## **Economics Of Global Competitiveness And Sustainability**

## Professor Francesco Timpano

***COURSE AIMS***

Territorial/national competitiveness and sustainability are becoming crucial drivers for firms’ performance. Most of the firm level decisions are for different reasons related to the territorial context where the firm is located. The objective of the course is to identify the most important elements in decisions made by firms in establishing a presence in Europe and internationally. The course opens with a review of readings about country risk and territorial competitiveness and proposes a series of practical tools for analysing national economies and their potential. The main points of reference are the instruments proposed by European and international organisations and by the principal agencies for rating the business environment of the points of destination for direct foreign investment. Morevoer, a specific attention is paid to the sustainability issue. Starting from the approach followed in the Agenda 2030 that identified the Sustainable development goals, the relationships between the strategies of the firms and the sustainability goals will be widely studied along with the methods of evaluation of the performance of firms and industrial clusters in terms of sustainability.

Upon completion of the program, students will be able to:

* identify the elements that cause an increase in country risk, including from an empirical profile (obj. 1) ;
* compare differing territorial performance on the basis of competitiveness rankings (obj. 2);
* identify main sustainability issues in the perspective of Agenda 2030 – SDGs and evaluate public policies and private strategies impacting business environment (obj. 3);
* define the business environment of a given territory in terms of competitiveness and sustainability (obj. 4);
* respond to the demand of firms regarding the evaluation of location strategies (obj. 5).

***COURSE CONTENT***

1. Country risk: concept and measures.
2. Territorial competitiveness and ease of doing business: concepts and measures*.*
3. Sustainability and SDGs: concepts and measures.
4. Factors making territories attractive and the key players in the territorial framework.
5. Constructing a model to promote a site selection process taking care of risk, competitiveness and sustainability.

***READING LIST***

A preliminary reading list is indicated below:

**Point 1**

P. Manasse- N. Roubini,"*Rules of Thumb" for Sovereign Debt Crises*, IMF working paper, WP/05/42.

*The State of Public Finances Cross-Country Fiscal Monitor: November 2009*, IMF Staff Position Note, November 3, 2009, SPN/09/25.

**Point 2**

J.Stiglitz-A. Sen-J.P. Fitoussi, *Report by the Commission on the Measurement of Economic Perfomance and Social Progress*, 2009.

P. Krugman, *Competitiveness- A Dangerous Obsession, Foreign Affairs*, March/April 1994 (volume 73, number 2).

S. Lall, *Competitiveness indices and developing countries, an economic evaluation of Global Competitiveness Report,* World Delevopment, Vol. 29, N.9, pp. 1501-1525, 2001.

THE FOLLOWING REPORTS WILL REPORTS WILL BE STUDIED (LAST YEAR AVAILABLE)

*The Global Competitiveness Report*, World Economic Forum.

*Ease of doing Business Report, World bank*

**Point 3**

THE FOLLOWING REPORTS WILL REPORTS WILL BE STUDIED (LAST YEAR AVAILABLE)

The sustainable development goals report, United Nations

Rapporto ASVIS

Rapporto SDGs ISTAT

**Points 4 and 5**

Sansoucy, *Marketing territoriale: marketing ed attrazione di investimenti*, Piacenza, 2006.

## Additional materials will be provided.

***TEACHING METHOD***

Lectures and practical exercises carried out with the guidance of the professor. Lectures will be flanked by meetings with the professor for the purpose of preparing individual project work. The course also contemplates seminars involving professionals for the purpose of evaluating the international location opportunities available to firms.

***ASSESSMENT METHOD***

The evaluation process is based on four homeworks (three assessments and one project):

* 1. Assessment about the evaluation of country risk: applied calculation of the empirical tree for a country (see obj.1 learning outcomes) (points 2.5)
  2. Assessment about the evaluation of territorial competitiveness of a country (based on the World Economic Forum (see obj.2 learning outcomes) (points 2.5)
  3. Assessment about the evaluation of sustainability of a country (based on UN report), (see obj.3 learning outcomes) (points 2.5)
  4. Project work (homework): business environment evaluation or site selection process applied (see obj. 4 and 5 learning outcomes) (points 7,5)
  5. Written exam: two questions points 15 out of four aimed to focus on more theoretical issues about the different topics.

Students may choose an alternative track based on Written exam (three questions 22,5 points) and project work (7,5 points).

***NOTES***

Information on office hours available on the teacher's personal page at <http://docenti.unicatt.it/>.