

Georgia State University  
Andrew Young School of Policy Studies

Spring 2013

## **PMAP 8321: Economic Development Policy**

### Course Syllabus

#### **1. Administrative Information**

Instructor: Professor Cathy Yang Liu  
Time: Thursdays 4:30 – 7 p.m.  
Location: Sparks Hall 308  
Office Hours: Tuesdays 2-4 p.m. or by appointment  
Office: AYSPS 329  
Email: cyliu@gsu.edu  
Phone: (404) 413-0102

#### **2. Course Objectives**

This course will provide a broad overview of theories and models of urban growth and economic development, as well as the strategies and practices in implementing it. The city is a dynamic system and this course will provide a contextual understanding of the economic, social, demographic, and political forces that shape the development and community life of urban areas, as well as the agents involved and the planning process. Students will understand the challenges of developing regions, cities and communities that are economically dynamic, socially equitable and environmentally sustainable. Students will also be acquainted with the resources and techniques instrumental in the analysis of economic development policies and programs. This course requires extensive reading, case preparation, analytic writing, and class debate.

To be more specific, the learning objectives are:

- (1) **Theory:** to examine the theoretical foundations of urban growth and economic development and be familiar with the major theories of how economic development occurs at various levels;
- (2) **Context:** to understand how economic, social, and political forces shape local communities and influence urban policy making regarding local growth and development, and examine the context in which development occurs;
- (3) **Instruments:** to gain familiarity with the instruments (principles, tools, and techniques) for carrying out local economic development, their effectiveness, and their impacts

on local communities; as well as to understand the roles of institutions involved in the development process;

(4) **Functional policy applications:** to learn about the issues, principles, and methods for managing local growth and development in a variety of functional areas, such as land use and transportation, housing, infrastructure, and human capital and workforce development;

(5) **Tradecraft:** to demonstrate the ability to assess and formulate economic development strategy for an urban area and professional writing and presentation skills.

### 3. Course Requirement and Evaluation

Class sessions will be a mixture of lectures and class discussions/debates. Additional readings and course materials will be provided on Desire2Learn. Course grades will be determined as follows:

(1) Economic Strategy exercise (individual)	15%
(2) Cluster Analysis (group)	15%
(3) Case study presentation and report (group)	30%
(4) Final Examination (individual)	30%
(5) Class Participation (individual)	10%

**Economic strategy exercise:** students will complete one short (around 5 double spaced pages) individually written case study of an economic development strategy and discuss it in class. It can be a city, region, or a single project.

**Cluster analysis:** students will work in groups of 2-3 as consultants for a regional/metropolitan area/local economic development agency. Location quotient and cluster analysis will be performed to examine the industrial mix of the area as well as its competitive advantage.

**Case study presentation and report:** students will work in groups of 2-3 as consultants for regional/metropolitan area/local economic development agency. Besides the cluster analysis, you will also look at the social, economic and demographic characteristics of the city. You will then analyze current economic development strategies that the city is undertaking and assess whether these are effective strategies. You will incorporate both the results that such initiatives have had thus far on the region AND you will assess the “fit” of such strategies with your own socioeconomic analysis of the region. Is the city fully maximizing its strengths? If not, devise your own economic development strategy that is most suitable for the city and the opportunities and challenges of implementing it. You need to tie your analysis with the relevant debates and theories that we read in class. All members of the team must be involved in researching and presenting the materials.

The report will be 15-20 pages double spaced excluding appendix and references. The presentation can be around 30 minutes and use power point. If you want, a one-page briefer can be handed out to the class for your presentation.

**Final examination:** will consist of 3-4 essay questions. They will draw on the class lectures and possibly case presentations and require students to assimilate materials learned throughout the course.

\*Memos, reports and exams are due in **HARD COPY** at the beginning of class or by the specified time. Late assignments will be graded down substantially, and a passing grade will not be assigned unless all assignments are completed.\*

**Class participation:** students are expected to read materials before class, attend each class and to participate actively in class discussions.

\*Student attendance is mandatory. It is recognized that students may be unable to attend class as a result of observance of recognized religious holidays of the student's faith, serious illness, or family emergencies. In such cases, students are responsible for the missed material, and are encouraged to obtain class notes from other students. \*

#### **4. Course Materials**

Primary Texts:

Blakely, Edward and Nancey Green Leigh. 2010. *Planning Local Economic Development: Theory and Practice, 4<sup>th</sup> edition*. London: Sage Publications.

Fitzgerald, Joan and Nancey Green Leigh. 2002. *Economic Revitalization: Cases and Strategies for City and Suburbs*. London: Sage Publications.

Other readings will be available online or posted on Desire2Learn

Other useful resources:

Brookings Institute, Metropolitan Policy Program

Department of Housing and Urban Development

*Cityscape: A Journal of Policy Development and Research*

*Economic Development Quarterly*

*Housing Policy Debate*

## 5. Course Policies

- (1) Please advise the instructor if you have a documented disability that needs to be accommodated and provide documentation from [GSU Disability Services](#) .
- (2) All students are responsible for knowing and adhering to [GSU's Policy on Academic Honesty](#).
- (3) The University has very specific policies on [Dropping Classes and Voluntary Withdrawal](#) from courses, with possible penalties for withdrawals after the first two weeks of courses. For the only exception to this policy, see the [Hardship Withdrawal](#) information on the Dean of Students web site.
- (4) This course syllabus provides a general plan for the course; deviations may be necessary. Guest lectures and field trips might be scheduled along the way and students will be notified in advance.
- (5) Turn off cell phones and keep them off the desk during lectures. Text messaging during class is strictly prohibited and grounds for dismissal.
- (6) Final grades will not be posted or given out over the phone or via email.

## 6. Course Schedule

### January 17 Course Introduction and Overview

Brookings: Blueprint for American Prosperity: Unleashing the Potential of a Metropolitan Nation

Video: <http://www.brookings.edu/events/2007/1106blueprint.aspx>

Transcript:

<http://www.brookings.edu/~media/Files/events/2007/1106blueprint/20071106blueprint.pdf>

Wyly, Elvin K., Norman J. Glickman and Michael L. Lahr, "A Top 10 List of Things to Know about American Cities," *Cityscape* 3 (3), 1998: 7-32.

### January 24 The Economic Role of Cities and Urban Paradigms

Edward L. Glaeser, "The Future of Urban Research: Non-Market Interactions," *Brookings Papers on Urban Affairs* 1 (1), 2000: 101-138.

John M. Quigley, "Urban Diversity and Economic Growth," *Journal of Economic Perspectives* 12 (2), 1998: 127-138.

Liu, Cathy Yang, "From Los Angeles to Shanghai: Testing the Applicability of Five Urban Paradigms," *International Journal of Urban and Regional Research*, 36 (6): 1127-1145.

### January 31 Urban Spatial Structure and Urban Growth

Peter Mieszkowski and Edwin S. Mills, "The Causes of Metropolitan Suburbanization," *Journal of Economic Perspectives* 7 (3), 1993: 135-147.

Edward L. Glaeser and Matthew E. Kahn, "Decentralized Employment and the Transformation of the American City," *Brookings Papers on Urban Affairs* 2, 2001: 1-47.

Anthony Downs, "Some Realities about Sprawl and Urban Decline," *Housing Policy Debate* 10 (4), 1999: 955-974.

Porter, Michael. 1997. New Strategies for Inner City Economic Development. *Economic Development Quarterly*, 11 (1): 11-27.

### February 7 Economic Development: Concepts and Theories

Blakely and Leigh:

Chapter 1: "The Enduring Argument for Taking Local Economic Development Planning"

Chapter 2: "The Influence of National and State Policies on Local Economic Development"

Chapter 3: "Concepts and Theories of Local Economic Development"

Crane, Randall and Michael Manville. 2008. "People or place: Revisiting the Who versus the Where of Urban Development," *Land Lines* (July).

### February 14 Economic Development: Tools and Techniques I

Blakely and Leigh:

Chapter 6: "Introduction to Analytical Methods for Local Economic Development Planning"

Chapter 7: "Local Economic Development Strategy"

Fitzgerald and Leigh:

Chapter 2: "Sectoral Strategies for Local Economic Development"

### February 21 Economic Development: Tools and Techniques II

Lab session

## **February 28 Economic Development as a Process**

Blakely and Bradshaw:

Chapter 4: “The Local Economic Development Profession and Professionals”

Chapter 5: “The Local Economic Development Planning Process”

Chapter 12: “Building the Implementation Plan”

Chapter 13: “Institutional Approaches to Local Economic Development”

[Economic Development Practitioners Guest Presentations]

\*Cluster Analysis Exercise Due\*

## **March 7 Economic Development: Various Strategies I**

Fitzgerald and Leigh:

Chapter 3: “The Brownfield Redevelopment Challenge”

Chapter 4: “Industrial Retention: Multiple Strategies for Keeping Manufacturing Strong”

Chapter 5: “Commercial revitalization in Central Cities”

Chapter 6: “The Reuse of Office and Industrial Property in City and Suburb”

Currid-Halkett, E. and Stolarick, K. (2011). The Great Divide: Economic Development Theory vs. Practice-A Survey of the Current Landscape. *Economic Development Quarterly*, 25 (2): 143-157.

## **March 14 Economic Development: Various Strategies II**

Blakely and Leigh:

Chapter 7: “Locality Development”

Chapter 8: “Business Development”

Chapter 9: “Human Resource Development”

Chapter 10: “Community Economic Development”

Fitzgerald and Leigh:

Chapter 7: “Job-Centered Economic Development: An Approach for Linking Workforce and Local Economic Development”

Laura A. Reese and Mingting Ye. 2011. Policy Versus Place Luck: Achieving Local Economic Prosperity. *Economic Development Quarterly* 25; 221-236.

\*Economic Strategy case exercise due\*

## **March 21 Spring Break – No Class**

## **March 28 Diversity, Creativity and Economic Development**

Richard Florida, “The Rise of the Creative Class: Why Cities without Gays and Rockbands are Losing the Economic Development Race.” Taken From *The Washington Monthly*.

<http://www.washingtonmonthly.com/features/2001/0205.florida.html>

Ann Markusen and Greg Schrock, "The Artistic Dividend: Urban Artistic Specialisation and Economic Development Implications," *Urban Studies* 43 (10), 2006: 1661-1686.

Cathy Yang Liu, Ric Kolenda, Grady Fitzpatrick and Tim N. Todd. "Re-Creating New Orleans: Driving Development through Creativity," *Economic Development Quarterly* 24 (3), 2010: 261-275.

Currid, E. (2009). Bohemia as Subculture; "Bohemia" as Industry: Art, Culture and Economic Development. *Journal of Planning Literature*. Vol 23 (4): 368-382.

#### **April 4            Technology, Universities and Economic Development**

Blakely and Bradshaw:

Chapter 13: "The High-Technology Economic Development Strategy"

Smilor, R., N. O'Donnell, G. Stein and R. S. Welborn. 2007. The Research University and the Development of High-Technology Centers in the United States. *Economic Development Quarterly* 21 (3): 203-222.

Perry, D., S. Levitan, A. Bertrand, and C. Patton. 2008. 360 Degrees of Development: Universities as Real Estate Developers in Atlanta. Lincoln Institute of Land Policy Working Paper.

West, D., A. Friedman, and W. Waldivia. 2012. Smart Policy: Building an Innovation-Based Economy. Brookings Institute report

<http://www.brookings.edu/~media/Research/Files/Papers/2013/1/15%20technology%20innovation%20policy/15%20technology%20innovation%20policy.pdf>

#### **April 11            Entrepreneurship, Small Businesses and Economic Development**

Wadhwa, Vivek, AnnaLee Saxenian, Ben Rissing, and Gary Gereffi. America's New Immigrant Entrepreneurs. 2007. Duke University and UC Berkeley report.

[http://people.ischool.berkeley.edu/~anno/Papers/Americas\\_new\\_immigrant\\_entrepreneurs\\_I.pdf](http://people.ischool.berkeley.edu/~anno/Papers/Americas_new_immigrant_entrepreneurs_I.pdf)

Servon, L.J, R.W. Fairlie, B. Rastello and A. Seely. 2010. The Five Gaps Facing Small and Microbusiness Owners: Evidence from New York City. *Economic Development Quarterly* 24 (2): 126-142.

Bates, T. (2006). The Urban Development Potential of Black-Owned Businesses. *Journal of the American Planning Association*, 72(2), 227-237.

Acs, Zoltan et al (2008). Entrepreneurship and Urban Success: Toward a Policy Consensus. Kauffman Foundation report. [http://sites.kauffman.org/pdf/state\\_local\\_roadmap\\_022608.pdf](http://sites.kauffman.org/pdf/state_local_roadmap_022608.pdf)

#### **April 18            \*Case Study Group Presentations I\***

**April 25**      **\*Case Study Group Presentations II\***

\*Case Study Report Due\*

**May 2**            **\*Final Examination Due at 5 p.m.\***

(Exam will be distributed by 5 p.m., April 29)