

## GEOG 3421A – Location Theory and Analysis

### Course Outline: Section 001 Fall 2021

This course is taught in-person  
Syllabus subject to modification

#### 1. Course Information



	Delivery Mode	Day/Time	Location
<b>Lecture</b>	In-person	Monday 2:30 pm	SSC-1059
<b>Lab</b>	In-person	Monday 4:30 pm	SSC-1059

Classes Start	Fall Reading Week	Classes End	Study day(s)	Exam Period
September 8	November 1-7	December 8	December 9	December 10-21

September 16, 2021: Last day to add a first-term half course

October 11, 2021: Thanksgiving Holiday

November 12, 2021: Last day to drop a first term half course without penalty



Course Instructor	Contact Information	Office Hours
Jacek Malczewski	<a href="mailto:jmalczew@uwo.ca">jmalczew@uwo.ca</a>	In-person or zoom meeting by <u>appointment</u> via email

Although I will usually reply the same day, please allow up to 48 hours.

Please email from your @uwo.ca account and use "Geog3223 – Email Topic" in the subject line.

Teaching Assistant	Contact Information	Office Hours
Nafiseh Ghasemian Sorboni	<a href="mailto:nghasem2@uwo.ca">nghasem2@uwo.ca</a>	TBD

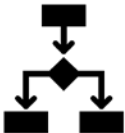
#### 2. Calendar Description

"This course introduces you to the principles of integrating GIS and decision analysis. Selected GIS-based decision-making methods are applied in practical sessions. A range of applications from both public and private sector organizations are covered"

Prerequisite: Geography 2220A/B or Geography 2420A/B or permission of the instructor.

Prerequisite checking is the student's responsibility

Senate Regulations state, "unless you have either the requisites for this course or written special permission from your Dean to enroll in it, you will be removed from this course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites."



### 3. Readings

(The textbooks are placed on reserve in the D.B. Weldon Library)

Chapman K. and Walker D. F., 1991, *Industrial Location*, 2nd Edition, Cambridge: Basil Blackwell. DBW HD58.C37 1991

Church R. L. and A. T. Murray, 2019, *Business site selection, location analysis, and GIS*, Hoboken, N.J.: John Wiley, BUS HD58.C48 2009

Ghosh A. and McLafferty S. L., 1987, *Location Strategies for Retail and Service Firms*, Lexington: Lexington Books. BUS HF5429.275.G47 1987

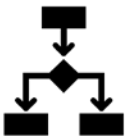
Healey M. J. and Ilbery B. W., 1990, *Location and Change: Perspectives on Economic Geography*, Oxford University Press. DBW HF1025.H4 1990

Malczewski J., 2017, Location-allocation analysis, Lecture Notes

### 4. Course Objectives and Format

There are three objectives of the course:

- to overview location theories
- to develop critical understanding of location theories
- to develop practical skill with GIS-based location analysis including interpretation, quantitative processing and analysis, and spatial modeling.



The course material is cumulative. Missing a single lecture may, therefore, be critical.

All course material will be posted to OWL: <http://owl.uwo.ca>. Any changes will be indicated on the OWL site and discussed with the class.

Google Chrome or Mozilla Firefox are the preferred browsers to optimally use OWL; update your browsers frequently. Students interested in evaluating their internet speed, please click [here](#).

If students need assistance, they can seek support on the [OWL Help page](#). Alternatively, they can contact the [Western Technology Services Helpdesk](#). They can be contacted by phone at 519-661-3800 or ext. 83800.

### 5. Communication



- Students should check the OWL site regularly
- A weekly update will be provided on the OWL announcements
- For any other communication, the centrally administered **e-mail account** provided to students will be considered the individual's official university e-mail address. It is the responsibility of the account holder to ensure that e-mail received from the University at his/her official university address is attended to in a timely manner. You can read about the privacy and security of the UWO email accounts [here](#).
- Emails will be monitored daily; students will receive a response in 24 – 48 hours

## 6. Course Content and Schedule

Dates	Topic	Readings
Sep. 13	Introduction	
Sep. 20 – Oct. 18	<i>Theories of economic location</i> <ul style="list-style-type: none"> <li>• Neoclassical approaches</li> <li>• Behavioral approaches</li> <li>• Structural approaches</li> </ul>	Healey & Ilbery, pp.14-30; Healey & Ilbery, pp. 183-190 Chapman & Walker, pp. 18-57 Church & Murray, pp. 1-17
Oct. 18 – Nov. 29	<i>Location analysis</i> <ul style="list-style-type: none"> <li>• Site suitability analysis</li> <li>• Network analysis</li> <li>• Location-allocation models</li> <li>• Spatial interaction models</li> </ul>	Church & Murray, pp. 107-134 Church & Murray, pp. 259-272 Ghosh & McLafferty, pp. 87-177 Malczewski, Lecture notes
Dec. 6	Synthesis	
Sep. 27	No class (conflict with 3000 Field Course)	
Oct. 11	Thanksgiving Holiday	
Nov. 1	Reading Week	
Nov. 8	Mid-term test (on-line, 1.5 hours)	
TBD	Final exam (in-person, 2 hours, cumulative)	

Students are responsible for material covered in the lectures as well as the assigned chapters/sections in the textbooks.

## 7. Evaluation

Below is the evaluation breakdown for the course. Any deviations will be communicated.

Date	Labs / Tests	Weighting	Due Date
Oct. 25	Site selection/suitability analysis	7%	Nov. 8
Nov. 15	Location-allocation models: Network analysis	7%	Nov. 22
Nov. 22	Location-allocation models	7%	Nov. 29
Nov. 29	Spatial interaction models	7%	Dec. 6
Nov. 8	Mid-term test (on-line, 1.5 hours)	31%	
TBD	Final exam (in-person, 2 hours, cumulative)	41%	

Grades will not be adjusted on the basis of need. It is important to monitor your performance in the course. *You* are responsible for your grades in this course.

The lab component consists of four assignments worth 28% of your final grade.

Laboratory exercises submitted late without approved documentation or the submission of a self-reported absence will be subject to a **penalty of 25% per day**. Assignments more than 2 days late will not be accepted.

Attendance at labs is mandatory and absence will be penalised by deduction of 2% of the total course mark for each lab missed.

There will be a midterm test and a final examination. The mid-term test will be held on Monday, November 8, 2:30 - 4:00pm. The final examination (2 hours) will be scheduled during the examination period at the end of the fall term.

**A make-up mid-term test will not be offered.** The weight of a missed mid-term will be transferred to the final exam.

Assignments will be submitted to Turnitin (statement in policies below)

Click [here](#) for a detailed and comprehensive set of policies and regulations concerning examinations and grading. The table below outlines the University-wide grade descriptors.

A+	90-100	One could scarcely expect better from a student at this level
A	80-89	Superior work which is clearly above average
B	70-79	Good work, meeting all requirements, and eminently satisfactory
C	60-69	Competent work, meeting requirements
D	50-59	Fair work, minimally acceptable
F	below 50	Fail

## 8. Accommodation Policies

Students with disabilities work with Accessible Education (formerly SSD) which provides recommendations for accommodation based on medical documentation or psychological and cognitive testing. The accommodation policy can be found here: [Academic Accommodation for Students with Disabilities](#).

### Academic Consideration for Student Absence

Students will have up to two (2) opportunities during the regular academic year to use an on-line portal to self-report an absence during the term, provided the following conditions are met: the absence is no more than 48 hours in duration, and the assessment for which consideration is being sought is worth 30% or less of the student's final grade. Students are expected to contact their instructors within 24 hours of the end of the period of the self-reported absence, unless noted on the syllabus. Students are not able to use the self-reporting option in the following circumstances:

- for exams scheduled by the Office of the Registrar (e.g., December and April exams)
- absence of a duration greater than 48 hours,
- assessments worth more than 30% of the student's final grade,
- if a student has already used the self-reporting portal twice during the academic year

If the conditions for a Self-Reported Absence are *not* met, students will need to provide a Student Medical Certificate if the absence is medical, or provide appropriate documentation if there are compassionate grounds for the absence in question. Students are encouraged to contact their Faculty academic counselling office to obtain more information about the relevant documentation.

Students should also note that individual instructors are not permitted to receive documentation directly from a student, whether in support of an application for consideration on medical grounds, or for other reasons. **All documentation required for absences that are not covered by the Self-Reported Absence Policy must be submitted to the Academic Counselling office of a student's Home Faculty.**

For Western University policy on Consideration for Student Absence, see

[Policy on Academic Consideration for Student Absences - Undergraduate Students in First Entry Programs](#)

and for the Student Medical Certificate (SMC), see:

[http://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/medicalform.pdf](http://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf).

### **Religious Accommodation**

Students should consult the University's list of recognized religious holidays, and should give reasonable notice in writing, prior to the holiday, to the Instructor and an Academic Counsellor if their course requirements will be affected by a religious observance. Additional information is given in the [Western Multicultural Calendar](#).

## **9. Make-up Examinations**

A make-up mid-term test will not be offered. The weight of a missed mid-term test will be transferred to the final exam.

## **10. Use of Electronic Devices**

Electronic devices will be allowed during mid-term and final exams.

## **11. How to Be Successful in this Class:**



The course is problem based, and applied - you must practice problems and do all exercises in order to fully understand the material and successfully complete the course. The course material is cumulative. You should review lectures and readings weekly - do not expect success if you only study and practice before exams.

## **12. Continuity of Education Plan (in-person class pivoting to online learning)**

In the event of a COVID-19 resurgence during the course that necessitates the university to direct courses move away from face-to-face interaction, all remaining course content will be delivered entirely online, either synchronously (i.e., at the times indicated in the timetable) or

asynchronously (e.g., posted on OWL for students to view at their convenience). The grading scheme will **not** change. Any remaining assessments will also be conducted online as determined by the course instructor.

### **13. Information on COVID-19**

#### **Masking Guidelines**

Students will be expected to wear triple layer, non-medical, paper masks at all times in the classroom as per University policy and public health directives. Students who are unable to wear a mask must seek formal accommodation through Western Accessible Education, and present medical documentation.

Students are not permitted to eat or drink while in class to ensure masks stay in place. Students will be able to eat and drink outside of the classroom during scheduled breaks.

Students unwilling to wear a mask as stipulated by Western policy and public health directives will be referred to the Dean, and such actions will be considered a violation of the student Code of Conduct.

#### **Course Absences due to Daily COVID Screening Questionnaire**

Missed assessments (e.g., assignments, quizzes, tests, midterms, etc.) require formal academic considerations (typically self-reported absences and/or academic counselling).

Students who demonstrate a pattern of routinely missing coursework due to self-reported COVID symptoms, and therefore do not demonstrate mastery of the learning outcomes of the course, will not receive credit for the course.

### **14. Academic Offences**

Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence.

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between The University of Western Ontario and Turnitin.com ( <http://www.turnitin.com> ).

Computer-marked multiple-choice tests and/or exams may be subject to submission for similarity review by software that will check for unusual coincidences in answer patterns that may indicate cheating.

### **15. Western's Commitment to Accessibility**

The Department of Geography and Environment strives at all times to provide accessibility to all faculty, staff, students and visitors in a way that respects the dignity and independence of people with disabilities.

Please contact the course instructor if you require material in an alternate format or if you require any other arrangements to make this course more accessible to you. You may also wish to contact Services for Students with Disabilities (SSD) at 519-661-2147 for any specific question regarding an accommodation. [Information regarding accommodation of exams](#) is available on the Registrar's website.

More information about "[Accessibility at Western](#)" is available.

## **16. Mental Health**

If you or someone you know is experiencing distress, there are several resources here at Western to assist you. Please visit Western's [Health and Wellness website](#) for more information on mental health resources.

## **17. Support Services**

[Western's Support Services](#)  
[Student Development Centre](#)

## **18. Important Dates**

September 8: Classes resume

September 16: Last day to add a first term half course

October 11: Thanksgiving Holiday – Department Office Closed

November 1 to November 7: Fall Reading Week (No classes; Department Office open)

November 12: Last day to drop a first term half course without penalty

November 30: Last day to drop a full course without penalty

December 8: Classes end

December 9: Study day

December 10-21: Examination Period