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Introduction

Before I started my exchange semester at the University of North Carolina at Greensboro (UNCG), I had spent my New Years Eve and a couple of days in New York City in order to get used to the United States of America and to prevent a major culture shock in Greensboro.

Orientation Week

After spending a night in a hotel in a suburban area of Greensboro, me and some other exchange students got picked up by two UNCG vans and moved to the International House (I-House) on campus.

Kaitlin Ritchie (IPC Coordinator) and all the International Fellows (I-Fellows) were waiting for us with a huge stack of information sheets, forms and the schedule for the orientation week.

Since I asked for an American roommate I got one of the I-Fellows, Joseph Green, as a roommate, who happened to be one of the most popular students on campus which helped me a lot to find new friends and to get around in all the massive buildings at UNCG.

During orientation week we had a lot of presentations about living in the United States, living on campus, cultural diversity, security and some other basic informations which were necessary to get around with people in Greensboro.



The International House a.k.a. I-House



I-House at night

The I-House is a part of the PhillipsHawkins Residence Hall on campus. I was uneasy about living in a small room with a stranger and no privacy, but my first thoughts were totally wrong and it turned out to be the right decision to live on campus and not in one of the off-campus apartments. Another advantage of living on campus is the meal plan. Some people might think having an all you can eat meal plan at the dining hall is a bad thing because American food is all greasy and unhealthy and you will gain a lot of weight. But the food was actually very good and especially the healthy section was high quality. Another why I would choose to live on campus is the fact that it is easier to get to know new people each and every day.



University and Classes



Elliott University Center

The local facilities and utilities on campus are not comparable to Austrian Universities: Hospital and dining halls are on campus, the university has its own public transportation system, highly modern recreational fields and gyms and each school has its own building.

For my Marketing and Management classes I had to go to the Bryan Business School which is one of the biggest buildings at UNCG, and my Media Studies classes were in the Moore Building which is also the School of Nursing.



Bryan Business School

After the first classes I talked to all my teachers and asked them to not treat me special just because I am an exchange student and that I wanted to get graded in the same way as my classmates.

In my Marketing class „Promotion Management“ we came up with a promotional campaign for one of the biggest wineries in North Carolina. The campaign was based on our research which included focus groups, interviews and surveys. This campaign can be considered like an internship and we were allowed to put it on our resumé.

The emphasis in „Business Communications“, which was my Management class, was on verbal and written strategies with persuasive and negative messages, interpersonal and presentation skills. Additional topics include job search and interview skills and teamwork.

In one of my Media Studies classes - „Online Journalism“ - the goal was to understand the basics of journalism and apply them to the internet. The final

project was to create an HTML Web page with news stories and even release those news stories on CNN iReport.

„Film Appreciation“, my other Media Studies class was all about cinema from the silent period to the modern. Cinema was described as an art form that plays a significant role in the cultural mindset of contemporary society. In this course we had to explore the aesthetic principles involved in the craft of filmmaking and view and analyze some of the recognized masterpieces of world cinema.

I think University courses in the United States are more like „Gymnasien“ in Austria. There are reading and writing assignments for every class, tests every week, midterms and a smaller final project at the end of the semester, not like in Austria where students have to take one huge final exam at the end of the semester and that is it.