

**California State University, San Bernardino
College of Business and Public Administration
Department of Public Administration**

PA 617: Management of Local Economic Development

Fall 2006:

Tuesdays, 6:00 p.m. to 9:50 p.m. Classroom: UH-060

Instructor:

David L. Baker, Ph.D.

Office: JB 549

Office hours: Tuesdays: 3:00—4:30 p.m. and 9:40—10:10 p.m.

Thursdays: 3:00—4:30 p.m. and 9:40—10:10 p.m.

Or by appointment

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Catalog Course Description:

An introduction to the forms, processes and effects of economic development. Topics include: the dynamics of urban change and revitalization; the planning and financing of community economic development programs and projects; the role of public, neighborhood, advocacy and not-for-profit organizations, and social and environmental impacts of economic change.

Course Objectives:

The course targets three overarching objectives:

- To introduce and to develop an appreciation for the complexities of management of local economic development including terms, concepts, principles, and theories contributing to graduate education in public administration.
- To create a safe, comfortable classroom environment conducive to thoughtful and reality-based discussion and analysis of managing local economic development.

- To provide students with experiential learning opportunities through guest speakers in the field and the application of reviewed materials to economic development in the Inland Empire.

Required Books and Supplemental Readings:

Blakely, E. J., & Bradshaw, T. K. (2002). *Planning local economic development: Theory and practice* (3rd ed.). Thousand Oaks, CA: Sage Publications, Inc. ISBN: 0-7619-2458-2.

Friedman, T. L. (2006). *The world is flat: A brief history of the twenty-first century* [Updated and expanded]. New York: Farrar, Straus and Giroux. ISBN: 0-374-29279-5.

Giles, S. L., & Blakely, E. J. (2001). *Fundamentals of economic development finance*. Thousand Oaks, CA: Sage Publications, Inc. ISBN: 0-7619-1912-0.

Course Organization and Requirements

This is a hybrid course supported by Blackboard that combines traditional in-class sessions as well as online work. It blends lectures, class discussions, readings, guest speakers, economic development website research, video examples, reflection on the best selling economic development book, and in-class small group work. Class time will review, supplement, critically discuss, and analyze assigned readings while interactively engaging material through several guest speakers.

You are expected to study all assigned materials for active class participation, exam preparation, and personal growth in understanding local economic development.

Access to a computer with Internet service is mandatory since certain material is required from the Internet. CSUSB provides students with computer and Internet access on campus.

Course assessment will be measured through six means:

No.	Assessment Tool/Activity	Schedule	Points
1	Attendance/participation	Weekly	20 (5%)
2	Midterm exam	10/17	100 (25%)
3	Online economic development website exercise	10/24	20 (5%)
4	Midterm exams	11/7	100 (25%)
5	Online Friedman/ Inland Empire reflective essay	11/28	60 (15%)
6	Final Exam	12/5	100 (25%)
	Total Points Available		400 (100%)

Course Outline/Activities

Attachment A is a tentative course outline/activities schedule. We will adhere to this as closely as possible but some adjustments are likely to accommodate unforeseen events and guest speaker availability. Adjustments to the schedule will be made available through Blackboard.

Attendance/participation

Attendance will be taken to reward students present to participate. Students will be called upon regularly and randomly to respond to questions, to comment on readings, and to participate in class activities. Class participation will be monitored as part of the overall student assessment. Borderline grade decisions will consider the extent and the value of class participation. Attendance/participation is worth 20 points, or 5%, of the final grade.

The grading scale for attendance points follows:

20-18 pts. = A	15-14 pts. = C	11 pts. ≤ F
17-16 pts. = B	13-12 pts. = D	

Exams

There will be three exams: two midterms and a final. Exams will focus on terms, concepts, principles, and important information. Multiple choice and essay exam questions will be used at the instructor's discretion. The final, although not truly comprehensive, may include re-testing those areas most commonly missed on the midterm exams. The instructor will identify such areas before the final exam. Each exam is worth 100 points, or 25.0%, of the course grade. The grading scale for exams follows:

100-95 pts. = A	82-80 pts. = B-	69-67 pts. = D+
94-90 pts. = A-	79-77 pts. = C+	66-63 pts. = D
89-87 pts. = B+	76-73 pts. = C	62-60 pts. = D-
86-83 pts. = B	72-70 pts. = C-	59 pts. ≤ F

Make-up exams are at the discretion of the instructor and will not be given unless an extraordinary circumstance occurs.

Online Economic Development Website Research

Online economic development website research is required in lieu of the October 24 class and is detailed in Attachment B. It will be discussed thoroughly in our October 17 class session.

Online Friedman/Inland Empire Reflective Essay

An online Friedman/Inland Empire reflective essay is required in lieu of the November 21 class and is detailed in Attachment C. It will be discussed thoroughly in our November 7 meeting.

Questions and Concerns:

Students are responsible for university bulletin information regarding university policies. Please see the bulletin for standards of academic work and questions regarding the repercussions of cheating and plagiarism. No cheating or plagiarism will be tolerated in this class.

If you are in need of an accommodation for a disability in order to participate in this class, please advise the instructor as soon as possible. Also, please contact Services to Students with Disabilities to register at UH-183, (909) 537-5238.

CSUSB student athletes with conflicting team schedules are responsible for taking the initiative to meet with the instructor immediately to identify any class/team schedule conflicts. The instructor is willing to explore reasonable accommodations. However, this meeting must take place before the second class meeting to ensure that this course section will meet your needs without jeopardy to your grade. This enables the student to add another section with fewer conflicts, if necessary.

Please timely advise the instructor of any issues, concerns, or problems immediately.

Attachment A

Date	Tentative Course Outline/Activities September 13, 2006	Reading Assignments
9/26	Class orientation, introductions, course overview, and syllabus review. Local economic development and initiatives. Sample economic development promotional videos for two Inland Empire cities. 2006 California Redevelopment Agency Awards of Excellence Video.	B & B, p. xiii-28; G & B, p. ix-xii
10/3	Invited guest speaker. National and State policy agenda. Concepts and theories of local economic development. Finance design.	B & B, p. 29-74 G & B, p. 1-16
10/10	Invited guest speaker. Planning process. Analytical techniques. Strategic business planning and organization. Course review.	B & B, p. 75-97; 103-149 G & B, p. 17-44
10/17	Midterm Exam Selecting the economic development strategy. Finding the market. Introduce economic development website research due 10/24.	B & B, p. 155-178 G & B, 45-59
10/24	Online economic development website research submission. Fundamentals of economic development finance.	G & B, p. 79-110
10/31	Invited guest speaker. Locality and business development. Human resource development. Accessing funds for economic development. Annexations. Redevelopment. Course review	B & B, p. 179-196; 217-235; 251-261 G & B, p. 115-134 Posted website research
11/7	Midterm Exam Employment development. Detailed project planning. Introduction of online Friedman/Inland Empire essay due 11/28.	B & B, 281-296; 311-353 G & B, 135-156
11/14	Invited guest speaker. High-technology economic development strategy. Economic development profession Sample business plan: Embassy Townhomes	B & B, 355-385 G & B, 157-181 Friedman, p. 1-200
11/21	Online Friedman/Inland Empire reflective essay.	Friedman, p. 201-453
11/28	Invited guest speaker. Online Friedman/Inland Empire reflective essay submission. The world is flat. Course review	Friedman, p. 457-569 Posted Friedman essays
12/5	Final Exam scheduled for Tuesday at 6:00 p.m.	

Attachment B

Online Economic Development Website Research

Each student supports the class by summarizing and assessing (1) two instructor assigned economic development websites, and (2) portions of city's website related to economic development on a self-selected basis. Each student is responsible for a report, not less than two nor more than three pages in length (double spaced, 1" margins, 12 point font), which responds to the following:

1. Instructor Assigned Websites (during the class to ensure that there is minimal overlap)

--Each website name and URL.

--The scope of each website's information.

--Your assessment of how the websites support economic development.

--One test question, either multiple choice or short essay, about each of the instructor assigned websites (total of two questions).

2. Self-selected City Website

--Website name and URL.

--The scope of the website's information.

--Your assessment of how the website supports economic development.

Your website research is due October 24, via the digital drop box. Your submission file should be labeled as follows: last name, first initial, #1. For example, my website research submission file would be labeled BakerD#1. The website research will be graded on (1) clarity and thoroughness of content, (2) assessment critique, (3) writing mechanics, and (4) the two test questions. The report has a value of 20 points, or 5%, of the course grade. Additionally, on time submissions receive two attendance/participation points. Research received after October 24, will be graded down for tardiness. The grading scale follows:

20-18 pts. = A

17-16 pts. = B

15-14 pts. = C

13-12 pts. = D

11 pts. ≤ F

Attachment C

Online Friedman/Inland Empire Reflective Essay

Students are assigned to develop an online Friedman/Inland Empire reflective essay responding to **one** of the following questions.

1. What do you see as the three biggest challenges for economic development in the Inland Empire?
2. What do you see as the three biggest opportunities for economic development in the Inland Empire?

Your essay must draw from the themes and concepts in Friedman's book and include your personal reflection on the Inland Empire and the economic development expertise you have developed from the course. Clearly define all terms and defend your position. Responses should be no less than four pages nor more than five pages (double spaced, 1" margins, 12 point font).

Your website research is due November 28, via the digital drop box. Your submission file should be labeled as follows: last name, first initial, #2. For example, my website research submission file would be labeled BakerD#2. Responses will be graded based on (1) comprehension of Friedman's material and your analysis, (2) your ability to relate Friedman's material and other course information to the Inland Empire, and (3) clarity and writing mechanics. The reflective essay has a value of 60 points, or (15%), of the course grade. Additionally, on time submissions receive two attendance/participation points. Research received after November 28, will be graded down for tardiness. The grading scale follows:

60-57 pts. = A	49-48 pts. = B-	41-40 pts. = D+
56-54 pts. = A-	47-46 pts. = C+	39-38 pts. = D
53-52 pts. = B+	45-44 pts. = C	37-36 pts. = D-
51-50 pts. = B	43-42 pts. = C-	35 pts. ≤ F