



**PO/US368 – THE ENTREPRENEURIAL CITY:  
STRATEGIES OF URBAN GOVERNANCE**  
IES Abroad Berlin

**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 analyzes different socio-economic, political, and cultural conditions and their actors in different urban contexts. Deriving from the experiences of Berlin, as one of Europe’s major start-up hubs, 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 interests include, but are not limited to, post-Fordism, creative industries, tourism, migrant entrepreneurship, authenticity, urban clustering, 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

**LANGUAGE OF INSTRUCTION:** English

**INSTRUCTOR:** Dr. Barış Ülker

**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 - 15%
- Visual Report- 15%

**Course Participation (10%)**

Students must complete the assigned readings, participate in class discussions, and attend all 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 argument?
- 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 about the intellectual position of the author? Why is the author writing in this way or about this topic?

**Midterm Exam (30%)**

A midterm exam will be based on the readings, lectures and class discussions for the first half of the course. 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. Duration: 90 minutes (midterms week 6).

**Final Exam (30%)**

Based on the readings, lectures and class discussions for 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. Duration: 90 minutes (finals week 13).

**Place-Marketing Report (15%)**

The report is a critical analysis of marketing strategies of entrepreneurial cities. Students will divide themselves into groups of two and each pair of students will select a city or certain districts in a city. The aim of this paper is to develop an analysis of place-marketing policies relying on socio-economic, political, and cultural conditions of cities. The paper should be in the format of an essay (max.1500 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. Due: end of week 8.

**Visual Report (15%)**

The goal of this assignment is to create a visual report of an entrepreneurial city. Readings, lectures and class discussions will be taken as points of departure in creating the visual report. The students will be able to do this assignment either in Berlin or on the destination of the academic field trip. The students are expected to provide visual materials and related explanations. Images and photography should be identified and credited. The case study can be used as travel assignment. Due: end of week 10.

**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.

**ATTENDANCE POLICY:**

Attendance and punctuality in all courses and field studies are mandatory. Absences can only be excused for valid reasons. Unexcused absences can affect students' grades. Students who miss 25% or more of all class sessions will fail the course. Missed exams cannot be taken at another time except in case of documented illness. Late submission of term papers and other work will result in grade reduction unless an extension due to illness or an emergency is approved. Please consult the IES Berlin Academics Manual on Moodle for additional details.

**ACADEMIC INTEGRITY:**

Students are expected to abide by the IES Abroad Academic Integrity Code. Assigned papers need to be properly and amply footnoted where appropriate, with all sources attributed, including images. Suspicious papers may be checked with plagiarism-detecting software.

**CONTENT:**

| Theme | Content | Assignments and Readings |
|-------|---------|--------------------------|
|-------|---------|--------------------------|

|   |  |  |
|---|--|--|
| Introduction                                      | <b>Session 1:</b> Introducing the Entrepreneurial Urban Governance                 | <ul style="list-style-type: none"> <li>Harvey, <a href="#">From Managerialism to Entrepreneurialism</a>, pp. 3-17.</li> </ul>  |
|   | <b>Session 2:</b> Contextualizing Entrepreneurialism in the New Urban System       | <ul style="list-style-type: none"> <li>Hubbard and Hall, <a href="#">“The Entrepreneurial City and the “New Urban Politics,”</a> pp. 1-23.</li> <li>Jessop, <a href="#">“The Narrative of Enterprise and the Enterprise of Narrative,”</a> pp. 77-99.</li> </ul>   |
| Transition to Post-Fordism                        | <b>Session 3:</b> Transition from Fordism to Post-Fordism                          | <ul style="list-style-type: none"> <li>Amin, <a href="#">Post-Fordism</a>, pp. 1-39.</li> </ul>  |
|   | <b>Session 4:</b> State in Post-Fordism  | <ul style="list-style-type: none"> <li>Jessop, <a href="#">Post-Fordism and the State</a>, pp. 251-279.</li> </ul>   |
| Urban Governance and State                        | <b>Session 5:</b> New State Spaces and Urban Governance                            | <ul style="list-style-type: none"> <li>Brenner, <a href="#">Urban Governance and the production of new state spaces in western Europe</a> pp. 447-488.</li> </ul>  |
|   | <b>Session 6:</b> Locational Competitiveness: Post-Unification Germany             | <ul style="list-style-type: none"> <li>Brenner, <a href="#">Building ‘Euro-Regions’</a>, pp. 391-345.</li> </ul>   |
| Creative Industries in Urban Space                | <b>Session 7:</b> Creativeness and Urban Governance                                | <ul style="list-style-type: none"> <li>Florida, <a href="#">Cities and the Creative Class</a>, pp. 27-48.</li> </ul>   |
|   | <b>Session 8:</b> Berlin’s Creativity  | <ul style="list-style-type: none"> <li>Lange et al., <a href="#">Berlin’s Creative Industries</a>, pp. 531-548.</li> <li>Althubaity and Jonas, <a href="#">Suburban Entrepreneurialism</a>, pp. 149-172.</li> </ul>  |
| Touristification I                                | <b>Session 9:</b> Tourism and Planning of New Urban Governance                     | <ul style="list-style-type: none"> <li>Nofre et al., <a href="#">Tourism, nightlife and planning</a>, pp. 1-20.</li> <li>Ioannides, <a href="#">Airbnb as an instigator of tourism bubble expansion in Utrecht’s Lombok neighbourhood</a>, pp. 391-405.</li> </ul> |
|   | <b>Session 10:</b> Berlin’s Tourism Industry<br><b>Field Trip: Potsdamer Platz</b> | <ul style="list-style-type: none"> <li>Novy, <a href="#">Destination Berlin revisited</a>, pp. 325-335.</li> <li>McNeill, <a href="#">Writing the New Barcelona</a>, pp.241-252.</li> </ul>  |
| <b>Midterms</b>                                   |  | <ul style="list-style-type: none"> <li>The written exam will be based on the readings, lectures and class discussions for the first half of the course.</li> </ul>   |
| Immigrant Entrepreneurship and New Urban Identity | <b>Session 11:</b> Cosmopolitanism, immigrant businesses and their customers       | <ul style="list-style-type: none"> <li>Parzer and Astleithner, <a href="#">More than just shopping</a>, pp.1117-1135.</li> <li>Kloosterman, <a href="#">Matching opportunities with resources</a>, 25-45.</li> </ul>   |

|   |  |  |
|---|--|--|
|   | <b>Session 12:</b> Migrant Economy                                 | <ul style="list-style-type: none"> <li>• Pécoud, <u>What is ethnic in an ethnic economy?</u> pp. 59-76.</li> </ul>   |
| Consumption Culture and New Middle Classes    | <b>Session 13:</b> Urban Consumption Spaces                        | <ul style="list-style-type: none"> <li>• Shaker and Rath, <u>The coffee scene in Glasgow's West End</u>, pp.1-7.</li> <li>• Everts, <u>Consuming and living the corner shop</u>, pp. 847-863.</li> </ul>                       |
|   | <b>Session 14:</b> Commodification of Authenticity                 | <ul style="list-style-type: none"> <li>• Zukin, <u>Consuming authenticity</u>, pp. 724-748.</li> <li>• <b>Place-Marketing Report, Due: end of week 8.</b></li> </ul>   |
| Place-marketing                               | <b>Session 15:</b> City Branding                                   | <ul style="list-style-type: none"> <li>• Ward, <u>Place Marketing</u>, pp. 31-53.</li> <li>• Schmitz, <u>Staging a Chinatown in Berlin</u>, pp. 290-303.</li> </ul>  |
|   | <b>Session 16:</b> Marketing, Urban Governance and Use of Space    | <ul style="list-style-type: none"> <li>• Colomb, <u>Pushing the Urban Frontier</u>, pp. 131-152.</li> </ul>  |
| Mega-Project Cities and Shrinking Cities      | <b>Session 17:</b> Mega Projects as Urban Governance Strategy      | <ul style="list-style-type: none"> <li>• Qian, <u>Building Hangzhou's new city center</u>, pp. 3-19.</li> <li>• Pow, <u>Urban Entrepreneurialism, Global Business Elites and Urban Mega-Development</u>, pp. 53-72.</li> </ul> |
|   | <b>Session 18:</b> Shrinking Cities and Spaces of Renewal          | <ul style="list-style-type: none"> <li>• Bernt, <u>Partnerships for Demolition</u>, pp. 754-769.</li> <li>• <b>Visual Report, Due: end of week 10</b></li> </ul>   |
| Smart Cities and Cities as Capital of Culture | <b>Session 19:</b> Postcolonial Smart Cities                       | <ul style="list-style-type: none"> <li>• Datta, <u>New urban utopias of postcolonial India</u>.</li> <li>• Söderström et al. <u>Smart cities as corporate storytelling</u>, pp. 307-320.</li> </ul>                            |
|   | <b>Session 20:</b> European Capital of Culture                     | <ul style="list-style-type: none"> <li>• Liu, <u>Cultural Event and Urban Regeneration</u>, pp. 159-179.</li> <li>• Pratt, <u>Urban regeneration</u>, pp. 1041-1061.</li> </ul>  |
| Void Spaces                                   | <b>Session 21:</b> Void Spaces                                     | <ul style="list-style-type: none"> <li>• No reading requirement.</li> </ul>  |
|   | <b>Field Trip: Warschauer Strasse-Jannowitzbrücke</b>              |  |
|   | <b>Session 22:</b> Final Discussion and Wrap-up, Exam Consultation |  |
| <b>Finals</b>                                 |  | <ul style="list-style-type: none"> <li>• The exam will be based on the readings, lectures and class discussions of the second half of the course.</li> </ul>   |

**COURSE-RELATED TRIPS:**

- We will explore the commodification of the Berlin Wall during a field trip to Potsdamer Platz (session 11)
- We will track the transformation of void spaces to a night club area and attraction for party crowds during a field trip to Warschauer Strasse-Jannowitzbrücke (session 23)

#### REQUIRED READINGS:

- Althubaity, Amer and Andrew E.G. Jonas. 1996. "Suburban Entrepreneurialism: Redevelopment Regimes and Coordinating Metropolitan Development in Southern California." *The Entrepreneurial City: Geographies of Politics, Regime and Representation*, eds. T. Hall and P. Hubbard. New York: John Wiley & Sons. 149-172.
- Amin, Ash. "Post-Fordism: Models, Fantasies and Phantoms of Transition." In *Post-Fordism: A Reader*, ed. A. Amin. Oxford: Blackwell Publishers. 1-39.
- Bernt, Matthias. 2009. "Partnerships for Demolition: The Governance of Urban Renewal in East Germany's Shrinking Cities." *International Journal of Urban and Regional Research*, 33(3): 754-769.
- Brenner, Neil. 2000. "Building 'Euro-Regions': Locational Politics and the Political Geography of Neoliberalism in Post-Unification Germany." *European Urban and Regional Studies*, 7(4): 319-345.
- 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.
- Colomb, Claire. 2012. "Pushing the Urban Frontier: Temporary Uses of Space, City Marketing, and the Creative City Discourse in 2000s Berlin." *Journal of Urban Affairs*, 34 (2): 131-152.
- Datta, Ayona. 2015. "New urban utopias of postcolonial India: Entrepreneurial urbanization in Dholera smart city, Gujarat." *Dialogues in Human Geography*.
- Everts, Jonathan. 2010. "Consuming and living the corner shop: belonging, remembering, socializing." *Social and Cultural Geography*, 11(8): 847-863.
- Florida, Richard. 2005. *Cities and Creative Class*. New York: Routledge. 27-48.
- 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
- 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.
- 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).
- Jessop, Bob. 1994. "Post-Fordism and the State." In *Post-Fordism: A Reader*, ed. A. Amin. Oxford: Blackwell Publishers. 251-279.
- Jessop, 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.
- Kloosterman, Robert C. 2010 "Matching opportunities with resources: A framework for analyzing (migrant) entrepreneurship from mixed embeddedness perspective." *Entrepreneurship and Regional Development*, 22(1): 25-45.
- Lange, Bastian et al. 2008. "Berlin's Creative Industries: Governing Creativity?" *Industry and Innovation*, 15(5): 531-548.
- Liu, Yi-De. 2016. "Cultural Event and Urban Regeneration: Lessons from Liverpool as the 2008 European Capital of Culture." *European Review*, 24(1): 159-176.
- McNeill, Donald. 1996. "Writing the New Barcelona," In *The Entrepreneurial City: Geographies of Politics, Regime and Representation*, eds. T. Hall and P. Hubbard. New York: John Wiley & Sons. 241-252.

- Nofre, Jordi et al. 2017. "Tourism, nightlife and planning: challenges and opportunities for community liveability in La Barceloneta." *Tourism Geographies: An International Journal of Tourism Space, Place and Environment*, 20(3). 1-20.
- Novy, Johannes. 2018. "Destination Berlin revisited: From (new) tourism towards a pentagon of mobility and place consumption". *Tourism Geographies: An International Journal of Tourism Space, Place and Environment*, 20(3). 418-442.
- Parzer, M. and F. Astleithner. 2018. "More than just shopping: Ethnic majority consumers and cosmopolitanism in immigrant grocery shops." *Journal of Ethnic and Migration Studies*, 44(7). 1117-1135.
- Pécoud, Antonie. 2010. "What is ethnic in an ethnic economy?" *Journal of Ethnic and Migration Studies*, 20(1): 59-76.
- Pow, C.P. 2002. "Urban Entrepreneurialism, Global Business Elites and Urban Mega-Development: A Case Study of Suntext City." *Asian Journal of Social Science*, 30(1): 53-72.
- Pratt, A. 2009. "Urban regeneration: from the arts 'feel good' factor to the cultural economy: a case study of Hoxton, London." *Urban Studies*, 46: 1041-1061.
- Söderström, Ola et al. "Smart cities as corporate storytelling," *Cities*, 18(3): 307-320.
- Qian, Zhu. 2011. "Building Hangzhou's new city center: Mega project development and entrepreneurial urban governance in China." *Asian Geographer*, 28(1): 3-19.
- Schmitz, 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.
- Shaker, Raze and Jan Rath. 2018. "The coffee scene in Glasgow's West End: On the class practices of the new urban middle classes." *City, Culture and Society*.
- Ward, Stephen. 1996. "Place Marketing: A Historical Comparison of Britain and North America." In *The Entrepreneurial City: Geographies of Politics, Regime and Representation*, eds. T. Hall and P. Hubbard. New York: John Wiley & Sons. 31-53.
- Zukin, Sharon. 2008. "Consuming authenticity: From outposts of difference to means of exclusion." *Cultural Studies*, 22(5): 724-748.

#### RECOMMENDED READINGS:

- De Frantz, Monika. 2018. "Tourism marketing and urban politics: cultural planning in a European capital." *Tourism Geographies: An International Journal of Tourism Space, Place and Environment*, 20(3).
- Florida, Richard. 2012. *The Rise of the Creative Class: Revisited*. New York: Basic Books.
- 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).
- Germann Molz, J. 2007. "Eating Difference: Cosmopolitan Mobilities of Culinary Tourism." *Space and Culture*, 10(1). 77-93.
- Hall, Tim and Phil Hubbard. 1996. *The Entrepreneurial City: Geographies of Politics, Regime and Representation*. New York: John Wiley & Sons.
- Halter, M. 2000. *Shopping for Identity: The Marketing of Ethnicity*. New York: Schocken Books.
- Kraetke, Stefan. 2010. "Creative Cities and the Rise of the Dealer Class: A Critique of Richard Florida's Approach to Urban Theory." *International Journal of Urban and Regional Research*, 34(4). 835-853.
- Peck, Jamie. 2005. "Struggling with Creative Class." *International Journal of Urban and Regional Research*, 29(4). 740-770.
- Pécoud, Antonie. 2004. "Entrepreneurship and identity: Cosmopolitanism and cultural competencies among German-Turkish businesspeople in Berlin." *Journal of Ethnic and Migration Studies*, 30(1). 3-20.
- Puchta, Dieter et al. 2010. *The Berlin Creative Industries: An Empirical Analysis of Future Key Industries*. Wiesbaden:



Gabler.

- Rath, Jan. 2002. *Unravelling the Rag Trade: Immigrant Entrepreneurship in Seven World Cities*. New York: Berg.
- Smith, Melanie Kay. 2018. "Non-planning and tourism consumption in Budapest's inner city". *Tourism Geographies: An International Journal of Tourism Space, Place and Environment*, 20(3).