

PUBA 744-001 Course Syllabus

Course Description

The goal of this course is to reinforce financial concepts from PUBA 731 through a case analysis of an economic development project. Your coursework will be in two sequences. First, you will have an asynchronous sequence with readings and assignments. These will cover tax considerations, economic development incentives, and the diversity of approaches that states take. Second, you will have the in-person portion of the course. This will involve both lectures and group work. The course will conclude with group presentations and discussions.

This course will discuss how change is implemented and financed in local government. Change is a fact of life, even for governments, but it is not always straightforward. As populations grow, decline, age, and evolve government needs to change with it. One way in which this happens is through economic development. Economic development can have great potential to attract businesses and residents, but current residents must also be considered. This course will focus on one of those critical elements, how to finance change. It will address issues of balancing fairness with pragmatism and short-term versus long-run needs.

The asynchronous work will begin January 10th and the intensive weekend will begin in the morning of March 4th and conclude the evening of Saturday, March 5th.

On Friday the 4th and Saturday the 5th, there will be instruction from Kara Millonzi, Tyler Mulligan, Kim Nelson, and Rick Morse. I encourage you to review some of the work that they do in advance of the lectures. Here are some places to start:

- Millonzi: <http://canons.sog.unc.edu/author/rowing/>; (Links to an external site.) <http://www.ncfinanceconnect.com/> (Links to an external site.)
- Mulligan: <https://dfi.sog.unc.edu/projects/featured-projects> (Links to an external site.)
- Nelson: <https://www.sog.unc.edu/about/faculty-and-staff/kimberly-l-nelson#!/> (Links to an external site.)
- Morse: <https://www.sog.unc.edu/about/faculty-and-staff/ricardo-s-morse#!/> (Links to an external site.)

A final resource that you may want to peruse is a blog that Greg Allison, Kirk Boone, and I have, Death & Taxes: The public finance blog you can't avoid. <http://deathandtaxes.sog.unc.edu/> (Links to an external site.)

Learning Objectives

1. Understand the different ways in which local governments can finance government and capital.
 2. Be able to discuss the potential benefits and drawbacks of different finance options and how they may affect different populations differently.
 3. Discuss policy options from the perspective of different stakeholders.
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Course Outline

Time Period	Reading and Work	Assignment Due
1/10-1/16	Tax Policy Readings & ICMA Code of Ethics	
1/17-1/23	Economic Development Readings	
1/24-2/15	Course wide research project: plan on two weeks for research and delegating work and one week (at least) for write-up	Maryland Options Assignment
2/16-2/22	Changing the DNA of your Community: Introduction	Short Answers to Questions for Consideration
2/23-3/2	Changing the DNA of your Community: Strategy & Bryson (2004)	Short Answers to Questions for Consideration
3/3	<i>Wright Lecture and other optional activities</i>	
3/4	Lectures Close of day: Changing the DNA of your Community: Case	Read Case and review the Questions for Consideration
3/5	Group work and Final Case Presentation	

*Assignments are due on the last day of the period unless otherwise specified.

**For the Maryland options assignment and the case presentation you will not just be graded for the work presented but you will also be peer-evaluated by your small group for your contribution.

***For some of the economic development readings you are only required to read a portion of the article/chapter. In those cases, it is noted in the title of the pdf.

Grading Policy

Maryland options assignment	20%
Peer assessment	10%
Introduction: QfC	10%
Strategy: QfC	10%
Case Presentation	35%
Peer assessment	15%