permiso.”</td>
</tr>
<tr>
<td>“Excuse me.”</td>
<td>“Perdon.”</td>
</tr>
<tr>
<td>“Good morning.”</td>
<td>“Buenos dias”</td>
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<tr>
<td>“Good afternoon.”</td>
<td>“Buenos tardes.”</td>
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<tr>
<td>“Good night.”</td>
<td>“Buenas noches.”</td>
</tr>
<tr>
<td>“I’m Sorry.”</td>
<td>“Lo siento.”</td>
</tr>
<tr>
<td>“Nice to meet you.”</td>
<td>“Mucho gusto.”</td>
</tr>
<tr>
<td>“Pardon me.”</td>
<td>“Disculpame.”</td>
</tr>
<tr>
<td>“Please.”</td>
<td>“Por favor.”</td>
</tr>
<tr>
<td>“Thank you.”</td>
<td>“Gracias.”</td>
</tr>
<tr>
<td>“No thank you.”</td>
<td>“No gracias.”</td>
</tr>
<tr>
<td>“Thank you very much.”</td>
<td>“Muchas gracias.”</td>
</tr>
<tr>
<td>“Help!”</td>
<td>“Socorro!”</td>
</tr>
<tr>
<td>“I am lost.”</td>
<td>“Ando perdido.”</td>
</tr>
<tr>
<td>“Be careful!”</td>
<td>“Cuidado!”</td>
</tr>
<tr>
<td>“May I use the bathroom?”</td>
<td>“¿Puedo usar el baño?”</td>
</tr>
<tr>
<td>“Where is the bathroom?”</td>
<td>“¿Dónde está el baño?”</td>
</tr>
<tr>
<td>“Please call a doctor.”</td>
<td>“Por favor, llame al médico.”</td>
</tr>
<tr>
<td>“Please call the police.”</td>
<td>“Por favor, llame al policía.”</td>
</tr>
<tr>
<td>“Please help me.”</td>
<td>“Ayúdeme, por favor.”</td>
</tr>
<tr>
<td>“Where is a good restaurant?”</td>
<td>“¿Dónde hay un buen restaurante?”</td>
</tr>
<tr>
<td>“Check, please.”</td>
<td>“La cuenta, por favor.”</td>
</tr>
<tr>
<td>“I am hungry.”</td>
<td>“Tengo hambre.”</td>
</tr>
<tr>
<td>“I am thirsty.”</td>
<td>“Tengo sed.”</td>
</tr>
<tr>
<td>“I would like to see the menu.”</td>
<td>“Quiero ver la carta.”</td>
</tr>
</tbody>
</table>

### Tipping

Standard tipping is 10% in Buenos Aires, more for exceptional service. When paying by credit card, you will often be expected to leave the propina (tip) in cash, since many credit card receipts don’t provide a place to include the tip. There is no need to tip when riding taxis.