

**San José State University  
College of Social Sciences  
Anthropology/Asia 115  
Emerging Global Cultures**

<b>Instructor:</b>	Quincy Dalton McCrary
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<b>Office Hours:</b>	W 3:50pm-5:50pm
<b>Class Days/Time:</b>	6.00-8.45 Wednesday
<b>Classroom:</b>	CL 204
<b>Prerequisites:</b>	Completion of core GE, satisfaction of Writing Skills Test and upper division standing. For students who begin continuous enrollment at a CCC or a CSU in Fall 2005 or later, completion of, or co-requisite in a 100W course is required.
<b>GE/SJSU Studies Category:</b>	V
<b>Course Number:</b>	Anth 48193 / Asia 48590

### **Course Description**

The course examines the emerging global culture of the early twenty-first century. Those aspects of human culture which merge human societies--communications, popular cultures, population shifts, political movements, economic and environmental interdependencies--will be explored. In addition, the creation of "local" culture and identity will provide a complementary perspective. The central questions of the course are:

- What are the systemic principles that extend to culture and how does the systemic point of view illuminate the processes of change?
- How have cultures changed in the twentieth century and how has our understanding of that process changed?
- Is there an emerging global culture and if so, what is it? What forces--such as political economics, tourism, social movements, and popular culture--limit and nurture it?
- How can we anticipate future manifestations in global cultures?

- How does the experience of living in a "global culture" effect both individuals and cultures?

This course is taught from a multidisciplinary perspective, introducing the systems approach to social science issues. The course is based in the discipline of anthropology, however it will integrate sociological, cybernetic and historic perspectives. It satisfies the Area V requirements for the Culture and Civilization SJSU Studies, as well as departmental and program requirements in anthropology and behavioral science. Note that courses taken to meet areas R, S and V of SJSU Studies must be taken from three different departments.

### **Course Goals and Student Learning Objectives**

1. To be able to examine cultural systems, especially political economies, and select predictive elements to anticipate cultural development
2. To be able to critically analyze the assumptions underlying various projections of social issues
3. To comprehend the links between cultural values and technological choice
4. To understand the links between cultural values and social organization
5. To understand the shifting worldviews dominating various global regions in different times and places
6. To be able to visualize how societies change and create new cultures
7. To systematically analyze issues from the perspectives of the different actors involved
8. To be able to engage in cooperative learning activities

Courses in SJSU Studies Area V will also ask students:

9. To be able to compare systematically the ideas, values, images, cultural artifacts, economic structures, technological developments, or attitudes of people from more than one culture outside the U.S. (*In exams, and commodity chains papers and group exhibits*)
10. To be able to identify the historical context of ideas and cultural traditions outside the U.S. and how they have influenced American culture. (*In exams, class exercises on food, tourism and global flows exercises*)
11. To be able to explain how a culture outside the U.S. has changed in response to internal and external pressures (*In exams, tourism exercise, commodity chain papers and group exhibits*).
12. To write at least 3000 words requirement (e.g. essay exams, papers, etc.) with “practice and feedback” on their writing (*In essays on exams, individual papers describing organizations related to the commodity chain, annotated bibliographies, individual papers proposing the exhibit, commodity chain analysis papers, global flows papers*).

## **Learning Objectives of the Anthropology Department** (\* objectives covered in Anth 115)

### KNOWLEDGE

1. Understanding culture as the distinguishing phenomenon of human life, and the relationship of human biology and evolution.\*
2. Students shall be able to identify the historical context of ideas and cultural traditions outside the U.S. and how they have influenced American culture.\*
3. Knowledge of the significant findings of archaeology, cultural anthropology, and physical anthropology, and familiarity of the important issues in each sub-discipline.
4. Knowledge of the history of anthropological thought and its place in modern intellectual history.
5. Comprehension of migration, colonialism, and economic integration as significant phenomenon shaping global society.\*

### SKILLS

6. Ability to access various forms of anthropological data and literature.\*
7. Awareness of importance and value of anthropological knowledge in contemporary society, and the ability to apply it to social issues.\*
8. Knowledge of the research methods of the sub-disciplines of anthropology, and the ability to apply appropriate research methods in at least one sub-discipline.
9. Ability to present and communicate anthropological knowledge and the results of anthropological research to different audiences.\*

### PROFESSIONAL VALUES

10. Knowledge of political and ethical implications of social research.\*

## **SJSU Studies: Culture, Civilization & Global Understanding Area V**

For students who begin continuous enrollment Fall 2005 or later, courses used to satisfy Areas R, S, and V must be taken from three separate SJSU departments or other distinct academic units.

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For students who begin continuous enrollment Fall 2005 or later, courses used to satisfy Areas R, S, and V must be taken from three separate SJSU departments or other distinct academic units. Success in this course is based on the expectation that students will spend, for each unit of credit, a minimum of forty-five hours over the length of the course (normally 3 hours per unit per week with 1 of the hours used for lecture) for instruction or preparation/studying or course related

activities including but not limited to internships, labs, clinical practica. Other course structures will have equivalent workload expectations as described in the syllabus.

## **Required Texts/Readings**

### **Textbook**

"Globalization: A Very Short Introduction" by Manfred Steger (3<sup>RD</sup> EDITION, 2013)

### **Other Readings**

Required articles indicated in the class syllabus.

## **Classroom Protocol**

**Writing Fluency:** Often confused with plagiarism, students need to express themselves fluently and grammatically without excessive quotation. See <http://www.aresearchguide.com/1steps.html> and <http://www.geneseo.edu/~writing/?pg=topics/commonerrors.html> for hints

**Writing Format:** All papers should be typed and fully referenced. Use the APA style system for in-text citations. Number your pages! Writing should be clear and correct. All papers should be proof-read. I suggest reading the draft aloud to catch errors and unwieldy writing. Each assignment uses certain analytical skills and requires comprehension of cultural themes. Accuracy, depth of understanding and effort will all be assessed.

**Late papers or makeup exams:** No late papers or makeup exams will be accepted unless a genuine emergency arrives and the student notifies the professor immediately.  
NO EXCEPTIONS.

## **University Policies**

### **General Expectations, Rights and Responsibilities of the Student**

As members of the academic community, students accept both the rights and responsibilities incumbent upon all members of the institution. Students are encouraged to familiarize themselves with SJSU's policies and practices pertaining to the procedures to follow if and when questions or concerns about a class arise. To learn important campus information, view [University Policy S90-5](http://www.sjsu.edu/senate/docs/S90-5.pdf) at <http://www.sjsu.edu/senate/docs/S90-5.pdf> and SJSU current semester's [Policies and Procedures](http://info.sjsu.edu/static/catalog/policies.html), at <http://info.sjsu.edu/static/catalog/policies.html>. In general, it is recommended that students begin by seeking clarification or discussing concerns with their instructor. If such conversation is not possible, or if it does not address the issue, it is recommended that the student contact the Department Chair as the next step.

## **Dropping and Adding**

Students are responsible for understanding the policies and procedures about add/drops, academic renewal, etc. [Information on add/drops are available at http://info.sjsu.edu/web-dbgen/narr/soc-fall/rec-324.html](http://info.sjsu.edu/web-dbgen/narr/soc-fall/rec-324.html) . [Information about late drop is available at http://www.sjsu.edu/sac/advising/latedrops/policy/](http://www.sjsu.edu/sac/advising/latedrops/policy/). Students should be aware of the current deadlines and penalties for adding and dropping classes.

## **Assignments and Grading Policy**

Course assignments consist of: (1) a series of activities focused around a global commodities project (see below); (2) an eight to ten page paper based on your analysis of a commodity chain; (3) a two-page proposal that each student will prepare individually for the global commodities project; (4) a short three page paper based on an in-class ethnographic interview about immigration and; (5) a mid-term and final exam. Detailed information on the global commodities project, the ethnographic paper, and the in class ethnographic interview paper are included on the course website.

### **Global Commodities Project**

The global commodities project is a series of activities designed to sharpen your awareness of the processes by which commodities are produced, distributed, and consumed. It is made up of smaller individual and group projects, and cumulates in a group presentation and an individual term paper. Project groups of 4-6 members will work together to analyze a global commodity from production point to its final destination, with particular focus on how people, environments, cultures, and other systems are affected. Examples include the following commodities: coffee, cell phones, handguns, batteries, silk lingerie, flowers, chocolate, corn, CDs, gasoline, dairy products, diamonds, leather jackets, diapers, plastic products, missiles. Individual group members will also complete term papers on the topic.

### **Primary Assignments**

Assignment 1: Issue Statement and Annotated Bibliography (individual project) 20pts

Assignment 2: Global Commodities Project Proposal (group project) 10pts

Assignment 3: Group Project Presentation (group project) 50 pts

Assignment 4: Commodity Chain Analysis Paper (individual project) 120 pts

### **Secondary Assignments**

Assignment A: Immigration assignment      20 pts

Assignment B: Tourism assignment	20 pts
Assignment C: Movie Summaries	20 pts each
Discussion	10 pts
Mid-term	120 pts
Final	120 pts

### **Assignment 1: Issue Statement *and* Annotated Bibliography**

**Begin your bibliography a one paragraph Topic Statement for your paper. Simply put, a topic statement is what you are going to write about.**

After you have chosen a topic, identify any possible problems in the commodity chain. Problems are consumer health, the environment, or social inequality. Problems could be at the point of production, distribution or consumption. Explore the commodity online to see where social activism and global citizenship is being mobilized.

As you conduct research you should assemble an annotated bibliography with five to ten references regarding the process that goes into the production of your commodity. This might include websites, journal articles, books, materials from organizations etc. These resources might include such information such as:

- (a) detailed presentation of the commodity chain;
- (b) labor conditions under which the commodity is produced;
- (c) environmental consequences of the production process;
- (d) effects of the production process on people (health, status, etc) in relevant regions;
- (e) health effects associated with the consumption of the product;

You should include the sources from which your information was collected. Coordinate specific research within your group. **Wikipedia should be a starting place for research only, not a final bibliographic item.** Make sure that you have a mixture of media, not only web-based materials.

### **Assignment 2: Global Commodities Project Proposal**

**Each group member** will research one aspect of the commodity (such as: (a) detailed presentation of the commodity chain; (b) labor conditions under which the commodity is produced; (c) environmental consequences of the production process; (d) effects of the production process on people (health, status, etc) in relevant regions; (e) health effects associated with the consumption of the product). For example, if your group is examining coffee, you might be asked focus on economic impacts on plantation workers, plantation environments, and health concerns from consumption. **Each individual** is responsible for preparing a two-page project proposal in preparation for the global commodities presentation.

### **Assignment 3: Global Commodities Group Project Presentation (Group Exercise)**

You should execute a well-organized project. To make sure you are well prepared you will bring drafts of your poster or Power Points to class one week prior to the presentations. The instructor will assign each group the same grade based on the following criteria: (a) accuracy, clarity, and presentation of the materials on display; (b) creativity of the presentation; (c) preparedness of the group's representatives; (d) viability of the action plan. Ideally the group should present global alternatives and/or an action plan related to the products under consideration. Presentations should be at least 25 minutes, no more than 40.

### **Assignment 4: Commodity Chain Analysis Paper (Individual Term Paper)**

In addition to the group project, **each class member** will prepare a commodity chain analysis paper that considers the impact of the commodity. The paper should outline the commodity chain for a product as specifically as possible (try to identify particular commodities and not the generic commodity if possible). The paper should also consider, analytically, the consequences of production or consumption on cultural, economic or political globalization. Excellent quality papers **MUST INCLUDE** each of these sections:

- (a) detailed presentation of the commodity chain;
- (b) labor conditions under which the commodity is produced;
- (c) environmental consequences of the production process;
- (d) effects of the production process on people (health, status, etc) in relevant regions;
- (e) health effects associated with the consumption of the product;

**Your paper must be written in APA style; including a Cover Page, Abstract, 8-10 pages of text, and a works cited page.** Term papers are due on the **final day of lecture**. The commodity under study may not be the commodity chosen by the group the individual is in, but must be a completely different one.

**In addition to the Global Commodities Project, there will be...**

#### **An in-class Ethnographic Interview (Assignment A)**

This project is based on an in-class ethnographic interview conducted with a fellow class member outlining the context of family arrival in the United States drawn from the Silicon Valley region. You will have an in-class interview and an in-class follow-up discussion. The exercise will integrate themes and ideas outlined in the course and written into a 3 page report.

#### **Tourism Exercise (Assignment B)**

This project is based on an exercise on tourism. You will be provided a worksheet and a prompt on the day the assignment is conducted.

## **Movie Summaries (Assignment C)**

Assigned movie summaries/responses.

## **Two Open Note/Open Book Exams**

Students will be provided with a study guide in advance to prepare for two short essay and fill-in exams. Electronic media may not be substituted for the text book or class notes during exam.

## **Participation and misc. activities**

Participation and attendance is highly desirable and participation in class discussions is necessary to understand some issues. Exercise and discussion credit will be given on days in which such activity is essential. Participation will be assessed by giving full credit for active participation, partial credit for passive participation and late entry or exit in an activity, and no credit for non-participation. TO BE EXCUSED if you cannot make it to class to participate in the exercise, please leave a "voice mail" or E-mail message THAT day or earlier, giving your name, class and reason for missing the activity. You will receive full credit (E) as long as the reason is significant and the privilege is not abused. Failure to participate might result in a significant loss of overall points.

## **Grading**

Incompletes will be granted only if the instructor has been notified and has approved. Students with missing major assignments (over 50 points) will receive a U (unauthorized withdrawal).

**NO WORK WILL BE ACCEPTED AFTER THE FINAL**

## **Marking Criteria**

A+ 98>, A 94-97, A- 90-93 (percent)

An "A" demonstrates originality, addresses the tasks effectively, shows effective organization and logical argumentation, uses clear, appropriate and accurate examples and a high level of writing competence and knowledge. Completes the task and consistently gathers and uses data beyond that required in class readings that is self-initiated. Papers are fully referenced.

B+ 88-89, B 84-87, B- 80-83 (percent)

A "B" may show a good level of competence, but uneven development of tasks. It may be generally well organized, uses appropriate examples, displays facility, with a few gaps, in argumentation, and demonstrates a good level of writing and knowledge. Writing is still original and does not challenge "fair use." Completes the task and does some extra work guided by the instructor. Referencing is adequate.

C+ 78-79, C 74-77, C- 70-73 (percent)

A "C" may show a fair level of competence, but may be uneven. It will address the task adequately, but only with parts of the task. It is adequately organized and may occasionally use



examples. Argumentation may be inconsistent and writing and knowledge competence may be unclear. Referencing is spotty. (percent)

D+ 68-69, D 64-67, D- 60-63, F < 60 (percent)

A "D" will demonstrate poor competence with inadequate organization, task and argumentation development and inappropriate examples. It will display difficulty in using adequate academic language and errors in knowledge will be in evidence. Writing is at the border of "fair use" of other scholars' work. A failure will only occur if no effort is made to address the question or topic or if plagiarism is detected.

## **University Policies**

### **Academic integrity**

Students should know that the University's [Academic Integrity Policy is available at http://www.sa.sjsu.edu/download/judicial\\_affairs/Academic\\_Integrity\\_Policy\\_S07-2.pdf](http://www.sa.sjsu.edu/download/judicial_affairs/Academic_Integrity_Policy_S07-2.pdf). Your own commitment to learning, as evidenced by your enrollment at San Jose State University and the University's integrity policy, require you to be honest in all your academic course work. Faculty members are required to report all infractions to the office of Student Conduct and Ethical Development. The website for [Student Conduct and Ethical Development is available at http://www.sa.sjsu.edu/judicial\\_affairs/index.html](http://www.sa.sjsu.edu/judicial_affairs/index.html).

Instances of academic dishonesty will not be tolerated. Cheating on exams or plagiarism (presenting the work of another as your own, or the use of another person's ideas without giving proper credit) will result in a failing grade and sanctions by the University. For this class, all assignments are to be completed by the individual student unless otherwise specified. If you would like to include in your assignment any material you have submitted, or plan to submit for another class, please note that SJSU's Academic Policy F06-1 requires approval of instructors.

### **Campus Policy in Compliance with the American Disabilities Act**

If you need course adaptations or accommodations because of a disability, or if you need to make special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible, or see me during office hours. Presidential Directive 97-03 requires that students with disabilities requesting accommodations must register with the DRC (Disability Resource Center) to establish a record of their disability.

**Common courtesy and professional behavior dictate that you notify someone when you are recording him/her. You must obtain the instructor's permission to make audio or video recordings in this class. Such permission allows the recordings to be used for your private, study purposes only. The recordings are the intellectual property of the instructor; you have not been given any rights to reproduce or distribute the material.**

### **Student Technology Resources**

Computer labs for student use are available in the Academic Success Center located on the 1<sup>st</sup> floor of Clark Hall and on the 2<sup>nd</sup> floor of the Student Union. Additional computer labs may be

available in your department/college. Computers are also available in the Martin Luther King Library.

A wide variety of audio-visual equipment is available for student checkout from Media Services located in IRC 112. These items include digital and VHS camcorders, VHS and Beta video players, 16 mm, slide, overhead, DVD, CD, and audiotape players, sound systems, wireless microphones, projection screens and monitors.

### **Learning Assistance Resource Center**

The Learning Assistance Resource Center (LARC) is located in Room 600 in the Student Services Center. It is designed to assist students in the development of their full academic potential and to motivate them to become self-directed learners. The center provides support services, such as skills assessment, individual or group tutorials, subject advising, learning assistance, summer academic preparation and basic skills development. [The LARC website is located at http://www.sjsu.edu/larc/](http://www.sjsu.edu/larc/).

### **SJSU Writing Center**

The SJSU Writing Center is located in Room 126 in Clark Hall. It is staffed by professional instructors and upper-division or graduate-level writing specialists from each of the seven SJSU colleges. Our writing specialists have met a rigorous GPA requirement, and they are well trained to assist all students at all levels within all disciplines to become better writers. [The Writing Center website is located at http://www.sjsu.edu/writingcenter/about/staff/](http://www.sjsu.edu/writingcenter/about/staff/).

### **Peer Mentor Center**

The Peer Mentor Center is located on the 1<sup>st</sup> floor of Clark Hall in the Academic Success Center. The Peer Mentor Center is staffed with Peer Mentors who excel in helping students manage university life, tackling problems that range from academic challenges to interpersonal struggles. On the road to graduation, Peer Mentors are navigators, offering “roadside assistance” to peers who feel a bit lost or simply need help mapping out the locations of campus resources. Peer Mentor services are free and available on a drop –in basis, no reservation required. The Peer Mentor Center website is located at <http://www.sjsu.edu/muse/peermentor/> .

Week	Date	<b>Topics, Readings, Assignments, Deadlines</b> <b>“subject to change with reasonable notice”</b>
1		<p>Systems, anthropological and Futures Thinking</p> <p>Introduction; the anthropology of cultural systems; principles of systems theory.</p> <p><b>Read</b></p> <p>Globalization: A Very Short Introduction (3rd edn) <a href="#"><u>Globalization: a contested concept</u></a></p> <p>Globalization and Change (under FILES on CANVAS)</p> <p><b>Read main site and surf:</b></p> <p><a href="http://en.wikipedia.org/wiki/History_of_anthropology"><u>http://en.wikipedia.org/wiki/History_of_anthropology</u></a></p> <p><a href="http://en.wikipedia.org/wiki/Edward_Burnett_Tylor"><u>http://en.wikipedia.org/wiki/Edward_Burnett_Tylor</u></a></p>
2		<p>Critical Anthropology of systems.</p> <p>LECTURE ON THE GREEN REVOLUTION</p> <p><b>Read</b></p> <p>Lessons from the old Green Revolution for the new: Social, environmental and nutritional issues for agricultural change in Africa.</p> <p><a href="http://libaccess.sjlibrary.org/login?url=http://search.ebscohost.com/login.aspx?direct=true&amp;db=aph&amp;AN=77405528&amp;site=ehost-live"><u>http://libaccess.sjlibrary.org/login?url=http://search.ebscohost.com/login.aspx?direct=true&amp;db=aph&amp;AN=77405528&amp;site=ehost-live</u></a></p> <p><b>Read main site and surf:</b></p> <p><a href="http://en.wikipedia.org/wiki/Systems_theory"><u>http://en.wikipedia.org/wiki/Systems_theory</u></a></p> <p><b>Video: Food Inc.</b></p> <p><b>Assignment 1 DUE: Issue Statement and Annotated Bibliography (individual project) 20pts</b></p>
3		<p>Ethnographic inquiry and global system</p> <p><b>Read</b></p> <p>Globalization: A Very Short Introduction (3rd edn) <a href="#"><u>Globalization and history: is globalization a new phenomenon?</u></a></p>

Week	Date	<b>Topics, Readings, Assignments, Deadlines</b> <b>“subject to change with reasonable notice”</b>
		In-class activity: Unpacking tomatls Prepare for the Global Project, choose commodities, create global issues groups. <b>Video: Black Gold</b>
4		Creating social change, technology; thinking like a futurist and an ethnographer <b>Surf</b> <a href="http://en.wikipedia.org/wiki/Social_movements">http://en.wikipedia.org/wiki/Social_movements</a> <a href="http://en.wikipedia.org/wiki/Human_rights">http://en.wikipedia.org/wiki/Human_rights</a> <b>Read</b> Globalization: A Very Short Introduction (3rd edn) <a href="#">The economic dimension of globalization</a> <b>Video: Crude</b> <b>Assignment 2 DUE: Global Commodities Project Proposal (group project) 10pts</b>
5		Flowing Goods Setting the stage for the emergent world system—Colonialism and development USING THE SJSU LIBRARY – JSTOR, Anthro Plus, ASP <b>Read</b> Globalization: A Very Short Introduction (3rd edn) <a href="#">The political dimension of globalization</a> <b>Video: Mardi Gras Made in China</b>
6		Commodity Chains in a cultural perspective <b>Read</b> [Ramioul, Monique] Global Restructuring of Value Chains and the Effects on the Employment (class site) <b>An anti-history of a non-people: Kurds, colonialism, and nationalism in the history of anthropology</b> <a href="http://libaccess.sjlibrary.org/login?url=http://search.ebscohost.com/lo">http://libaccess.sjlibrary.org/login?url=http://search.ebscohost.com/lo</a>

Week	Date	Topics, Readings, Assignments, Deadlines “subject to change with reasonable notice”
		<a href="http://gin.aspx?direct=true&amp;db=aph&amp;AN=36386398&amp;site=ehost-live">gin.aspx?direct=true&amp;db=aph&amp;AN=36386398&amp;site=ehost-live</a>  <b>Video: The Darker Side of Chocolate</b>
7		<p>Globalization at Work: from the field to your table, global food systems</p> <p><b>Read</b>  Globalization: A Very Short Introduction (3rd edn) <a href="#">The cultural dimension of globalization</a></p> <p>[Online] Theodore C. Bestor, “How Sushi Went Global,” 2000, <i>Foreign Policy</i> (121): 54-63. Stable URL: <a href="http://links.jstor.org/sici?sici=0015-7228%28200011%2F12%290%3A121%3C54%3AHSWG%3E2.0.CO%3B2-F">http://links.jstor.org/sici?sici=0015-7228%28200011%2F12%290%3A121%3C54%3AHSWG%3E2.0.CO%3B2-F</a></p> <p><b>Video: A Place at the Table</b>  <b>Assignment A: Immigration assignment 20 pts</b>  <b>MIDTERM EXAM</b></p>
8		<p><b>Read</b>  Globalization: A Very Short Introduction (3rd edn) <a href="#">The ecological dimension of globalization</a></p> <p><b>In-class workshop on to plan for presentations, bring draft sketches, printed Power Point slides</b></p> <p><b>Video: Incidents of Travel in Chichen Itza</b>  <b>Assignment B: Tourism assignment 20 pts</b></p>
9		<p>Flowing People  Migration, immigration, transnationalism</p> <p><b>Read</b>  Globalization: A Very Short Introduction (3rd edn) <a href="#">Ideologies of globalization: market globalism, justice globalism, religious globalisms</a></p> <p><b>Video The Split Horn or Bombies</b></p>

Week	Date	Topics, Readings, Assignments, Deadlines “subject to change with reasonable notice”
10-14		<b>Group Presentations</b>
15		<b>Final Lecture and Semester Review</b> <b>Read</b> Globalization: A Very Short Introduction (3rd edn) <a href="#">Global crises and the future of globalization</a> <b>Assignment 5 DUE:</b> <b>Commodity Chain Analysis Paper (individual project) 120 pts</b>
<b>Final Exam</b>		

Course material developed by the instructor is the intellectual property of the instructor and cannot be shared publicly without his/her approval. You may not publicly share or upload instructor generated material for this course such as exam questions, lecture notes, or homework solutions without instructor consent.