

## **American Culture and Professionalism**

August 2 – 19, 2011

Binghamton University

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Student Wing (SW) Room 231

**Course Overview:** This course will examine the traits of American culture that are unique and different from German/European society. The goal is to give students an introduction to life in America, with regard to the business practices, educational systems, government policies, and other institutions. This course should provide students with an overview of these institutions and prepare them for a potential longer educational or professional experience in the United States or when dealing with American colleagues. The language for all discussion and materials in this course will be English.

This course is a sampling of the American model of higher education. The American model is based on the ideals of a liberal arts curriculum, comprised of literature, languages, philosophy, history, mathematics and science, and is intended to develop a student's intellectual capabilities and rational thought. This model of liberal arts education is exemplified by the Binghamton University [General Education Curriculum](#) and this course will incorporate elements from the General Education Requirements of Language and Communication, Creating a Global Vision, Social Sciences and Humanities. This course will develop the skills of writing, speaking, and analysis.

**Readings:** All assigned readings will be made available as downloadable PDFs or links to the original documents on the internet, and posted on the Blackboard course management system.

### **Grading**

Attendance: 20%

All students are expected to attend class every day. The only exceptions will be for medical emergencies.

Active Participation/Preparation: 30%

Students are expected to prepare for class each day by completing the assigned readings, as well as assigned written responses, and to actively participate in the class discussions.

Research Proposal: 10%

Students will submit a one-page paper outlining their research topics. They will include the topic, why they feel the topic is interesting, and potential sources (both online and traditional media).

Final Presentation: 40%

Students will prepare presentations in small groups on one German company or corporation doing business in the United States. The emphasis should be on the specific accommodations that the company makes to do business in the United States. For this course, the grade will be based on the research carried out, and the general appeal of the topic.

Monday	Tuesday	Wednesday	Thursday	Friday
8/1: Arrive on campus	8/2: Introductions, getting acquainted, course expectations and interests (3:30-4:45PM)	8/3: the American educational system, academic misconduct (9:30-11:30AM)	8/4: Academic research, Institutional Review Boards ( <i>Stephen Gilje</i> ) (9:30-11:30AM)	8/4: Sports and management: amateur & professional (9:30-11:30AM)
8/8: American Business, corporate structures, ( <i>Arieh Ullman</i> ), Research proposals due (9:30-11:30AM)	8/9: Business etiquette (9:30-11:30AM)	8/10: Marketing and advertising ( <i>Subimal Chatterjee</i> ) (9:30-11:30AM)	8/11: Entrepreneurship in the U.S., Opportunity Model ( <i>Angelo Mastrangelo 2:15</i> ) (9:30-11:30AM)	8/12: No Class (Corning day trip)
8/15: No Class (local company visits)	8/16: Immigration, Regional variation in the U.S., religious diversity, stereotypes (9:30-11:30AM)	8/17: Social Nets: Health Care, Welfare, Unemployment (9:30-11:30AM)	8/18: Transportation in the U.S.: public & private transportation, fuel, distances (9:30-11:30AM)	8/19: Final Group Presentations: all day (9:30-11:30AM + 1:30-3:30PM)