Fall Semester 2015
Monday 6:00 PM – 9:50 PM (4.0 credit hours)
Location: UR 351

Instructor: Kelly Kinahan- with frequent guest lectures from Edward W. (Ned) Hill, former Dean of the Levin College and current Professor of Public Affairs and City and Regional Planning, Ohio State University

Office Hours: Monday 4:00-5:00
Office: UR 124
Phone: 216-876-9907
Email: k.kinahan@vikes.csuohio.edu

Course Description: UST 622 is intended to examine the formation of public policies and strategies that relate to the practice of economic development at the federal, state, and local levels of the U.S. federal system and how they interact with markets. The course will use material from Ohio and state and local practitioners will be invited to talk to the class. For Doctoral students enrolled in UST 897, there are additional reading assignments noted throughout the syllabus. You will meet with Dr. Bowen to discuss these readings at least two times during the course of the semester.

Prerequisites: There are no formal prerequisites to the course. It is highly recommended that you have successfully completed UST 605, Urban Spatial Structures. Students are expected to be familiar with analytic methods that are commonly used in the analysis of regional economies: location quotient, shift-share analysis, the interpretation of input-output tables and multipliers, and inflating and deflating monetary units. Similarly, students are expected to be fully conversant with basic algebraic and statistical concepts: the calculation of percentages, percent change, understand the concept of a line—including slope, and be comfortable with the calculation and interpretation of means, medians, modes, standard deviations, and correlation analysis. Finally students are expected to be fully competent with a spreadsheet program, word-processing software, and presentation software.

Learning Outcomes: Students who are successful in this course will be able to: (1) think in a systematic manner about how economies develop; (2) understand how public policies related to economic development are formed and executed; (3) know the role of various levels of government in the federal system, and (4) understand how economic development is practiced.
There are four secondary objectives for the course: (1) to participate in discussions about the subject matter in a professional manner, (2) to be able to design and present material both professionally and competently, (3) to demonstrate the ability to communicate analytical results in spoken, written, and graphical forms, and (4) to begin to learn the skills required to act in a consultative capacity.

Grades:
Your final grade will be based on the following:
1. Take-home Exam 1 (25% of your grade)
2. Take-home Exam 2 (25% of your grade)
3. Client-based projects (30% of your grade)
   a. Oral Presentation (10% of your grade)
   b. Analytical Presentation Deck (10% of your grade)
   c. Final recommendation memo (10% of your grade)
4. Meaningful and informed class participation (20% of your grade)

CSU uses the following letter grades with plusses and minuses. In the Levin College the letter grades follow this numeric scale:

A   = 94-100%
A-  = 90-93
B+  = 87-89
B   = 83-86
B-  = 80-82
C   = 70-79
F   = 69 and below for undergraduates, 69 and below for graduate students

Grades of “I” and “X”:

X - The grade of "X" can be assigned by the instructor when an attending/participating student has stopped attending/participating without notification and has not completed all assignments for reasons that cannot be determined by the end of the grading period. An "X" automatically becomes an F if not resolved by the last day of instruction of the following semester. An “X” also will be assigned by the University Registrar when no grade is submitted by an instructor.

I - Incomplete. The "I" grade is given when the work in a course has been generally passing, but when some specifically required task has not been completed through no fault of the student.

An "I" grade can be assigned by the instructor when all three of the following conditions are met:
1. Student is regularly attending/participating in the class and has the potential to pass the course;
2. Student has not completed all assignments and has stopped attending/participating for reasons deemed justified by the instructor; and
3. Student has notified the instructor prior to the end of the grading period.

**Note:** Grammar, writing style, and presentation are evaluated in all written exercises. If you are unsure of your writing abilities, please use the CSU writing center. Grading includes the presentation of all tables, spelling, writing style, and grammar.

Unless there are both extenuating circumstances and you have received explicit permission to turn in an assignment late, the grade will be reduced by 5% for each class day that the assignment is late.

**Client-based Projects:** Class members will undertake a semester-long, client-focused project. The student teams (2-3 people) will work with a representative of the client organizations and prepare a final document for that organization that includes 3 parts:

1. An oral presentation of the project and your findings and recommendations (up to 30 minutes);
2. An analytical deck that includes all of your data, methods, analysis, findings, etc. (as long as it needs to be)
3. Final recommendation memo (about 2 pages).

The four client organizations for this semester are:

1. **Campus District, Inc.** ([http://campusdistrict.org/](http://campusdistrict.org/))
   a. *Tentative project description:* TBA

2. **CEOs for Cities**
   a. *Tentative project description:* create a compilation of case studies and a case study template to be featured on the CEOs for cities website ([http://ceosforcities.org/](http://ceosforcities.org/)) as a "toolkit" for their members. Using the CEOs framework, the case studies will focus on moving the needle on various aspects of city success. The project would consist of 4 case studies in 4 different cities or 4 case studies in Cleveland, one for each of the four dimensions of C-I-T-Y as described in CITY Vitals 3.0 which can be accessed here: http://goo.gl/6nIgao

   a. *Tentative project description:* Place-making in the Clark-Fulton neighborhood (La Villa Hispania, intersection of 25th and Clark). Building on past market analysis work of CSU students to include data collection, demographic analysis, and business/resident surveys.

   a. *Tentative project description:* TBA
Attendance: Attendance is expected. Examination material will be drawn from the lectures and conversations as well as from the course readings.

Books
Available in the CSU bookstore:


Blackboard: [https://bblearn.csuohio.edu/MACAuth/login.jsp](https://bblearn.csuohio.edu/MACAuth/login.jsp)
Readings are under the Course Materials tab.

Helpful Library Resources:

Urban Librarian- Diane Kolosionek; d.kolosionek44@csuohio.edu
Learn it at the Library- [http://library.csuohio.edu/promos/learn-it.html](http://library.csuohio.edu/promos/learn-it.html)
Citation Guides- [http://library.csuohio.edu/research/vrd/citations.html](http://library.csuohio.edu/research/vrd/citations.html)

*Please note: I reserve the right to make changes to the syllabus, as necessary, but I will try to limit changes to best of my ability.*

Students with Special Needs
Educational access is the provision of classroom accommodations, auxiliary aids and services to ensure equal educational opportunities for all students regardless of their disability. Any student who feels he or she may need an accommodation based on the impact of a disability should contact the Office of Disability Services at (216)687-2015. The Office is located in MC 147. Accommodations need to be requested in advance and will not be granted retroactively. Students should notify the instructor as soon as possible if they have been granted an accommodation through the Office of Disability Services.

Writing Assistance
Students with difficulty writing may contact the Writing Center located in Rhodes Tower 124 for assistance. Students should use the American Psychological Association (APA) format for citations and reference pages.

Plagiarism
Plagiarism is stealing and/or using the ideas or writings of another in a paper or report and claiming them as one’s own. This includes but is not limited to the use, by paraphrase or direct quotation, of the work of another person without full and clear acknowledgment.

The penalties for plagiarism are found in full in the Student Handbook (Office of Student Life) under Academic Regulations (Policy on Academic Misconduct) at the following link:
Important University Deadlines:

• For the current semester, the deadline for dropping a course is September 4, 2015.
• The last day to withdraw from the course is October 30, 2015.
• The final examination week is December 7 – 12, 2015.

You can think of the class as being in two 6-week blocks, with the mid-term scheduled to be handed out October 5 and are due October 12.
Presentations will be made during the last two weeks of class.
### Class Assignments/Schedule

<table>
<thead>
<tr>
<th>Class</th>
<th>Date</th>
<th>Activity</th>
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| 1     | Aug 24| **Introduction to the class**  
**PowerPoint:**
- Introduction to Economic Development and Analyzing Argument in Policy Analysis  
**Required Reading:**
- Herbert Rubin (1988) “Shoot anything that flies; Claim anything that falls: Conversations with Economic development Practitioners,”  
*Economic Development Quarterly* Volume. 2, Number 3 (August): 236-251.  
- Koven & Lyons, Chapter 1, Understanding the Local Economy and Chapter 2, Theories of Economic Development, pp.7-54.  
**Doctoral students reading:**  
| 2     | Aug 31| **Class Projects and the consultative process**  
[Guests: Ethan Karp, (MAGNET); Bobbi Reichtell (Campus District CDC), Juan Molina Cresp (The Hispanic Alliance), Paula Grooms (Ingenuity), and Lee Fisher (CEOs for Cities)]  
- Discussion of projects and the consultative process  
**Required Reading- TBA** |
| 3     | Sept 14| **Federal government**  
**PowerPoints:** Framing Economic Development (revisit); Review of the Federal role in Regional Economic Development  
**Required Reading:**  

NO CLASS Sept. 7 (Labor Day Holiday)
4 Sept 21  **State government and economic development policy**  
[Guest: Ned Hill and Joe Roman, CEO, Greater Cleveland Partnership]
- *PowerPoint: The epicenter for economic development*

**Required Reading:**
- Koven & Lyons: pp. 106-111; 140-149; 172-175; 179-180; 214-221; 257-258

**Doctoral students reading:**

5 Sept 28  **What is the purpose of regional or local economic development?**  
[Guests: Ned Hill; Grant Goodrich, TeamNEO]
- *PowerPoint: The fundamentals of economic development; Philanthropy in NEO*

**Required Reading:**

**Doctoral students reading:**
The site selection process and economic development marketing  
[Guests: Steve Weitzner]
- PowerPoint: Site selection in the U.S.- Stats and stories

Required Reading:
- There is a file of newspaper articles on incentives that should be read
- Koven and Lyons, Chapter 4, Tools of Economic Development, pp. 81-116; Chapter 5, Current approaches to business attraction and retention, pp. 117-149

Mid-term exams distributed.

EXAMS DUE AT BEGINNING OF CLASS
The connection between business strategy and economic development investments; the world of competitive advantage  
[Guests: Bob Gleason]

Required Reading:

Small business development, entrepreneurship, and high-growth firms  
[Guests: Merissa Piazza]

Required Reading:
- Koven and Lyons: Chapter 6 Business creation
- Chatterji, Aaron, Why Washington has it wrong with small business, *Wall Street Journal*, November 12, 2012;
9 Oct 26  
**Turning to regions**

*PowerPoint:* The Iron Fist of the Long Wave: The Economic Evolution of America’s Mega Regions  
[Guests: Ned Hill, Fran Stewart]

**Required Reading (All):**

**Doctoral students reading:**

10 Nov 2  
**Density, agglomeration and talent**

[Guest: Richey Piiparinen]

- Piiparinen, Richey, Jim Russell, & Eamon Johnson (2015) “Mapping Adult Migration in Cleveland, Ohio.” (Cleveland Neighborhood Progress)
Development and distressed cities

PowerPoint: Ingredients of successful, vibrant cities; Achieving Equity: Problems in Practice; Leadership in Economic Development

[Guests: Ned Hill; Walter Wright]

Required Reading:
- Koven and Lyons, Chapter 3 Planning for economic Development, pp. 55-80.

Doctoral student reading:
<table>
<thead>
<tr>
<th>Date</th>
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<tbody>
<tr>
<td>Nov 13</td>
<td>Consultant presentations (2 groups)</td>
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<tr>
<td>Nov 14</td>
<td>Consultant presentations (2 groups)&lt;br&gt;Take home examination distributed</td>
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<tr>
<td>Nov 15</td>
<td>Take home examination due by end of day (UR 124)</td>
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