



Business Demography
Business Demography
[CORE COURSE TUTORIAL]

Semester: I	Credits: 4	Subject Code: BB12006	Lectures: 48
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Course Outcomes:

At the end of this course, the learner will be able to,

- Ability to recognize and describe the concept of Demography and the various attributes of Population
- Ability to recognize and relate demographic data and explain reports based on demographic analyses.
- Ability to apply the demographic concepts and population theories to explain characteristics of population and the related socio-economic issues and current status.
- Ability to analyze and examine the effects of Urbanization and its challenges.
- Ability to discuss the relationship between the policies of the Government and Demographic change.

Unit 1: Introduction to Demography	10
<ul style="list-style-type: none">• Meaning, Definition, Need, Scope, Importance and Limitations of Demography.• Components of Demography – Fertility, Mortality and Migration, Measures to calculate Vital Statistics (Mortality, Fertility and Population Growth) , Factors affecting them.• The Physical Quality of Life Index (PQLI) – An Overall Indicator of Human Welfare.• Human Development Index (HDI) - HDI as a measure of Welfare, Construction of HDI.• Introduction to Complete Enumeration or Census. Simple analysis of major indicators (age, sex, literacy rate and population growth) over time.	

Unit 2: Distribution of Population and Population Growth	10
<ul style="list-style-type: none">• Meaning of Population Distribution, Factors influencing Distribution of Population, Population Pyramid.• Concept of Density of Population, Population Density in India, Factors affecting Population Density, Measuring Population Density.• Meaning and Definition of Population Growth, Human Population Growth Rate, World Population Growth, Measuring Population Growth, Population Growth in India since 1901.• Concept of Over Population, Optimum Population, Under Population, Dependent Population and Working Population, Population Explosion• Theories of Population Growth – i) Malthusian Theory ii) Optimum Theory iii) The Theory of Demographic Transition. Demographic Transition in India.	

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Unit 3: Population as Resource	10
<ul style="list-style-type: none"> • Meaning of Resource, Types of Resources, Importance of Human Resource in Development and Growth of Business. Population as a Liability and an Asset. • Concept of Literacy, Importance of Literate population as a resource, Literacy Rate in India using Census. Population and Jobless Growth. • Concept of Sex Ratio, Sex Composition of Population and the Missing Women, Gender Inequality Index, Gender Empowerment Index. • Concept of Age and Sex Pyramid, Types of Age and Sex Pyramid, Age and Sex Pyramid of Different Countries Age Structure of India's Population. • Classification of Population – Urban and Rural Population, Population below Poverty Line, Multidimensional Poverty Index – Human Poverty Index. 	

Unit 4: Urbanisation	06
<ul style="list-style-type: none"> • Urbanisation as Behavioural, Structural and Demographic concept. • Meaning, Definition of Urbanisation, Factors responsible for Urbanisation, Problems of Urbanisation. • Urbanisation Trends in India since 1901, Urban Challenges, Rural-Urban Migration in India. 	

Unit 5: Population Policy	12
<ul style="list-style-type: none"> • Evolution of population policy in India – The shift in policy from population control to family welfare, to women empowerment. • Family planning strategies and their outcomes; Reproductive health, maternal nutrition and child health policies. • Population and strategies for human development of different social groups, social impact of new reproductive technologies and their regulation. • The New Population Policy, Tasks before the National Population Commission. 	

#12 hours for Library work , assignments, practical or field work

Recommended Text Books:
<ul style="list-style-type: none"> • Wagh Yogesh A and Shukla Neha, <i>Business Demography and Environmental Studies</i>, Nirali Prakashan, 2013 • Jadhav Gauri Girish, <i>Business Demography</i>, Nirali Prakashan, June 2019 • Mishra Puri, <i>Indian Economy</i>, Himalaya Publishing House, 2018 • Gupta and Kapoor, <i>Fundamentals of Applied Statistics</i>, Sultan Chand & Co.,1987 • Felix Raj, Mukherjee Sampat, Mukherjee Mallinath, Ghose Amitava, Nag Ranjan <i>Contemporary Developmental Economics, From Adam Smith to Amartya Sen</i>, New Central Book Agency, 2007 • World Development Report, 1991, 1995, 1997, 2000-2001, World Bank, Oxford University Press.

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- World Development Indicators, 2014, World Bank, Oxford University Press
- Human Development Report, 1995-2009, UNDP, Oxford University.

Reference Books:

- Cherunilam Francis, *Business Environment, Text and Cases*, Himalaya Publishing House
- Demographic Yearbook, 1972 – UNDP, United Nations, 1973
- Asha Bhende and Kanitkar, *Principles of Population Studies*, Himalaya Publishing House, 2015
- Ashwathappa K, *Essentials of Business Environment*, Himalaya Publishing House
- Paul Justin, *Business Environment*, The McGraw Hill Companies
- Datt Sundharam, *Indian Economy*, Sultan Chand, 2013
- Aggarwal A N, *Indian Economy*
- Todaro Michael P, *Economics For Developing World*, Longman, 1981
- Todaro Michael P, *Economic Development in the Third World*, 1991
- Sharma Rajendra K, *Demography and Population Problems*, Atlantic, 2004
- Srivastava V S, Vikas, *Demography and Population Studies*, 1994
- Pethe V P, *Demographic Problems of an Urban Population*, Popular, 1964

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Faculty	Dr. Arwah Madan	<i>Arwah Madan</i> 15/06/20
Faculty	Mrs Amruta Basu	<i>Amruta Basu</i> 15/06/20
Subject Expert (Outside SPPU)	Dr. Ishita Dutt	<i>Ishita Dutt</i> 15/06/20
Subject Expert (Outside SPPU)	Dr. Subhash Patil	<i>Subhash Patil</i> 15/06/20
VC Nominee	Dr. Sailee Belsare	<i>Sailee Belsare</i> 15/06/20
Industry Expert	Dr. Nishant Upadhyay	<i>Nishant Upadhyay</i> 15/06/20
Alumni	Ms. Asha Pannikar	<i>Asha Pannikar</i> 15/06/20

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