

Academic subject: Business Demography			
Degree Class: Public Administration (SA)		Degree Course: 1 st Year Course	
		Academic Year: 2021/2022	
		Kind of class: Mandatory	Year: 2021
		Period: September/December	
		ECTS: divided into ECTS lessons: 6 ECTS exe/lab/tutor: 2	
Time management, hours, in-class study hours, out-of-class study hours lesson: 64 exe/lab/tutor: in-class study: out-of-class study: 136			
Language: Italian		Compulsory Attendance: no	
Subject Teacher: Roberta Pace		Tel: e-mail: roberta.pace@uniba.it	Office: Department of Political Science Room Floor
Office days and hours:			
Prerequisites: Knowledge of elementary statistics and basic demography			
Educational objectives:			
Expected learning outcomes (according to Dublin Descriptors)		<p>Knowledge and understanding: The aim of the course is to provide the necessary tools to deal with the analysis and interpretation of key issues in economic demography. Particular attention will be paid both to the methodologies for observing and describing the population structure and evolution, and to the application of demographic data and techniques for analyzing economic behaviour. In particular, the course focuses on the methodologies for observing and describing the population' structural and evolutionary characteristics, as well as on the use of demographic data and techniques for understanding economic behaviour. In the first part of the course the aim is to transfer to the students the theoretical-conceptual tools to understand the relationships between economic, environmental factors and demographic behaviour and events; and the links between demography and development. In the second part, the aim is to develop in students the technical skills needed to deal with the quantitative analysis of demo-economic clusters in time and space and to understand the political and socio-economic consequences of demo-economic dynamics. In addition, the course will be set up and run-in practice and will include concrete case studies in which demographic data and techniques can be applied in practical terms. The whole course will be conducted in the light of the overall teaching characteristics and educational goals of the degree in Administration Sciences. The course will be enriched by numerous seminars held by representatives of public and private administration, as well as researchers from research institutes and lecturers from other Italian and foreign universities.</p> <p>Applying knowledge and understanding: Students will be able to apply the knowledge and understanding acquired during teaching activities through the simulation of concrete situations and case studies. This will allow students to develop skills regarding the measurement, observation and processing of statistical and demographic data, and the application of useful concepts and methods to design and carry statistical surveys capable of producing information on social phenomena and social behaviours. These objectives will be pursued by accompanying lectures and exercises with reports and oral presentations carried out individually and/or in groups during lessons.</p>	

Making judgements:

Students will be guided to develop skills to build critical evaluations, by applying the theoretical knowledge acquired, on information provided during the course regarding methods, data elaborations, and interpretations. This will allow students to acquire the ability to collect and analyze data, to make autonomous judgments and coherent reflections on topics addressed during lessons, with special regard to the observation and management of relevant populations -from a statistical-demographic perspective- and to the decision-making-processes of public and private interest.

Communication:

Lessons are planned to be interactive inviting attending students to actively participate in carrying out exercises and analyzing case studies to stimulate their ability to communicate orally and/or written, using the language of statistical-demographic disciplines. This will allow attending students to develop their critical thinking, identify problems and suggest solutions suitable to evaluate, applying quantitative methods, dynamics and relationships existing among companies, institutions, public administrations and private companies and organizations.

Lifelong learning skills:

Considering that topics taught follow a subsequent structure, during lessons and exercises, students will be repeatedly urged to verify their knowledge, and called to fill cognitive gaps and expand the skills already acquired. This will allow students to improve their learning skills, through individual and/or group activities, and their method of study by using a theoretical-practical learning approach, that is, the process of learning by doing. The learning capacity will be evaluated through several forms of continuous evaluation during the course, also carrying out some data elaborations and research-related analysis.

Course program

The Course in Business Demography is divided into two parts that link concepts and methodologies for the analysis of demo-economic phenomena: the first part is devoted to the study of both the structure and the dynamics of populations through the use of demographic instruments; the second part analyses the link between economic development and demographic dynamics, paying particular attention to the application of demographic techniques to behaviour and economic systems (market, enterprises). In both the first and second parts, some of the most interesting demographic issues (in the Italian and European context) and their repercussions in the social and economic spheres will be illustrated. In the **FIRST PART**, demographic phenomena are defined and the main links between demography and the economy are explained through the construction of statistical ratios and rates. More specifically, demographic evolution depends on the assessment of population growth and the analysis of structures: thus, measures of population growth and its natural and migratory components, population structures, standardisation measures are explained. In addition, the fundamental concepts of demography such as populations and cohorts as well as the analysis by contemporaries and generations are highlighted. The relationships between time, duration and age are represented in the Lexis Diagram with the addition of renewable and non-renewable events and the types of observation (snapshot, retrospective and perspective). Within the demographic themes, emphasis is placed on the phenomenon of mortality measurable by means of mortality rates and in particular on direct and indirect standardisation, which allows or enables the comparison of mortality levels in populations with different age structures. As a crossroads between the study of mortality and Applied Demography, the study proceeds to the calculation of mortality tables and the structural and process effects typical of standardisation for Economics. The first part ends with the demographic projections and forecasts, tools that allow to estimate the future size of a population and its distribution by sex and age.

In the **SECOND PART** of the programme, the relationships between population and economic variables are explored. First, Malthus' Theory of Population followed by alternative views of the relationship between economic progress and population. This is followed by a rather empirical development starting with business demography and the use of demographic methods for business populations (human resource management, staff dynamics). Further demographic techniques such as standardisation and survival are applied to business scenarios following this line. Other topics covered include: the socio-economic characteristics of the population with particular regard to demographic ageing and the implications for social security; the funded and pay-as-you-go pension systems and their comparison; economic consumption behaviour; brief outlines of marketing; population estimates for analysing economic behaviour and markets; the Theory of Family Production; and, finally, demographic trends, family structures and private consumption. A part of the study will also be devoted to the health system, understood as the organisation of people, institutions and resources to provide health care services in order to make a contribution to preserving and improving the health of the population, is conditioned by external factors (demographic, socio-cultural, economic, ecological, technological and political) and internal factors (health status of the population, organisation and financing of health care, regulatory mechanisms, etc.).

Teaching methods:

Lectures, exercises, case studies analysis, and seminars on specific topics.

Auxiliary teaching:**Assessment methods:**

Written and Oral Exam.

F. RACIOPPI, G. RIVELLINI, Applied Demography. La Demografia per le aziende e la governante locale, Edizioni Nuova Cultura, 2013.

A. FASANO, N. MIGNOLLI, R. PACE, Sistemi sanitari nell'Unione europea. Nuovi modelli e aspetti multidimensionali. McGraw-Hill, Milano, 2016

G. DE SANTIS, Demografia, Il Mulino, 2010

G. BLANGIARDO, Elementi di demografia, Il Mulino, 2006