Contact Information
Police/Fire Dept Tel:  110
Ambulance: 19222

Hotel
Park Inn Berlin – Alexanderplatz
Alexanderplatz 8, D
10178 Berlin, Germany
+49 30 2389-0
+49 30 2389-4305 – Fax
Berlin.hotel@rezidorparkinn.com

“Berlin ist arm, aber sexy.” ("Berlin is poor, but sexy.")
- Klaus Wowereit, Governing Mayor

“Berlin combines the culture of New York, the traffic system of Tokyo, the nature of Seattle, and the historical treasures of, well, Berlin.”
Hiroshi Motomura, US Law professor
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.
Around the Hotel

Legend
Purple Star: Park Inn Berlin – Alexanderplatz
Yellow Triangles: Entertainment/Food
Nightlife
1 - Geburtstagsklub
2 - Icon
3 - Café Moskau
4 - Kino International

Food
5 - Sage Club
6 - Week-End
7 - Alpenstueck
8 - Ganymed
9 - Heat
10 - Borchardt

http://www.berlin-life.com/map/map.php

“Beware of the “three cups ball game” scam! In the open air market near Museum Island, groups of scam artists are known to have tricked Stern students into playing games in which they lost up to $500.”
- Jacqueline French
## Transportation

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<th>Company</th>
<th>BVG</th>
<th>S-Bahn Berlin</th>
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<tbody>
<tr>
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<td>underground (U-Bahn), bus, tramway, ferry</td>
<td>urban railway (S-Bahn)</td>
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<tr>
<td>Callcenter:</td>
<td>+49 (0)30 - 19 44 9</td>
<td>+49 (0)30 - 29 74 33 33</td>
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<td>for information on current construction works see <a href="http://www.s-bahn-berlin.de">www.s-bahn-berlin.de</a></td>
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<td>Potsdamer Straße 180-182</td>
<td>Döppersberg 37</td>
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<td></td>
<td>10783 Berlin</td>
<td>42103 Wuppertal</td>
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<td></td>
<td>phone: +49 (0)30 - 19 44 9</td>
<td>phone: +49 (0)1805 - 99 05 99</td>
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<td>fax: +49 (0)202 - 35 23 17</td>
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<td>Mon-Thu: 9 a.m. - 6 p.m.</td>
<td>Fri: 9 a.m. - 2 p.m.</td>
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### Bus
Bus stops are marked with a large ‘H’ and the name of the stop. Night buses operate from around midnight till 4:30 am and they generally run at 30-minute intervals.

### Taxi
The special €3.50 Kurzstrecke is a set fare for short trips (2km or 5 minutes), and can only be used in hailed cabs and if you mention it as soon as you board.
The U/S Bahn is the most efficient way to travel around Berlin. There are 10 U-Bahn and 13 S-Bahn lines which operate from 04:00 to just after 24:00, except at weekends and around public holidays when service continues through the night on all lines except the U4. Alexanderplatz is a major stop along U5 and other lines. Most of the things you will want to see are just a few train stops away to the west.
Food

Places Around Alexanderplatz:

Zur Letzen Instanz
Waisenstrasse 14-16, Alexanderplatz Area German
$$ (Monday. - Saturday. 12.00 PM - 01.00 AM)
A restaurant with a medieval setting that seats about 120 people. During summer, they open up a beer garden that seats 50 people.

Heat
Karl-Liebknecht-Strasse 3, Alexanderplatz Area International
$$ (6:30 am to 10:00 am Breakfast Buffet; A la carte 12 pm to 10:00 pm)
A restaurant known to have excellent service and serves a variety of exotic Oriental and European dishes.

Alpenstueck
Gartenstr 9, Mitte Area Restaurant: German Food
$$ (Open 18:00-24:00, Monday: Closed)
A fairly new restaurant and a must try if one is not afraid of trying new varieties of food. The dinner menu features three starters, three main courses and three desserts. A designer restaurant with a traditional twist that changes its menu every 3 days. (German and Austrian food.)

Ganymed
Schiffbauerdamm 5, Mitte Area Restaurant
$$ (Open Daily 11am - midnight)
An elite restaurant that serves French and International food. They also claim to have some vegetarian dishes.

Borchardt
Französische Str 47, Mitte Area Restaurant
$$$(Daily 11:30 am - 1 am, serving until 12 am)
The Borchardt serves mainly specialties from the modern French and Italian cuisine, and the excellence is no longer an inside knowledge: celebrities of all vocations flock to dine here: sports stars, actors and politicians.

Must Haves:

National specialties:
- Bratwurst/Currywurst (grilled sausage).
- Eisbein mit sauerkraut (leg of pork) and mashed potatoes.
- Schwäbische maultaschen (large savoury ravioli from Stuttgart).
- Eierpfannkuchen (pancakes).
- Schwarzwälder kirschtorte (Black Forest gateau).
**National drinks:**
- Beer of many varied kinds.
- Ebbelelwoi (apple wine – principally in Hessen).
- Schnapps (available in hundreds of varieties).
- Kirschwasser (cherry spirit, principally from the Black Forest).
- Rhineland wines.

**Shopping**

**Karl-Liebknecht-Strasse** 17 Alexanderplatz
accessories, clothing, art/craft, jewellery, music

**Galeria Kaufhof**
Alexanderplatz shopping centre food/drink

**Kauf Haus Des Westens** - “The Harrods of Berlin”
Tauentzienstr. 21-24
(U2 from Alexanderplatz to Nollendorf-Platz - See map)
It has been said that you can find almost anything you would ever want to buy at this amazing store. Kauf Des Westens offers all the normal departments plus shoe repair and vacation planning. You can exchange currency, have your pet shampooed and if you need first aid there is a station right in the building. One entire floor at Kauf Haus Des Westens is devoted to gourmet foods. This store does not close over the lunch hour and stays open until 8:00 on weeknights.

**Nightlife**

**Geburtstagsklub**
Am Friedrichshain 33, PB
Prenzlauer Berg Area nightclub
Twenty year-olds fill the two low-ceilinged rooms of this otherwise spacious cellar. Like clubs in Berlin, you have to brave the walk down a dark courtyard. The line-up changes every weekend.

“Currywurst was there for us day and night. First day after getting off from the plane, every late night after going out, and in the morning of our departure. Look out for the stalls on the platz of Alexanderplatz.”
- Charles Oh
Icon
Cantianstraße 15, Prenzlauer Berg Area nightclub
Icon is a mainstay of the city’s underground music scene with a mix of regular club nights, one-off events, and concerts. As well as residencies by a stable of local “spinmeisters,” Icon regularly hosts top international DJs like Grooverider or Nightmares on Wax. The club is also a venue for label nights with established names like London’s Ninja Tune.

Café Moskau
Karl-Marx-Allee 34 Alexanderplatz Area club/disco
Café Moskau’s East German architecture and decor are considered retro-hip in the new Berlin. It’s an event location with a two-floor techno club that’s famous for late-night action.

Kino International
Karl-Marx-Allee 33 Alexanderplatz Area
A cinema hall and leisure area with a club/disco.

Sage Club
Köpenicker Strasse 76, Alexanderplatz Area club/disco
live music;electronic/dance;rock/pop;hip hop
A posh interior and a state-of-the-art sound system that deadens the eardrums with pulsing funk and techno. Plus, the floor plan features a futuristic dance floor, an Eastern-inspired outdoor balcony, and a rooftop pool area. If you want to get in, dress to the nines and act like you belong – even then, there’s no guarantee. Cover Charge: €5 - €11 (cash)

Watergate Club
Falckensteinstr.49- Split level club overlooking the River Spree; House/Techno
“We went to Watergate on our last night in Berlin. With it’s prime river-side location, intimate setting and good music, it was the perfect place to wrap up this trip of a lifetime.” - Levent Tuysuzoglu
The glass-fronted Watergate is worth checking out if only for the location. While the club boasts two floors of international DJs spinning sounds ranging from minimal electro to house music, it also overlooks the Spree river and Oberbaum bridge, which look beautiful by night. Dress sharp to fit in with the local hipsters. U-BAHN: Schlesisches Tor.

Attractions

Museum Island
5 museums located between the River Spree and Kupfergraben. Walking around is nice, but if you are pressed for time, make sure to stop at the Pergamon Museum to see the legendary Pergamon Altar. The museum also boasts a collection of Classical Antiquities and a collection of Islamic Art.
Head over to the Alte Nationalgalerie if you are the sculptures/paintings type. Note: Bode and Neues museums currently closed for restoration and modernization.

**Flea Market** (Sat-Sun Only)
(Right next to Museum Island, across the river to the west - see map)
Make sure to stop here for local crafts, souvenirs, art, clothing, and everything that can be found in a flea market!

**Brandenburg Gate**

(Walk west along Unter Den Linden, you’ll hit it in 15 minutes - see map)
An iconic symbol of Berlin, it is the only remaining original city gate, dating back to 1788. The Gate constitutes the monumental termination of Unter den Linden, the renowned boulevard of linden trees which led directly to the royal residence. The Brandenburg Gate consists of twelve Doric columns, six to each side, forming five arched entries to corresponding roadways. Citizens originally were allowed to use only the outer two. Atop the gate is the Quadriga, with Viktoria, the goddess of victory driving the Quadriga. The Quadriga currently faces East.
Note: The Reichstag (below) lies one block North of the gate.

**Reichstag - Parliament Building**
Reinhardtstr. 55
(Take the S5 or U7 from Alexanderplatz to Lehter Stadbanhnof - Berlin Central Station)
First opened in 1894, the Reichstag was the original parliament of the German Empire until 1933, when it was severely damaged in a fire. The building again became the seat of the German parliament in 1999 after a reconstruction led by internationally renowned architect Norman Foster. It is now sits on a spacious setting with vast green lawns, surrounded by various foreign embassies. The Reichstag dome is the iconic large glass dome at the top of the building, with a 360 degree view of the surrounding Berlin cityscape. The main hall of the parliament below can also be seen from the cupola. Admission is free and lines can be long, they tend to be shorter in the evening.

**Potsdamer Platz and the New Centre**
In the 1900s this was one of the busiest squares in the whole of Europe and when the Berlin Wall was built it had a platform that allowed Westerners to look over the wall and into the eastern part of the city. It is a vibrant area, full of shops, bars, cafés, restaurants and many other venues for entertainment. There are many modern constructions and the Sony Centre has a large, contemporary roof that resembles a sail. For some of the best views in the city, visit Panorama-Point, which is situated at the very top of the tall Kollhof building. A lift is available and it is thought to be the fastest lift in Europe. The Potsdamer Platz is easy to reach by either U-Bahn, S-Bahn or bus.
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
The Round Table is an entirely student run publication at New York University’s Leonard N. Stern School of Business.

Our mission is to promote greater awareness of global affairs within, but not limited to, the field of commerce; to provide a channel of expression for students in an effort to promote understanding and debate within the context of an increasingly globalized world. In addition to regular articles about world business, politics and events, the Round Table features blogs from students currently abroad.

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.
English
Yes
No
Please
Thank You
You’re Welcome
Excuse me
I am sorry
Good morning
Good Evening
Good Night
Do you speak English?
How are you?
I am fine, thank you.
It was nice meeting you.
I don’t understand.
Have a nice day.
Where?
When?
Why?
What?
How?
How much?
Is/are there?
Would you write that down please?
How is that pronounced?
How do you say that in English/German?
What does that mean?
Can you repeat that please?

German
Ja (ya)
Nien (na-in)
Bitte (bittuh)
Danke (dankuh)
Bitte schön.
Entschuldigung.
Es tut mir leid.
Guten Morgen.
Guten Abend
Gute Nacht.
Sprechen Sie Englisch?
Wie geht es Ihnen?
Mir geht es gut, danke.
Es war nett, Sie kennenzulernen.
Ich verstehe nicht.
Einen schönen Tag noch!
Wo?
Wann?
Warum?
Was?
Wie?
Wieviel / Wie viele?
Gibt es?
Könnten Sie das bitte aufschreiben.
Wie spricht man das aus?
Wie sagt man das in Englisch / Deutsch?
Was bedeutet das?
Könnten Sie das bitte wiederholen

Tipping
Restaurant bills always include a service charge (Bedienung), but most people add 5% or 10% unless the service was abhorrent. At hotels, bellhops are given about €1.00 per bag and it’s also nice to leave a few euros for the room cleaners. Tip bartenders about 5% and taxi drivers around 10%.