Georgia State University
Andrew Young School of Policy Studies

Spring 2015

PMAP 8321: Economic Development Policy

Course Syllabus

1. Administrative Information

Instructor: Professor Cathy Yang Liu
Time: Tuesdays 4:30 – 7:00 p.m.
Location: Sparks Hall 300
Office Hours: Tuesdays 2-4 p.m. or by appointment
Office: AYSPS 329
Email: cyliu@gsu.edu
Phone: (404) 413-0102
Website: http://cathyyangliu.wordpress.com/

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) 25%
4. Final Examination (individual) 30%
5. Class Attendance and Participation (individual) 15%

**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 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 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 around 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 ELECTRONICALLY to BrightSpace 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.*

Quizzes and attendance checks will be scheduled throughout the course. Those with 3 or more absences will not receive a passing grade for this course.

### 4. Course Materials

**Primary Texts:**


Other readings will be available online or posted on BrightSpace

Other useful resources:

Brookings Institute, Metropolitan Policy Program

Department of Housing and Urban Development

*Citiescape: 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 website.

(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 13  Course Introduction and Overview

Brookings: Blueprint for American Prosperity: Unleashing the Potential of a Metropolitan Nation
The Challenge for Metropolitan Atlanta (Brookings)
Brookings Atlanta Conference
http://www.brookings.edu/events/2013/03/20-gci-atlanta

January 20  Urban Spatial Structure and Urban Growth


January 27  Urban Spatial Structure and Urban Growth (continued)

February 3  Economic Development: Concepts and Theories

**submit international urban photos on BrightSpace dropbox**

Leigh and Blakely:
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”

February 10  International Planning and Economic Development

Show and Share of International Cases

February 17  Economic Development: Various Strategies

***Economic Strategy case exercise due to BrightSpace***

Leigh and Blakely:

Chapter 7: “Locality Development”
Chapter 8: “Business Development”
Chapter 9: “Human Resource Development”
Chapter 10: “Community Economic Development”


February 24  Economic Development: Tools and Techniques I

Leigh and Blakely

Chapter 6: “Introduction to Analytical Methods for Local Economic Development Planning”
Chapter 7: “Local Economic Development Strategy”

March 3  Economic Development: Tools and Techniques II

Lab session

March 10  Economic Development as a Process

****group cluster analysis assignment due in hard copy****

Leigh and Blakely:

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”

March 17  Spring Break – No Class

March 24  Group Case Study Diagnosis and Atlanta as an Example
March 31  Diversity, Creativity and Economic Development


April 7  Technology, Universities and Economic Development

Leigh and Blakely
Chapter 13: “Local Economic Development Planning’s Response to the Flatter and Climate-Challenged World”


April 14  *Case Study Group Presentations*

April 21  No Class – Study for Final
*Case Study Report Due*

April 28  *Final Examination Due at 5 p.m.*
(Exam will be distributed by 5 p.m., April 26)