

Course: OE
Basics of Business Demography

Semester: I	Credits: 2	Subject Code: OE2-12310	Lectures: 30
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Course Outcomes:

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

- CO1-Recall, recognize and describe the concept of Demography and the various attributes of Population and relate the SDGs to the governance of the country.
- CO2-Comprehend, recognize and relate demographic data and explain reports based on demographic analyses.
- CO3-Remember, apply the demographic concepts and population theories to explain characteristics of population and the related socio-economic issues and current status.
- CO4-Analyze and examine the effects of Urbanization and its challenges.

Unit 1: Introduction to Business Demography	15
<ul style="list-style-type: none"> • Meaning, Definition, Need, Scope, Importance and Limitations of Demography. Relevance of Demography in the growth of Business, Trade, Government and Commercial Policies • 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. • Meaning of Population Distribution, Factors influencing Distribution of Population. • Concept of Over Population, Optimum Population, Under Population, Dependent Population and Working Population. • Theories of Population Growth-The Theory of Demographic Transition. • Assignment: Internal 	

Unit 2: Population as Resource & Urbanisation	15
<ul style="list-style-type: none"> • Meaning of Resource, Types of Resources, Importance of Human Resource in Development and Growth of Business • Concept of Literacy, Importance of Literate population as a resource. • Concept of Age and Sex Pyramid, Types of Age and Sex Pyramid. • Urbanisation as Behavioural, Structural and Demographic concept. • Meaning, Definition of Urbanisation, Factors responsible for Urbanisation, Problems of Urbanisation. Rural-Urban Migration. Urbanisation and Environment • Application of SDGs in Government and Corporate Decision Making. 	

Recommended Text Books:

- Mishra Puri, *Indian Economy*, Himalaya Publishing House, 2018



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- Gupta and Kapoor, *Fundamentals of Applied Statistics*, Sultan Chand & Co., 1987
- Felix Raj, Mukherjee Sampat, Mukherjee Mallinath, Ghose Amitava, Nag Ranjan *Contemporary Developmental Economics, From Adam Smith to Amartya Sen*, New Central Book Agency, 2007
- World Development Report, 1991, 1995, 1997, 2000-2001, World Bank, Oxford University Press.
- 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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Industry Expert	CFP Himanshu Mayne	<i>Himanshu Mayne</i>
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