

Summer 2015**Time:** Tue & Thu 10 – 12:30**Classroom:** 1D**Instructor:** Jan van der Borg, Ca' Foscari University**Email:** vdborg@unive.it**TF:** Alessandro MoroUrban Management**ECON S-1472****Course Description**

European urban systems are in a stage of transition. A number of factors, such as the shift towards a knowledge society, globalization and the ITC revolution, are offering them a number of challenges. The opportunities that these challenges offer can only be used if the metropolitan regions are managed adequately. The course offers its students the principal ingredients of such a modern urban policy that renders development of cities both competitive and sustainable: from strategic planning to city marketing; from project financing to infrastructural policies. Venice, an urban laboratory, will serve as a permanent point of reference during the course.

Prerequisites

Basic course in Economics

Required readings

PWC & EURICUR Innovative City Strategies for Delivering Sustainable Competitiveness
Rotterdam, April 2014

Recommended ReadingsEdward Glaeser *The Triumph of the City* New York Penguin 2011Peter Hall, Ulrich Pfeiffer (2000) *Urban Future 21: a Global Agenda for Twenty-First Century Cities*. London: Routledge. (updated 2013)**Field Trips**

Marghera, July 23rd

Grading

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|---------------|-----|---|
| Participation | 20% | <i>This part of the grading will be evaluated based on the demonstration of having done the readings, willingness to answer questions, and attention and response to classmates. Students are expected to behave properly in class: eating and drinking are not allowed. Cell phones are not allowed. Active participation is recommended. Readings must be done in advance so as to stimulate lively debates in class.</i> |
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| Short individual assignment | 20% | <i>Report of the excursion</i> |
| Final Research Paper | 60% | <i>The final research paper is to address one or more of the theoretical issues discussed during classes, and should include an international comparative analysis of concrete cases. Although the research paper is to be written and presented in groups, the individual contributions to the paper will be made clear and will be individually graded.</i> |

Seminar outline

| Lesson | Title and Description | Date |
|---------------|---|-------------|
| 1 | Introduction to the course | Tue 23 June |
| Readings | | |
| 2 | Principles of Urban Management | Thu 25 June |
| Readings | | |
| | NO CLASS | Tue 30 June |
| Readings | | |
| 3 | Ingredients of Urban Management | Fri 3 July |
| Readings | | |
| 4 | Strategic Planning in European Cities and in Venice | Tue 7 July |
| Readings | | |
| 5 | City Marketing in European Cities | Thu 9 July |
| Readings | | |
| 6 | Financing Urban Change | Tue 14 July |
| Readings | | |
| 7 | Creative Cities and Attractive Cities | Thu 16 July |
| Readings | | |
| 8 | Energy Efficient Cities | Tue 21 July |
| Readings | | |
| 9 | Field Trip - Marghera | Thu 23 July |
| Readings | | |
| 10 | Smart Cities | Tue 28 July |
| Readings | | |
| 11 | Urban Governance | Thu 30 July |
| Readings | | |