

Philip Shapira  
Georgia Tech School of Public Policy  
Fall 2002

PUBP 6602/CP 6422  
W 12:05-14:55 - DM Smith Room 303  
<http://www.cherry.gatech.edu/6602/index.htm>

# Economic Development Analysis and Practice

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## Overview

### Course Description

This course examines strategy development, methods of analysis, and approaches to practice for urban and regional economic development policy and planning.

The course will combine lectures, guest presentations from methodological experts and development practitioners, assignments, and a project.

### Related Courses

PUBP 6602/CP 6422 is the second in the series of economic development core courses offered in public policy and planning. Students should have taken the first course in the sequence, PUBP 6600/CP 6412, Foundations of Local Economic Development Planning and Policy (offered in the Spring Semester).

### Links:

- Georgia Tech [School of Public Policy | Economic Development Concentration](#)
- Georgia Tech [City and Regional Planning Program | Specialization in Economic Development](#)

## Course Objectives

As a result of completing the participation, reading, discussion, research, writing and presentation requirements of PUBP 6602/CP 6422, students will acquire

- Improved comprehension of key economic development concepts, strategies and issues raised in the first course.
- An understanding of the processes and analytical steps involved in developing economic development strategies.
- Awareness of major data sources used in economic development planning, including how to access those sources, data construction, and limitations.
- Awareness of selected methods and analytical tools frequently used in economic development planning, including practical applications.
- An introduction to new methods of analysis in economic development focusing on innovation and technology diffusion.
- Awareness of approaches to incorporate and present analyses for use in economic development planning.
- Hands-on experience in developing an economic development profile of a selected locality and in

benchmarking localities.

## Required Books

Malizia, Emil E. and Feser, Edward J. 1999. Understanding Local Economic Development. ISBN 0-88285-163-2. [Search](#)

McLean, Mary L. and Kenneth P. Voytek (1992) Understanding Your Economy: Using Analysis to Guide Local Strategic Planning, 2nd ed. Chicago: Planners Press, American Planning Association. ISBN 0918286816. [Search](#)

Required books have been ordered through the [Georgia Tech bookstore](#), and can be purchased there. Books can also be purchased through an online bookseller [select [Search](#) link by each reference to search bookstores and best prices.]

## Schedule

*Subject to change. Please re-review at start of each week. Class meets Wednesdays, 12:05-14:55, DM Smith Room 303. Updated to 01/14/04.*

For further information on using PDF files and installing Adobe Acrobat select [here](#).

1. **Aug 22**                    **Introduction to the Course**  
                                   - Overview of economic development  
                                   - Measures of economic development
  
2. **Aug 28**                    **Fundamental Concepts of Economic Development I**  
                                   *Reading:*  
                                   ▶ Malizia and Feser, Chapters 1, 2, 3, 4, 5. | [Class assignments](#)
  
3. **Sept 4**                    **Fundamental Concepts of Economic Development II**  
                                   *Reading:*  
                                   ▶ Malizia and Feser, Chapters 6, 7, 8, 9, 10, 11. | [Class assignments](#)
  
4. **Sep 11**                    **12h05 Strategic Planning Processes for Economic Development**  
                                   *Reading:*  
                                   ▶ McLean and Voytek: Chapters 1, 8.  
                                   **12h45 Profiling an Economy: Questions, Unit of Analysis, Data Sources**  
                                   *Reading:*  
                                   ▶ McLean and Voytek: Chapters 2, 3, Appendix A  
                                   ▶ Skim McLean and Voytek Appendix B, then for a current state-of-the-art site, review web site EconData.Net - Guide to Regional Economic Data on the Web, <http://www.econdata.net/>  
                                   ▶ Read McLean and Voytek Appendix C, but note that the US SIC has been superceded by a system, so also review the NAICS web site: <http://www.census.gov/epcd/www/naics.html>  
                                   **14h00 Integrating Strategic Planning and Analysis**  
                                   Expert practitioner: Pat Dusenbury  
                                   *Reading:*  
                                   ▶

Dusenbury, P., and Supek, V.M. (2002) Economic Development Workbook, Urban Institute, Washington, DC. Prepared for the Urban Institute Local Government Reform Project - Croati sponsorship from the US Agency for International Development. [Read (a) [workbook](#) [54k] or [examples of tools](#) [24K] - both in [PDF](#) format]

*Additional Reading:*

- Economic Development Strategy for Rijeka (2002) Urban Institute and USAID [[PDF](#) 260K]; E Development Strategy of the City of Varaždin (2002) Urban Institute and USAID [[PDF](#) 130K]
- US Department of Commerce, Economic Development Administration (2000) Comprehensive Economic Development Strategy Guidelines, Washington, DC. [[Web link](#) | [PDF](#) 800K]

**5. Sep 18 12h05 Use of Information and Analysis for Metropolitan Economic Development**

[Sarah Stewart](#), Research Department, Metro Atlanta Chamber of Commerce

*Reading:*

- Review web site pages of the:
  - \* Metro Atlanta Chamber of Commerce, especially: <http://www.metroatlantachamber.com/macoc/business/business.shtml>
  - <http://www.atlantasmartcity.com/>
  - \* Georgia Department of Industry, Trade and Tourism <http://www2.itt.state.ga.us/edps/AtlantaFulton.pdf>
- Georgia Infosource: <http://www.georgia.org/economic/index.asp?qui=99&qual=30>

**13h45 Analyzing Regional Economic Structure: Measures and Methods**

*Reading:*

- McLean and Voytek: Chapters 4, 5, 7
- Web-site Presentations:*
- Amy Gore and Mikalla Rogers (literature sources)

**6. Sep 25 Analyzing Regional Economic Relationships: Basics of Input/Output Concepts and Me**

Bill Schaffer, Georgia Tech School of Economics

*Reading:*

- Schaffer, William A. (1999), Regional Impact Models, Web Book of Regional Science, Regional Research Institute, Morgantown, WV. Chapters 3, 4, and 5. <http://www.rrl.wvu.edu/WebBook/Schaffer/TOC.html>.

**7. Oct 2 Employment and Labor Market Assessments and Projections**

Jan Youtie, Georgia Tech Economic Development Institute

*Reading:*

- McLean and Voytek: Chapter 6
- Review BLS Occupational Employment Statistics site <http://www.bls.gov/oes/home.htm> - esp the [overview](#)

**8. Oct 9 Review of Projects**

Presentation and review of draft project reports.

**9. Oct 16 No class meeting**

10. Oct 23

**Economic Development Impact Analysis**

Bill Riall, Georgia Tech Economic Development Institute

[MS [PowerPoint Presentation](#)]*Reading:*

- Burchell, Robert W. and David Listokin (1978), The Fiscal Impact Handbook: Estimating Local and Revenues of Land Development, Piscataway NJ: Center for Urban and Policy Research [Introduction](#) [PDF] | [Chapter 1](#) [PDF] | [Chapter 2](#) [PDF]

*Additional Resources:*

Edwards, Mary (n.d.) Community Guide to Development Impact Analysis, [http://www.lic.wisc.edu/shapingdane/facilitation/all\\_resources/impacts/analysis\\_intro.htm](http://www.lic.wisc.edu/shapingdane/facilitation/all_resources/impacts/analysis_intro.htm)

**Applications of Economic Development Impact Analysis**

- Review of case studies of economic development impact.
- Shapira, Philip and Jan Youtie (1996), Assessing GMEA's Economic Impacts: Towards a Best Cost Methodology. [[PDF](#)]

11. Oct 30

**Enterprise Assessment and Technology Capability at the Regional Level***Reading:*

- Youtie, J., P. Shapira, and J. David Roessner (1995) [Manufacturing Assistance Program Needs Assessment Guide](#), Volume 1: Regional Needs Assessment Approaches, Aspen Institute, Washington, DC.
- [Multimedia presentations](#): (1) Dan Luria - Benchmarking US manufacturing performance; (2) Maryellen Kelly, Determinants of Technology Use by Small and Medium-sized Firms. [[RealC Player](#) required - [free download](#)]
- [Georgia Manufacturing Survey](#) - read one of the survey reports (1994, 1996, 1999)

12. Nov 6

**Processes and Measurement of Innovation at the Regional Level****12h05 Linking Research and Development Outcomes at the Regional Level***Reading:*

- Shapira, P., Youtie, J., and Mohapatra, S. (2002) Cite Location: Linking Research and Development Outcomes at the Regional Level. [[PDF](#)]
- Worgan, A., and S. Nunn, Some Tips on Using Patent Data to Measure Urban and Regional Innovation, Economic Development Quarterly, 16(3), August 2002

**13h30 Innovation at the Regional Level: Theory and Measurement**[Bhaven Sampat](#) (Georgia Tech School of Public Policy) [Presentation [PDF](#)]*Reading:*

- Pavitt, K. L. R. (1985). "Patent statistics as indicators of innovative activities: possibilities and problems." *Scientometrics* 7(1-2).
- Jaffe, A. (1998). "Patents, Patent Citations, and the Dynamics of Technological Change." *NE Reporter*.
- Jaffe, A. B., M. Trajtenberg, et al. (1993). "Geographic Localization of Knowledge Spillovers: Evidenced by Patent Citations." *Quarterly Journal of Economics* 108(3): 577-98.

13. Nov 13

**Assessing and Analyzing Clusters***Reading:*

- Bergman, Edward, and Edward J. Feser (1999) *Industrial and Regional Clusters: Concepts and Comparative Applications*. Web Book of Regional Science. Morgantown, WV: Regional Research Institute. [[HTML](#)]

Carnegie Mellon Center for Economic Development (2002). Cluster-Based Community Deve Strategies, PA: Pittsburgh. [[PDF](#)]

- Rosenfeld, Stuart (2002). Just Clusters: Economic Development Strategies that Reach More and Places, Chapel Hill, NC: Regional Technology Strategies. [[PDF](#)]

*Additional Resources:*

- Articles from Feb 2000 Economic Dev Quarterly Special Issue.
- Porter, M. (2001) Clusters of Innovation: Regional Foundations of US Competitiveness, Was DC: National Clusters of Innovation Meeting. [[PDF](#)]
- New Zealand clusters program <http://www.industry.govt.nz/region/clusters/> and cluster development manual <http://www.industry.govt.nz/region/clusters/tools.asp>

**14. Nov 20**

### **Evaluating Economic Development Approaches and Strategies**

*Reading:*

- OECD, Entrepreneurship, Self-Employment and Local Economic Development. Forthcoming Section on program design and evaluation. [[PDF - Password Protected](#)]
- Welch, Doug, Eric Oldsman, Philip Shapira, Jan Youtie and Julie Lee. Net Benefits: An Asses of a Set of Manufacturing Business Networks and their Impacts on Member Companies. Oct 1997. USNet Evaluation Working Paper 9701. [[PDF 167k](#)]

**15. Nov 27**

### **Class Presentations**

[Final presentation schedule](#)

**16. Dec 4**

### **Class Presentations and Review**

[Final presentation schedule](#)

## **Additional Reading**

For those with limited prior experience in economic development policy and planning or for anyone who seeks a broad review of economic development policy and planning, you are encouraged to (re)-read appropriate sections of the following library reserve books:.

Blakeley, Edward J., (1989) Planning Local Development: Theory and Practice, Newbury Park, CA: Sage Publications. HC110 .I53 B56 1989.

Eisinger, Peter K., (1988) The Rise of the Entrepreneurial State: State and Local Economic Development Policy in the United States, Madison, WI: University of Wisconsin Press. HC110 .I53 E56 1988.

Bingham, Richard D. and Robert Mier (eds) (1993) Theories of Local Economic Development, Sage Publications, Newbury Park, CA. HC110 .I53 T48 1993.

The following books focus on specific aspects of analytical methods for economic development policy and planning.

Bendavid-Val, Avrom (1991), Regional and Local Economic Analysis for Practitioners, Praeger, New York.

Blair, J.P. (1995), Local Economic Development: Analysis and Practice, Sage Publications, Thousand Oaks, CA.

Youtie, J., P. Shapira, and J. David Roessner (1995) Manufacturing Assistance Program Needs Assessment Guide, Volume 1: Regional Needs Assessment Approaches, Aspen Institute, Washington, DC.

One of the key journals in the field is Economic Development Quarterly (EDQ). Students are encouraged to read current and back issues. Articles from EDQ are available electronically via Galileo.

You are also encouraged to become aware of the Georgia Tech School of Public Policy, Comprehensive Reading List in Economic Development, <http://www.cherry.gatech.edu/8550/xreading-b.htm>. Most of the references on this list are available on reserve in the [Georgia Tech library](#), under PUBP 8550.

## Useful Links

### Web-Based Resources

- EconData.Net - Guide to Regional Economic Data on the Web, <http://www.econdata.net/>
- [Economic Development Information Sources on the World Wide Web](#). Prepared by PUBP6602/CP6422 students - Fall 2002.
- Governing.com - [Development and Land use links](#)
- Gunter Krumme, Economic Impact Studies, <http://faculty.washington.edu/~krumme/350/impacts.html>
- Library of Economic Development Impact Analysis, Economic Development Research Group, Boston, MA, <http://www.edrgroup.com/pages/library.html>
- Web Book of Regional Science, Regional Research Institute, West Virginia University, <http://www.rri.wvu.edu/regscweb.htm>

### Journals

- [Regional Studies](#)
- [Review of Regional Studies](#)
- [Other sources - identified by students](#)

## Assessment

To extend and reinforce learning and skills, you will be asked to undertake:

- Several small exercises or other assignments, for a due date or to be completed by a following class. Some of these assignments will provide hands-on experience with data sources and methods discussed in class.
- Class discussion and preparation and delivery of oral presentations of selected assignments in class.
- Research, analysis, and presentation of an economic development profile of a selected locality.

Readings should be completed by the date indicated in the course outline. Required and recommended additional readings are indicated in the [course schedule](#).

Course assessment and grades will be based on the following:

Exercises and assignments	35%
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Economic development profile	45%
Class participation and presentation	20%
	100%

You are expected to be aware of and conform to Georgia Tech and School of Public Policy student academic and honor policies. Assignments may be assigned, submitted and posted electronically. For details, see [responsibilities](#).

## Communications

**Electronic Office Hours:** For fastest response, students are encouraged to communicate with the Instructor by electronic mail, to:

[ps25@prism.gatech.edu](mailto:ps25@prism.gatech.edu)

**Regular Office Hours (Fall 2004):** Tuesday, 09h30 - 11h00, Room 314, DM Smith.

**Individual Meetings:** Where physical meetings can be arranged, students are encouraged to schedule individual appointments with the Instructor in DM Smith. At other times, electronic communication methods are available.

**Telephone:** USA: +1 (404) 894 7735; **Fax:** USA: +1 (404) 385 0504

**Communicate with other students:** Select "Class" link on main menu.

## Instructor

Dr. Philip Shapira is Professor of Public Policy in the School of Public Policy at Georgia Institute of Technology in Atlanta, USA. He co-directs the [Georgia Tech Policy Project on Industrial Modernization](#).

Research and teaching home page: <http://www.cherry.gatech.edu/ps/index.htm>

## Rights and Responsibilities

Enrollment in this course indicates that you have read, acknowledge and agree to abide by the following:

- Policy on academic performance and incompletes - see Georgia Tech School of Public Policy [Student Handbook](#).
- Georgia Tech [Honor Code](#) - including [Addendum for Graduate Students](#). You are informed that student papers may be reviewed by plagiarism detection software.

Enrollment for the course indicates that you agree to attend all scheduled classes on time. With instructor's permission, one or two absences from class *may* be forgiven for good reason. Absences beyond this or repeated non-timeliness will likely result in a lower final grade.

Access to an email account is a necessary requirement for effective course participation and interaction. All class emails will be sent to official Georgia Tech student email addresses, which are generally on prism. You are responsible for ensuring that you have access to this prism account. If you wish to use a

private email address, it is your responsibility to redirect your prism mail to your preferred address. For more information, see [E-mail guidance](#) and also [Georgia Tech Office of Information Technology](#).

You also acknowledge that completed assignments may be shared electronically with other students and posted to the Worldwide Web. See [privacy statement](#) that will guide postings.

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[Home](#)