

PO/US 368 – THE ENTREPRENEURIAL CITY: STRATEGIES OF URBAN GOVERNANCE
IES Abroad Milan

DESCRIPTION:

Cities not only welcome entrepreneurs from various sectors, but also work as entrepreneurs by marketing specific features and places, privatizing public goods and services, creating public-private partnerships, and taking financial risks. The main goals of the “entrepreneurial city” model, since the mid-1980s, are to promote the city as a business location, increase municipal revenues, reduce fixed costs, decrease unemployment rates, and eventually remain competitive in the global system. Within this structural framework, tourism, research and innovation, cultural industries, and migrant economies have become important factors and gained impetus for urban development strategies. To examine the spatial manifestations of the entrepreneurial city, this interdisciplinary course analyses different socio-economic, political, and cultural conditions and their actors in different urban contexts.

Deriving from the experience of Milan, the course brings in case studies from different parts of the world keeping in mind the following questions: What are the features of an “entrepreneurial city”? Can any city implement entrepreneurial practices? Is entrepreneurial urban governance a solution to local, national, regional, and global crises? What are the spatial consequences of this form of governance? Who are the main actors in an entrepreneurial city? Throughout the course, the central points of interest include, but are not limited to, creative industries, tourism, migrant entrepreneurship, urban regeneration, place-marketing, mega-projects, smart cities, shrinking cities, and local economic growth. Comparing different concepts and urban governance practices, the course aims to generate a critical discussion platform for the future development of entrepreneurial cities.

CREDITS: 3 credits

CONTACT HOURS: 45 hours

LANGUAGE OF INSTRUCTION: English

PREREQUISITES: None

ADDITIONAL COST: None

METHOD OF PRESENTATION:

Lectures, discussions, student presentations, field trips, and film screenings. Moodle will be used to enhance students’ learning experiences.

REQUIRED WORK AND FORM OF ASSESSMENT:

- Course participation - 10%
- Midterm exam - 30%
- Final exam - 30%
- Place-marketing report - 30%

Course Participation

Students must complete the assigned required readings, participate in class discussions, and attend all site visits and field trips. The grading rubric for participation is available on Moodle. To prepare readings before class sessions, students should keep in mind the following:

- What is the principal theme of the text?
- What theories/methods does the author use in making their arguments?
- What are their arguments? How convincing are they? What insights do they provide? What are the limitations (contradictions, prejudices, lacking points)?
- What do their arguments tell us about the intellectual position of the author? Why is the author writing in this way or about this topic?



Midterm Exam

The midterm exam will be based on the readings, lectures, and class discussions for the first half of the course. Students will answer three questions in short-essay formation (an introduction, a body text, and a conclusion). This will be a closed book examination.

Final Exam

Based on the readings, lectures, and class discussions from the second half of the course, the students will write a final exam. The students will answer three questions in short-essay format (an introduction, a body text, and a conclusion). This will be a closed book examination.

Place-Marketing Report

The report is a critical analysis of marketing strategies of entrepreneurial cities. Students will divide themselves into pairs and will select a certain district in Milan. The aim of this project is to develop an analysis of place marketing policies that takes into account the socio-economic, political, and cultural conditions of districts. The written report should be in the format of an essay (max 1200 words, 1.5 space, Times New Roman, font size 12) that consists of an introduction, a body text, and a conclusion. Chicago style should be used for references. In addition, the report must include a visual report of the district. The students are expected to provide visual materials and related explanations. Images and photography should be identified and credited. The place-marketing report is worth 30% of your overall grade, with the in-class presentation and written report worth 15% each.

LEARNING OUTCOMES:

By the end of the course, students will be able to:

- Articulate the transformations of urban governance since the mid-1980s.
- Analyze the socio-economic, political, and cultural conditions of entrepreneurial cities.
- Compare the urban policies and practices within a global setting.
- Interpret the local economic developments from an interdisciplinary perspective.
- Gain better contextual understanding for their experiences in the city of Milan.

ATTENDANCE POLICY:

As a member of our class community, you are expected to be present and on time every day. Attending class has an impact on your learning and academic success. For this reason, the IES Abroad Milan attendance policy allows for the following number of absences, which are intended to be used for physical and mental health reasons:

- THREE (3) absences in each Italian language course,
- TWO (2) absences in each Area Studies course,
- ONE (1) absence in each seminar course or course meeting 1 day a week,
- ZERO (0) absences in each course of individual music instruction.

Every absence beyond this allowance will automatically result in a penalty of 2 percentage points off the final grade. SEVEN (7) absences will result in a failing grade in Italian language and Area Studies courses. FOUR (4) absences will result in a failing grade in a seminar or 1-day-a-week course. Failure to attend a scheduled exam, test, quiz, or presentation will automatically result in an F grade on that assessment.

CONTENT:

Session	Content	Assignments
Session 1	Introducing the course • The changing modes of local government • The rise of “entrepreneurial governance”	• Harvey, <u>From Managerialism to Entrepreneurialism</u>, pp. 3-17.
Session 2	Introducing the course • Entrepreneurial urban governance in the new urban system	• Hall and Hubbard, <u>The Entrepreneurial City and the ‘New Urban Politics’</u>, pp. 1-23.

Session	Content	Assignments
Session 3	Who rules the city? State spaces and urban governance	Brenner, <u>Urban governance and the production of new state spaces</u>, pp. 447-488.
Session 4	Who rules the city? - Introducing the urban elites - Local, national, or global?	Andreotti et al., 'Partial exit' and 'rootedness' among upper-middle classes, pp. 627-644.
Session 5	Industrial to creative - From industrial to post-industrial cities - The rise of the creative class - Milan's turbulent 1990s	- Foot, <u>From boomtown to bribesville</u>, pp. 393-412. - Florida, <u>Cities and Creative Class</u>, pp. 27-48.
Session 6	Industrial to creative - Creativeness and the urban system - The case of fashion in Milan	- Bovone, <u>Fashionable Quarters</u>, pp. 359-380. - Xang et al., <u>Decentralizing the power of fashion?</u>, pp. 1-20.
Session 7	Empty spaces and urban regeneration - Skyscrapers as icons: the City Life and Porta Nuova districts in Milan - Skyscrapers and global capital	- Sklair, <u>Iconic Architecture and the Rise of Globalizing Cities</u>, pp. 127-137. - Mosciaro, <u>Selling Milan in pieces</u>, pp. 201-218.
Session 8	Empty spaces and urban regeneration - The Porto Nuova district - Field Trip #1: visit to the Isola-Porta Nuova district	Caselli and Ferreri, <u>Notes of gentrification</u>, pp. 335-361.
Session 9	Immigration - Immigration and migrant residential patterns - Ethnic economies	- Consolazio et al., <u>Ethnic residential segregation</u>, pp. 1853-1874. - Pécoud, <u>What is ethnic in an ethnic economy?</u>, pp. 59-76.
Session 10	Immigration - A multi-layered district - Field Trip #2: Visit to Milan's "Casbah" (the Lazzaretto district)	<u>Really Eth(n)ic</u>, pp. 31-34.
Session 11	Midterm Review	

Session	Content	Assignments
Session 12	Midterm Exam	
Session 13	The touristification of cities - Cities as tourist destinations - Tourism, universities, and the real estate market in Milan	- Sainaghi and Chica-Olmo, Jorge, <u>The effects of location</u>, pp.. - Brollo and Celata, <u>Temporary Populations</u>, pp. 1815-1832.
Session 14	The touristification of cities - When and how has Milan become a tourist destination? - Guest speaker: Pierro Marzot (Hotel Spadari GM)	Handouts
Session 15	Place-marketing - Branding places and cities - World cities and place-marketing	Anholt, <u>Definitions of place branding</u>, pp. 1-10.
Session 16	Place-marketing - Constructing Milan as an attractive city - Guest speaker: David Prelini (YesMilano)	Handouts
Session 17	Mega-project cities Global cities and mega-events	Black and van der Westhuizen, <u>The allure of global games</u>, pp.1195-1214.
Session 18	Mega-project cities - Milan and mega-events - From the 2015 Expo to the 2026 Winter Olympics	Jones, Di Vita, and Ponzini, <u>Changing mega-events' spatial strategies</u>, pp. 1-11
Session 19	The dark side of the entrepreneurial city - Wealthy center, poor periphery? - The politics of center and periphery in today's Milan	Cordini et al., <u>White Flight in Milan</u>, 3216-3233.
Session 20	The dark side of the entrepreneurial city "Place making" in the urban periphery - Field Trip #3: Visit to a social housing/urban regeneration project (Greco-Breda or Merenzate area)	- Morelli, <u>Creating Urban Sociality</u>, pp. 834-852. - Verga, <u>Rhetoric in the Representation of a Multi-Ethnic Neighbourhood</u>, pp.3-24

Session	Content	Assignments
Session 21	Wrap-up - Student presentation of draft research papers - In-class workshop/feedback on research paper	
Session 22	Wrap-up Final review	
Session 23	Final Exam	

COURSE-RELATED TRIPS:

- Porto Nuova district
- Lazzaretto or “Casbah” district
- Greco-Breda or Merenzate

REQUIRED READINGS:

- Andreotti, Alberta, Le Galès, Patrick, and Moreno-Fuentes, Francisco Javier. 2019. “The challenge of researching ‘partial exit’ and ‘rootedness’ among upper-middle classes in European cities, *Urban Geography*, 40 (5), 627-644.
- Black, David R., and van der Westhuizen, Janis. 2004. “The allure of global games for 'semi-peripheral' polities and spaces: a research agenda, *Third World Quarterly*, 25 (7), 1195-1214.
- Anholt, 2010. “Definitions of place branding. Working towards a resolution”. *Place Branding and Public Diplomacy* 6, 1-10.
- Bovone, Laura. 2008. “Fashionable Quarters in the Postindustrial City: The Ticinese of Milan”, *City & Community* 4 (4), 359-380.
- Brenner, Neil. 2004. “Urban governance and the production of new state spaces in western Europe, 1960-2000.” *Review of International Political Economy*, 11 (3). 447-488.
- Brollo, Barbara, and Celata, Filippo. 2022. “Temporary populations and sociospatial polarisation in the short-term city. *Urban Studies*, 60(10), 1815–1832.
- Caselli, D. and Ferreri, M. 2013. “Acting in the emerging void. Notes on gentrification at Isola. In *Fight-Specific Isola: Art, Architecture, Activism and the Future of the City*”. Isola Art Center. Archive Books: Milan, pp. 335-361.
- Consolazio, David, Benassi, David, and Russo, Antonio Giampiero, 2023. “Ethnic residential segregation in the city of Milan at the interplay between social class, housing and labour market”. *Urban Studies*, 60(10), 1853–1874.
- Cordini, Marta, Parma, Andrea, and Ranci, Costanzo 2019. “‘White flight’ in Milan: School segregation as a result of home-to-home mobility”. *Urban Studies*, 56 (15), pp. 3216-3233.
- Florida, Richard. 2005. *Cities and Creative Class*. New York: Routledge. 27-48.
- Foot, John M.. 1999. “From boomtown to bribesville: the images of the city, Milan, 1980-97”. *Urban History*, 26 (3), 393-412.
- Harvey, David. 1989. “From Managerialism to Entrepreneurialism: The Transformation in Urban Governance in Late Capitalism.” *Geografiska Annaler, Series B, Human Geography*, 71 (1). 3-17.
- Hall, Tim and Phil Hubbard. 1996. “The Entrepreneurial City and the ‘New Urban Politics’.” In *The Entrepreneurial City: Geographies of Politics, Regime and Representation*, eds. T. Hall and P. Hubbard. New York: John Wiley & Sons. 1-23.
- Jones, Zachary. M., Di Vita, S. & Ponzini, D. 2022. “Changing mega-events' spatial strategies and cultural policy: scaling down, spacing out, and assembling organizations in the cases of London and Milan”. *City, Territory and Architecture*, 9 (1), 1-11.

- Morelli, Niccolò. 2019. "Creating Urban Sociality in Middle-Class Neighborhoods in Milan and Bologna: a Study on the Social Streets Phenomenon", *City & Community*, 18 (3), 834-852.
- Mosciaro, Mayra. 2021. "Selling Milan in pieces: the finance-led production of urban spaces." *European Planning Studies*, 29 (1), 201-218.
- Ronza, Rocco, and Maranzana, Chiara. 2019, Really Eth(n)ic. Waste management and multicultural catering in Milan.
- Sainaghi, Ruggero and Chica-Olmo, Jorge. 2022. "The effects of location before and after COVIDS-19. Impacts on revenue of Airbnb listings in Milan (Italy)". *Annals of Tourism Research*, 96, 103464.
- Sklair, Leslie. 2017. "Iconic Architecture and the Rise of Globalizing Cities". *Brown Journal of World Affairs*, 23 (11): 127-137.
- Verga, P. L...2016. "Rhetoric in the Representation of a Multi-Ethnic Neighbourhood: The Case of Via Padova, Milan". *Antipode*, 3-24. doi:10.1111/anti.12229.
- Xang, Xu, Zhang, Yaning, Chen, Tong, and Qi, Wei. 2022. "Decentralizing the power of fashion? Exploring the geographies and inter-place connections of fashion cities through fashion week". *Urban Geography*, 1-20, DOI: 10.1080/02723638.2022.2147742.

RECOMMENDED READINGS:

- Freytag, Tim et al. "Bottom-up touristification and urban transformations in Paris." *Tourism Geographies: An International Journal of Tourism Space, Place and Environment*, 20(3).
- Ioannides, Dimitri. 2018. "Airbnb as an instigator of tourism bubble expansion in Utrecht's Lombok neighbourhood." *Tourism Geographies: An International Journal of Tourism Space, Place and Environment*, 20(3).
- Jessob, Bob. 1996. "The Narrative of Enterprise and the Enterprise of Narrative: Place Marketing and the Entrepreneurial City." In *The Entrepreneurial City: Geographies of Politics, Regime and Representation*, eds. T. Hall and P. Hubbard. New York: John Wiley & Sons. 77-99.
- Peck, Jamie. 2005. "Struggling with Creative Class." *International Journal of Urban and Regional Research*, 29(4). 740-770.
- Pécoud, Antonie. 2010. "What is ethnic in an ethnic economy?" *Journal of Ethnic and Migration Studies*, 20(1): 59-76.
- Schmiz, Antonie. 2017. "Staging a Chinatown in Berlin: The Role of City Branding in the Urban Governance of Ethnic Diversity." *European Urban and Regional Studies*, 24(3): 290-303.