I. COURSE DESCRIPTION:

The course provides the student with a foundation of the most important theories underlying local/regional and state economic development, and an overview of the most important research methods and data used in economic development.

II. COURSE OBJECTIVES:

The purpose of this course is to provide students with the basic knowledge about economic development theories and research methods. By the end of the course you should be able to:

- The student will possess a basic understanding of the primary theories underlying place-based and industry-based economic development. This will include an overview of these theories:
economic base; regional economies; business and industrial site location; entrepreneurship and technological innovation; urban and rural economies; and industry economics, including cluster theory. The student will demonstrate the ability to apply these theories to real-world economic development projects or situations.

- The student will possess a basic understanding of the primary research methods and data sources used in economic development, including economic base analysis, target industry and industry cluster research, labor market analysis, retail trade area analysis, business and industry site location analysis, and competitor analysis of other geographic areas. The student will demonstrate the ability to apply these research methods to real-world economic development projects or situations.

III. COURSE COMMUNICATION:
The main mode of Course communication such as obtaining lecture notes, recorded lectures, and assignments and exams will be through Blackboard 9.1 and Blackboard Collaborate. The interaction between instructor and students, as well as one-to-one communication will be through Blackboard, students USM email, and assignment feedback or comments. Students may contact instructor physically during the office hour or any other time by appointment. Goal here is to enhance the understanding of the course topics and the comprehension of the course content in area of globalization.

Technology Requirements
- Students require Computer, internet connection, and headphones/speaker. Students also require software including Microsoft Word, Excel, and Power Point to complete the assignments and course exams. They will also be given access to various research databases.

IV. CLASS PROCEDURES AND REQUIREMENTS:
Students are required to read assigned texts, articles, and chapters each week and be prepared to answer the questions posted in Blackboard of the readings. Books will be supplied to the students at the beginning of the semester and the cost is covered by the executive fees. Articles will generally be posted on Blackboard, but students may need to find them on their own.

Peer Group Projects Evaluations (10 pts)
There will be group projects during the in-person class. Your score for these exercises will be based on peer evaluation of your work and participation. Upload the Blackboard by Thursday January 28th at midnight.

Textbooks Exam (15 pts)
There will be a multiple choice, T/F, short answer on-line assessment of the readings in the textbooks. The exam needs to be taken by midnight on March 10th. You have 2 hours to answer the 40 questions.

Professional Memo (5 pts)
Prepare a 1,000 word professional style format on how Big Data and Social Network Analysis can be used for data-driven economic development for the director of an economic development organization (See Sample memo format https://owl.english.purdue.edu/owl/resource/590/04/). Watch the 3 recordings discussing
the topics and read the related readings before starting the memo. Upload to Blackboard by midnight on March 17th, but recommend that this be completed earlier.

**Weekly Quizzes of Asynchronous Classes (10 pts)**
There will be a weekly multiple choice, T/F quiz due each Sunday at midnight on the recordings to watch each week.

**Microsoft Excel Certification Preparation (5pts)**

2. Create an account with Gmetrix, after creating your account **close the browser do not sign in.** [http://www.gmetrix.net/Public/RegisterStudent.aspx](http://www.gmetrix.net/Public/RegisterStudent.aspx)
3. Start Gmetrix SMS client on your device, sign in with the account you made, enter the appropriate access code listed below to create a test, and pick your product, test bank, and training or testing mode.
   
   **Access Code:** 59367-ED722S16-70096

4. Perform all test banks to 900 score minimum rating in **training and testing** mode by midnight on February 8th.
5. After this, you are now ready to take the actual exam if you want. Most successful test takers claim that 8 hours of preparation time was sufficient.

**Research Project (25 pts)**
Conduct an applied research project using the approaches taught in class and covered in the textbooks. Conduct an economic base, target industry and industry cluster, labor market, retail trade area, business and industry site location, and competitor analysis of an actual region or county. The project should be uploaded to Blackboard by midnight on March 15th.

**Final Exam (20 pts)**
A short answer exam of the readings and presentations following the comprehensive exam format will be made available on the last day of classes. The answers should be uploaded to Blackboard by midnight on March 15th.

**Class Participation (10 pts)**
It is critical that everyone contributes to the “community of learning.” Each student must actively engage in the process, online and in class. Everyone’s past and current experiences may significantly enhance the learning experience. In addition, research in human learning suggests that people construct knowledge through social interactions. Your attitudes toward contributing to and benefiting from the online chats and in person activities will have a direct effect on “knowledge construction” and on the overall success of this experience for you, your classmates and your professor.
V. TEXTBOOK (S) AND/OR OTHER REQUIRED MATERIALS:


Journal Articles (posted in Blackboard):

15. Zietlow, Ben (2013) Location Quotients in the MAFC Mid-America Freight Coalition, Madison, WI.
VI. METHODS OF STUDENT EVALUATION:
The following table displays the percentage breakdown of the required assessments for ED 722:

<table>
<thead>
<tr>
<th>Assessment</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Textbook Exam</td>
<td>15%</td>
</tr>
<tr>
<td>Group Projects</td>
<td>10%</td>
</tr>
<tr>
<td>Research Project</td>
<td>25%</td>
</tr>
<tr>
<td>Excel Certification</td>
<td>5%</td>
</tr>
<tr>
<td>Professional Memo</td>
<td>5%</td>
</tr>
<tr>
<td>Participation</td>
<td>10%</td>
</tr>
<tr>
<td>Asynchronous Quizzes</td>
<td>10%</td>
</tr>
<tr>
<td>Final Exam</td>
<td>20%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>

Grading Scale
Total 100-point scale below:

*Grade of C+ through F:* A substantial portion of the required work has been deficient or incomplete. This may include missing class time beyond the norm presented by the syllabus or work not completed at a minimum graduate level.

*Grade of B-(82-80):* Some important parts of the required work are below the minimally acceptable level for the course. This may include work that is submitted late, incomplete or flawed written assignments or research presentations, or work that fails to meet the course requirements in some other way.

*Grade of B (85-83):* All the requirements and expectations for the grade level have been completed including the quality of writing, and research, as well as specific tasks or products required for receiving credit.

*Grade of B+ (89-86):* All basic requirements of the course have been met at the graduate level, and, in addition, some element or part of the work has exceeded these basic expectations. These elements might include superior conceptual insights, research beyond expectations or exceptionally skilled written or oral assignments. The key word for this grade is "insight."

*Grade of A- (92-90):* The work surpasses expectations for the course and gives evidence of a mastery of the subject matter. These elements might include impressive conceptual insights, research beyond expectations or exceptionally skilled written or oral presentations. The key word for this grade is "mastery."

Grade of A (100 to 93): Throughout the course, the student has performed well above expectations and, at times, has achieved excellence. Evidence of performance at this high level may include certain elegance in the final essays or presentations, creativity in one's approach.

**Late Assignments or Projects**
(25-50)% points will be taken off your grade for late submissions of homework. The amount of points taken off is dependent on the lateness of the assignment (25% for one week late and 50% points for 2 weeks late).

VII. COURSE SCHEDULE:

**Asynchronous Classes**
Overview of in-person sessions:
Week One:
Readings before In-Person:
3. Furth (2014)
4. Robinson (2009)
5. Optional readings on workforce research methods

Asynchronous Class
1. Economic Base: Introduction to Economic Base Analysis & Community Basic Sector Multipliers
2. Economic Base: Using Location Quotients to Determine an Area Multiplier
3. Trade Area Analysis: Using Reilly’s Law to Determine Trade Territories
4. Trade Area Analysis: Trade Performance Measures
5. Trade Area Analysis and Site Selection

Weekly Quiz on the Recordings –Due Sunday January 24th at midnight

Students may expect to engage in critical analysis of economic development theories and research methods in a workshop format at the 2-day session. Students will be provided materials, handouts, and supplementary materials requisite for their study.

<table>
<thead>
<tr>
<th>Sessions &amp; Activities</th>
<th>Topics</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Saturday January 23, 2014 in-person</strong></td>
<td>• 8am Breakfast and Class Introductions&lt;br&gt;• 9am to 11am: “Theory &amp; basic Research Tools”&lt;br&gt;• 1100am to Noon: “Industry Analysis” Dr. Bill Smith&lt;br&gt;• Noon to 1pm: Catered Lunch&lt;br&gt;• 1:00pm to 2:30pm “Research Methods that I Should Have been Taught in This Class,” Tanner Jones, Research Analyst, Baldwin County Economic Development Alliance&lt;br&gt;• 2:30 to 3:30pm: “Labor Market Analysis” Dr. Shannon Campbell&lt;br&gt;• 3:30pm – 4:15pm: Statebook Microsite demo&lt;br&gt;• 4:15pm to 5:00pm: Work on group projects</td>
</tr>
</tbody>
</table>
### Sessions & Activities

<table>
<thead>
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</thead>
<tbody>
<tr>
<td>• Economic Development Theories</td>
</tr>
<tr>
<td>• Work on Group Projects</td>
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<tr>
<td>• Group Project Presentations</td>
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<tr>
<td>• Lunch</td>
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</tbody>
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**Thursday January 28th - 7pm to 9pm CST (On-Line Class #1)**

**Week Two**  
**ESMI**  
**Presentation:** Brian Shaw  
Account Manager | Workforce Development | **EMSI**  
(208) 647-0272 | [brian.shaw@economicmodeling.com](mailto:brian.shaw@economicmodeling.com)

**Readings:**
1. Stimson et al Chaps 1-4  

**Asynchronous Class:** Location Quotient & Shift-Share Analysis  
1. Do demonstration using your EMSI Access  
2. What is Location Quotient?  
3. Economic Base: Calculating Location Quotients to Measure Industrial Specialization  
4. Economic Base: Calculating Occupational Location Quotients  
5. Calculating a Shift-Share Analysis in Excel  
6. Weekly Quiz due by January 31st at midnight

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**Thursday February 4, 7pm to 9pm CST (On-Line Class #2)**

**Week Three**  
**Using Library Resources and Introduction to Clusters**  
**Presentation:** Paul McCarver, USM Reference Librarian for Business

**Readings:**
1. Stimson et al Chap 6-10  
2. Goetz et al. PT I Chap 1-6

**Asynchronous Class:**
1. Planning for Regional Innovation Clusters (RICs)  
2. Michael Porter on Competitiveness  
3. Weekly Quiz due by February 7th at midnight

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**Thursday February 11th 7pm to 9pm CST (On-Line Class #3)**

**Week Four:** **IMPLAN**  
**Presentation:** Paul Hendershot  
IMPLAN Group LLC  
16905 North Cross Drive, Suite 120  
Huntersville, North Carolina 28078  
D: 704-464-3806

**Readings:**
2. Dawkins 2003

Asynchronous Class:
1. Richard Florida: The Rise of the Creative Class
2. Economic Growth easily explained
3. Weekly Quiz due by February 14th at midnight

Thursday February 18th 7pm to 9pm CST (On-Line Class #4)
Week Five: Data Driven Economic Development
Presentation: David Rose, Entergy Economic Development Group

Thursday February 25th 7pm to 9pm CST (On-Line Class #5)
Week Six: Statebook
Presentation: Nathan Mick, Vice President, StateBook International
Readings:
1. 101 Ways to Use StateBook

Asynchronous Class:

Thursday, March 3rd 7pm to 9pm CST (On-Line Class #6)
Week Seven: REMI
Guest Speaker: Chris Brown, Managing Economic Associate
REMI
1717 K Street NW Suite 900
Washington, D.C. 20006
Direct (202) 469-7158
cell (202) 412-2481
Chris@remi.com
www.remi.com

Thursday, March 10th 7pm to 9pm CST (On-Line Class #7)
Week Eight: Using Trade and Transportation Data
Guest Speaker: Mark Condon
Charleston, South Carolina
Business Development Manager and Global Data Specialist
DATAMYNE INC. - www.Datamyne.com
703 Waterford Way Suite 200 | Miami, FL 33126
Email: mark.condon@Datamyne.com

Readings:
Asynchronous Class:

Week of March 13th Asynchronous (On-Line Class #8)
Big Data and Social Network Analysis for Economic Development Research

Recordings:
1. “Social Network Analysis for Economic Development Research,” Dr. Brent Hales, Senior Associate Dean, University of Minnesota. https://www.youtube.com/watch?v=LMg19z4QYhs
2. “Social Network Analysis: The Basics,” Galaxy Advisors

Readings:

Assignment:
- Prepare a 1,000 word professional style format on how Big Data and Social Network Analysis can be used for data-driven economic development for the director of an economic development organization

*Schedule may be revised if necessary. Students will be notified if this is the case.

VIII. GENERAL POLICIES/GUIDELINES:

- If you require an accommodation based on disability, please meet with me in the privacy of my office, during the first week of the semester, to make sure you are properly accommodated.
- Students must work alone on all assignments, unless otherwise instructed.
- When homework is assigned, you will be told whether it will be collected and graded. Recommendation: Do the homework - it will help you learn.
- **Learner Centered Partnership**
  - Students should feel free to discuss with the instructor ways to make assignments fit their needs. However, it is the instructor’s responsibility to challenge each student to “stretch” outside of their comfort zone – a necessary process for growth and development. Each student is expected to attend all sessions (in-person and online) and to make a significant positive contribution to the learning experiences. An opportunity to improve based on instructor feedback will be given to all students before final grades are determined **ONLY if submitted on time.**
USM RESOURCES

WRITING CENTER

The Writing Center is a free tutorial service available to any USM student who wants assistance with a writing project. The center offers one-to-one writing instruction that’s designed to help students become a more effective writer. The center offers tutorial service on a walk-in basis or by appointment (on the hour for an hour). In each session, a tutor talks with students about their writing project, asking them questions that will help students clarify their thoughts, specify their purpose, and decide how to proceed. Tutors do not write papers for students but they will help students find ways to develop their ideas more fully and express them more effectively.

Sites of Operation

The Hattiesburg Writing Center  
Location: Cook Library, Room 112  
Phone: (601) 266-4821  
E-mail: writing.center@usm.edu  
Web site: www.usm.edu/writingcenter

The Gulf Coast Writing Center  
Location: Gulf Park Library, Room 107  
Phone: (228) 214-3411  
E-mail: coastwritingcenter@usm.edu  
Web site: www.usm.edu/gulfcoast/gcwc/index.php

SPEAKING CENTER

The University of Southern Mississippi offers a Speaking Center, with consultations available at no cost to all students, faculty, and staff. The Speaking Center at the USM could be a great help for the students of Industrial Engineering Technology to prepare, organize, and delivery of their presentations. I consider the Center to be an extension of the class. The center is a space to refine your skills, address questions, and practice your speeches. The tutors of the speaking Center are there to help you with your speeches. Students who make regular use of this resource become better speakers and do better on their assignments. You can visit the center’s website to access tips on various areas of improving your presentation, making appointments with tutors, and arranging mock presentation at www.usm.edu/speakingcenter

Sites of Operation

The Speaking Center  
Hattiesburg Campus  
Cook Library, Room 114  
601-266-4965  
speakingcenter@usm.edu
USM STUDENT HANDBOOK

Academic Dishonesty

It is the philosophy of The University of Southern Mississippi that academic dishonesty is a completely unacceptable mode of conduct and will not be tolerated in any form. All persons involved in academic dishonesty will be disciplined in accordance with University regulations and procedures. Discipline may include suspension or expulsion from the University.

The following is from the USM Undergraduate Bulletin:

“When cheating is discovered, the faculty member may give the student an F on the work involved or in the course. If further disciplinary action is deemed appropriate, the student should be reported to the Dean of Students. In addition to being a violation of academic honesty, cheating violates the Code of Student Conduct and may be grounds for probation, suspension, and/or expulsion. Students on disciplinary suspension may not enroll in any courses offered by The University of Southern Mississippi.”

My choice is to give you an F in the course if I discover that you are cheating!!

Students must send the instructor an e-mail using the course web site e-mail stating that they understand USM’s academic honesty policy and also understand that if they do not uphold the standards of academic honesty, the instructor will enforce all applicable punishment.

Plagiarism

Plagiarism is the act of taking another person's writing, conversation, song, or even idea and passing it off as your own. This includes information from web pages, books, songs, television shows, email messages, interviews, articles, artworks or any other medium. Whenever you paraphrase, summarize, or take words, phrases, or sentences from another person's work, it is necessary to indicate the source of the information within your paper using an internal citation. It is not enough to just list the source in a bibliography at the end of your paper. Failing to properly quote, cite or acknowledge someone else's words or ideas with an internal citation is plagiarism.

Students are highly recommended to complete the Plagiarism Tutorial accessible to the USM Libraries, at http://www.lib.usm.edu/legacy/plag/plagiarismtutorial.php within the second week of their classes.
Statement of “Turnitin” Use

Turnitin is recognized worldwide as the standard in online plagiarism prevention. Turnitin’s comprehensive plagiarism prevention system lets instructors quickly and effectively checks all of their students’ work in a fraction of the time necessary to scan a few suspect papers using a search engine. The University of Southern Mississippi is using this software to detect, deter, and reduce plagiarisms in student’s writing assignments.

Students are required to turn their project report/ research paper electronically in MS word or PDF format which is compatible to check against plagiarisms using Turnitin software. Your assignment will be checked for plagiarism randomly.

ADA Syllabus Statement

If a student has a disability that qualifies under the Americans with Disabilities Act and requires accommodations, he/she should contact the Office for Disability Accommodations (ODA) for information on appropriate policies and procedures. Disabilities covered by the ADA may include learning, psychiatric, physical disabilities, or chronic health disorders. Students can contact ODA if they are not certain whether a medical condition/disability qualifies. Mailing address:

Gulf Coast:
The University of Southern Mississippi on the Gulf Coast
Office of Disability Accommodations
730 E. Beach Blvd
Long Beach, Ms 39560
Voice Telephone or TTY: (228) 214-3232

Hattiesburg:
The University of Southern Mississippi
Office of Disability Accommodations
118 College Drive #8586
Hattiesburg, MS  39406-0001
Telephone:  (601) 266-5024; TTY:  (601) 266-6837; Fax:  (601) 266-6035.