

**Business Demography**  
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**[CORE COURSE TUTORIAL]**

<b>Semester: I</b>	<b>Credits: 4</b>	<b>Subject Code: BB12006</b>	<b>Lectures: 48</b>
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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**

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- 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.

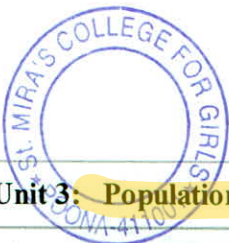
**Unit 2: Distribution of Population and Population Growth**

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- 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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<b>Unit 3: Population as Resource</b>	<b>10</b>
<ul style="list-style-type: none"><li>• Meaning of Resource, Types of Resources, Importance of Human Resource in Development and Growth of Business. Population as a Liability and an Asset.</li><li>• Concept of Literacy, Importance of Literate population as a resource, Literacy Rate in India using Census. Population and Jobless Growth.</li><li>• Concept of Sex Ratio, Sex Composition of Population and the Missing Women, Gender Inequality Index, Gender Empowerment Index.</li><li>• 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.</li><li>• Classification of Population – Urban and Rural Population, Population below Poverty Line, Multidimensional Poverty Index – Human Poverty Index.</li></ul>	
<b>Unit 4: Urbanisation</b>	<b>06</b>
<ul style="list-style-type: none"><li>• Urbanisation as Behavioural, Structural and Demographic concept.</li><li>• Meaning, Definition of Urbanisation, Factors responsible for Urbanisation, Problems of Urbanisation.</li><li>• Urbanisation Trends in India since 1901, Urban Challenges, Rural-Urban Migration in India.</li></ul>	
<b>Unit 5: Population Policy</b>	<b>12</b>
<ul style="list-style-type: none"><li>• Evolution of population policy in India – The shift in policy from population control to family welfare, to women empowerment.</li><li>• Family planning strategies and their outcomes; Reproductive health, maternal nutrition and child health policies.</li><li>• Population and strategies for human development of different social groups, social impact of new reproductive technologies and their regulation.</li><li>• The New Population Policy, Tasks before the National Population Commission.</li></ul>	

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

<b>Recommended Text Books:</b>
<ul style="list-style-type: none"><li>• Wagh Yogesh A and Shukla Neha, <i>Business Demography and Environmental Studies</i>, Nirali Prakashan, 2013</li><li>• Jadhav Gauri Girish, <i>Business Demography</i>, Nirali Prakashan, June 2019</li><li>• Mishra Puri, <i>Indian Economy</i>, Himalaya Publishing House, 2018</li><li>• Gupta and Kapoor, <i>Fundamentals of Applied Statistics</i>, Sultan Chand &amp; Co., 1987</li><li>• 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</li><li>• World Development Report, 1991, 1995, 1997, 2000-2001, World Bank, Oxford University Press.</li></ul>

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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	Mrs Amruta Basu	Amruta Basu 15/06/20
Subject Expert (Outside SPPU)	Dr. Ishita Dutt	Ishita Dutt 15/06/20
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