COURSE OF STUDY: Administrative Sciences (LM-63)
ACADEMIC YEAR: 2023/2024
ACADEMIC SUBJECT: BUSINESS DEMOGRAPHY

General information	
Year of the course	I
Academic calendar (starting and ending date)	I semester 18 September-7 December 2023
Credits (CFU/ECTS)	8
SSD	SECS-S/04
Language	Italian
Mode of attendance	Attendance, while not compulsory, is highly recommended

Professor/ Lecturer	
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Virtual headquarters	Teams
Tutoring (time and day)	Thursday: 9,30-11,30 in attendance or on Teams Consult the web page: www.uniba.it/it/ricerca/dipartimenti/scienze-politiche/docenti

Syllabus	
Learning Objectives	The course aims to provide the necessary tools to deal with the analysis and interpretation of the fundamental issues of economic demography. Particular attention will be paid both to the methodologies for the observation and description of the structural and evolutionary characteristics of the population, and to the use of demographic data and techniques for the analysis of economic behavior.
	Thus articulated, the course will bring out the multidisciplinary character of the research concerning the interaction of demographic and economic factors, providing the student with the methodological tools necessary to understand the complex underlying mechanisms and the political and social implications.
	In the first part of the course the objective is to transmit to the students the theoretical-conceptual tools to understand the relationships between economic, environmental factors and demographic behaviors and events; and the links between demography and development. In the second part, the aim is to develop in students the technical skills necessary to deal with the quantitative analysis of demo-economic aggregates in time and space and to understand the political and socio-economic consequences of demo-economic dynamics.
	In addition, concrete case studies in which demographic data and techniques can be truly applied will be presented in the setup and practical running of the course. All this will take place bearing in mind the global didactic characteristics and the educational objectives of the Master's Degree in Science of Administration.

	The course is enriched by several seminars held by representatives of the public and private administration, as well as by researchers from research institutes and by professors from other Italian universities.
Course prerequisites	Notions of elementary statistics and basic demography
Contents	Course program

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 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.).

Books and bibliography	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
Additional materials	For the exercises: Notes provided by the professor.

Work schedule			
Total	Lectures	Hands on (Laboratory, working groups, seminars, field trips)	Out-of-class study hours/ Self-study hours
200			
200	54	10	136
ECTS			
8			
Teaching strategy	Lectures with slides (PPT)		
Expected learning outcomes			
Knowledge and understanding on:	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.		
Applying knowledge and understanding on:	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.		
Soft skills	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.		

Assessment and feedback	

Methods of assessment	Written test and oral interview
Evaluation criteria	Problem-solving skills: i.e. applying what has been learnt to a real situation, identifying the areas of knowledge that best enable it to be addressed. Attending students will apply the acquired methodologies to the study of the dynamics of public and private administrations and provide a critical interpretation of the results obtained.
Criteria for assessment and attribution of the final mark	The final grade is assigned in thirtieths. The exam is passed when the mark is greater than or equal to 18. The criteria followed for the evaluation of learning outcomes expressed in thirtieths are: Insufficient: 0-17 Lacking, incomplete and inadequate knowledge of the topics contained in the program, inadequate exposition and argumentation skills, also with reference to the technical and conceptual lexicon of the discipline by the candidates, insufficient processing skills and autonomy of judgment. Sufficient: 18-20 Sufficient knowledge of the topics contained in the program, overall adequacy of the methods of expression and argumentation, also with reference to the technical and conceptual lexicon of the discipline, elementary processing skills and autonomy of judgment. Fair: 21-23 Discrete knowledge of the topics contained in the program, appreciable ability to use modes of expression appropriate to the technical and conceptual lexicon of the discipline, discrete ability to argue, elaborate and connect between the various topics. Good: 24-26 Good knowledge of the topics contained in the program, good in-depth skills and autonomy of judgment, verifiable also through the use of methods of expression decidedly appropriate to the technical and conceptual lexicon of the discipline. Very good: 27-28 More than good knowledge of all the topics contained in the program, ability to deepen, connection between the different topics, critical autonomy and very good judgment and mastery of the methods of expression of the technical and conceptual lexicon of the discipline. Great: 29-30 Great knowledge of all the topics contained in the program, great ability to deepen, link between the different topics, as well as critical autonomy and in-depth mastery of the methods of expression of the technical and conceptual lexicon of the discipline. Excellent: 30L Excellent knowledge of all the topics contained in the program, excellent ability to deepen, link between the different topics, as well as critical autonomy and complete mastery of the methods of expression of the technical and conceptual lexicon of the discipline.
Additional information	