

**MGT 2115**  
**Creative Regional Strategies**  
**Richard Florida and Kevin Stolarick**

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**HISTORICAL ENROLLMENT:** new course

**TARGET AUDIENCE**

Students interested undertaking regional development consulting using *state of the art* tools and techniques or those interested in becoming better consumers of regional development consulting.

**COURSE MISSION**

There are key skills you need to develop if you are going to work effectively as an economic developer, community developer, arts and culture developer or as a manager or consultant to others in these roles. The key trait of a good developer or consultant is the ability to use real information culled from a variety of sources to develop strategy and help clients, decision makers, and policy leaders reach informed decisions. This course aims to develop those skills in a real world way.

**COURSE SCOPE**

Today, regional development is undergoing a revolution. It used to be thought that for regions and nations to grow all that was required was to influence business location decisions. Communities that attracted businesses grew and those that did not declined. The state of the art was to try and lure companies with tax or other business incentives. Those days are over. Today we know that in order to grow, communities and regions need to do much more.

This course will provide the student with a background in traditional economic development thinking and will provide both theory and practice in understanding economic development in today's "supply-side" Creative Economy. The course will take shape around a combination of lecture, discussion, group exercises, simulations, and lab sessions. The course is structured around technology (including traditional economic development) issues, the importance of regional talent, the role of tolerance and diversity, and authentic regional amenities and territory assets. Students will demonstrate understanding and proficiency of the topics presented by completing an in-depth analysis and developing recommendations for a selected community and through a final examination.

**REQUIRED RESOURCES**

Richard Florida, *The Rise of the Creative Class ... and how it's transforming work, leisure community and everyday life*, Basic Books, paperback edition, 2004 .

Richard Florida, *Who's Your City?* Basic Books, 2008.

**COURSE FORMAT**

13 regular sessions

**EVALUATION AND GRADE DISTRIBUTION**

Component	Due Date	Weight
Case Study	Week 2	10%
Blog Comments	On-going	5%
Group Report – 5 parts	Weeks 2, 4, 6, 8, 10	22%
Group Presentation	On-going	5%
Group Final Presentation	Week 12 or 13	5%
Group Final Report	Week 13	8%
Participation	On-going	10%
Final Exam	Rotman standard exam period	35%