

Geog. 340, Business Location Decisions, Fall 2009

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Readings: A bibliography on relevant literature will be provided.

Projects: Two projects are required. Specific guidelines for each will be provided. The first is a case study of a manufacturing firm in the local area. The second is a study of a retail or service firm. Students will be assigned a company for each project and will be introduced to the appropriate contact person. Reports on the projects will be presented in class.

Course format and goals: Each section of the course will begin with lectures on the subject to introduce the main issues and research findings. Students will be assigned readings weekly for discussion in class. We will have a student responsible to summarize each reading and to lead the discussion. Project reports will consist of an introductory progress report by each student on the status of their research, and a final project report summarizing the findings of the case study. These will be integrated into the class discussions throughout the semester. Students will learn the main factors considered by industry in each sector that affect their choice of location, or the success of their business in a given location. Emphasis is placed on small and medium enterprise (SME) manufacturing firms and on the retail and service sectors, because of the relative growth in these sectors in today's U.S. economy and throughout the world.

Course Grades: Students are graded on the two project reports, class presentations, and the final exam, each representing one fourth of the grade for the course.

Topics for lectures:

1. Traditional location patterns and strategies in industry by sector.
 - Primary industries
 - Manufacturing
 - Retail
 - Service
2. Trends in location of firms by sector and scale
 - Primary
 - Manufacturing
 - Retail
 - Service
3. Demography and business location.
 - Major applications
 - Data sources and geographic units
 - Variables used
 - Techniques of analysis
4. Entrepreneurs and entrepreneurism.
 - Conditions for entrepreneurial business development
 - Examples of entrepreneurship

5. Development strategies in the public sector.
 - Local development programs
 - State and regional programs

6. Rural Development Challenges and Approaches.
 - U.S. rural development
 - Examples from other countries
 - Case studies in Finland and Macedonia

7. Idaho and the Northwest region.
 - Programs for development
 - Examples of business growth

8. Foreign investment trends
 - FDI in transition countries
 - Examples from Russia and Baltic countries