

Foundations of Applied Economic Development Research

March 13 – 15, 2018

Houston, Texas

AGENDA

Day 1

Time	Session
8:00	Breakfast
8:30	Welcome/Introductions
	Course Objectives
	Course Organization
9:30	The Importance of Using Data to Drive Decision Making
	Key Customers & Their Information Needs
10:00	15-minute Break
10:15	Overview of Key Public & Commercial Data
11:00	Exercise
11:15	Measuring Regional Economy: Specialization & Diversity
11:45	Exercise
12:00	Lunch (On Your Own)
1:00	Economic Base Models: Theory and Practice
1:45	Exercise
2:00	Measuring Economic Trends
2:30	Exercise
2:45	Shift-Share Analysis
3:45	15-minute Break
4:00	Exercise
4:30	Adjourn

Day 2

Time	Session
8:00	Breakfast
8:30	Labor Market Analysis – Part I
9:00	Exercise
9:15	Labor Market Analysis – Part II
9:45	Exercise
10:00	Break
10:15	Competitive Market Intelligence study
10:45	Exercise
11:00	Business Location Factors?
	Collecting Your Own Intelligence?
11:30	Exercise
12:00	Lunch (On Your Own)
1:00	Understanding Your Targets
1:30	Exercise
1:45	The Cluster Concept
	Inter-Industry Linkages and Value Chains
2:30	Exercise
2:45	Break
3:00	Principles of Economic & Fiscal Analysis
3:45	Exercise
4:00	Presenting and Publishing Data Effectively
4:30	Adjourn

Day 3

Time	Session
8:00	Breakfast
8:30	Presentation Prep
9:45	Group Presentations
12:00	Adjourn