

Choice Based Credit System (CBCS)

UNIVERSITY OF DELHI

FACULTY OF SOCIAL SCIENCES

**UNDERGRADUATE PROGRAMME
(Courses effective from Academic Year 2015-16)**



SYLLABUS OF COURSES TO BE OFFERED **Core Courses, Elective Courses & Ability Enhancement Courses**

Disclaimer: The CBCS syllabus is uploaded as given by the Faculty concerned to the Academic Council. The same has been approved as it is by the Academic Council on 13.7.2015 and Executive Council on 14.7.2015. Any query may kindly be addressed to the concerned Faculty.

Undergraduate Programme Secretariat

Preamble

The University Grants Commission (UGC) has initiated several measures to bring equity, efficiency and excellence in the Higher Education System of country. The important measures taken to enhance academic standards and quality in higher education include innovation and improvements in curriculum, teaching-learning process, examination and evaluation systems, besides governance and other matters.

The UGC has formulated various regulations and guidelines from time to time to improve the higher education system and maintain minimum standards and quality across the Higher Educational Institutions (HEIs) in India. The academic reforms recommended by the UGC in the recent past have led to overall improvement in the higher education system. However, due to lot of diversity in the system of higher education, there are multiple approaches followed by universities towards examination, evaluation and grading system. While the HEIs must have the flexibility and freedom in designing the examination and evaluation methods that best fits the curriculum, syllabi and teaching-learning methods, there is a need to devise a sensible system for awarding the grades based on the performance of students. Presently the performance of the students is reported using the conventional system of marks secured in the examinations or grades or both. The conversion from marks to letter grades and the letter grades used vary widely across the HEIs in the country. This creates difficulty for the academia and the employers to understand and infer the performance of the students graduating from different universities and colleges based on grades.

The grading system is considered to be better than the conventional marks system and hence it has been followed in the top institutions in India and abroad. So it is desirable to introduce uniform grading system. This will facilitate student mobility across institutions within and across countries and also enable potential employers to assess the performance of students. To bring in the desired uniformity, in grading system and method for computing the cumulative grade point average (CGPA) based on the performance of students in the examinations, the UGC has formulated these guidelines.

CHOICE BASED CREDIT SYSTEM (CBCS):

The CBCS provides an opportunity for the students to choose courses from the prescribed courses comprising core, elective/minor or skill based courses. The courses can be evaluated following the grading system, which is considered to be better than the conventional marks system. Therefore, it is necessary to introduce uniform grading system in the entire higher education in India. This will benefit the students to move across institutions within India to begin with and across countries. The uniform grading system will also enable potential employers in assessing the performance of the candidates. In order to bring uniformity in evaluation system and computation of the Cumulative Grade Point Average (CGPA) based on student's performance in examinations, the UGC has formulated the guidelines to be followed.

Outline of Choice Based Credit System:

- 1. Core Course:** A course, which should compulsorily be studied by a candidate as a core requirement is termed as a Core course.
- 2. Elective Course:** Generally a course which can be chosen from a pool of courses and which may be very specific or specialized or advanced or supportive to the discipline/ subject of study or which provides an extended scope or which enables an exposure to some other discipline/subject/domain or nurtures the candidate's proficiency/skill is called an Elective Course.
 - 2.1 Discipline Specific Elective (DSE) Course:** Elective courses may be offered by the main discipline/subject of study is referred to as Discipline Specific Elective. The University/Institute may also offer discipline related Elective courses of interdisciplinary nature (to be offered by main discipline/subject of study).
 - 2.2 Dissertation/Project:** An elective course designed to acquire special/advanced knowledge, such as supplement study/support study to a project work, and a candidate studies such a course on his own with an advisory support by a teacher/faculty member is called dissertation/project.
 - 2.3 Generic Elective (GE) Course:** An elective course chosen generally from an unrelated discipline/subject, with an intention to seek exposure is called a Generic Elective.

P.S.: A core course offered in a discipline/subject may be treated as an elective by other discipline/subject and vice versa and such electives may also be referred to as Generic Elective.
- 3. Ability Enhancement Courses (AEC)/Competency Improvement Courses/Skill Development Courses/Foundation Course:** The Ability Enhancement (AE) Courses may be of two kinds: AE Compulsory Course (AECC) and AE Elective Course (AEEC). "AECC" courses are the courses based upon the content that leads to Knowledge enhancement. They ((i) Environmental Science, (ii) English/MIL Communication) are mandatory for all disciplines. AEEC courses are value-based and/or skill-based and are aimed at providing hands-on-training, competencies, skills, etc.
 - 3.1 AE Compulsory Course (AECC):** Environmental Science, English Communication/MIL Communication.
 - 3.2 AE Elective Course (AEEC):** These courses may be chosen from a pool of courses designed to provide value-based and/or skill-based instruction.

Project work/Dissertation is considered as a special course involving application of knowledge in solving / analyzing /exploring a real life situation / difficult problem. A Project/Dissertation work would be of 6 credits. A Project/Dissertation work may be given in lieu of a discipline specific elective paper.

Details of Courses Under Undergraduate Programme (B.A./ B.Com.)

Course	*Credits	
	Paper+ Practical	Paper + Tutorial
<u>I. Core Course</u> (12 Papers) Two papers – English Two papers – MIL Four papers – Discipline 1. Four papers – Discipline 2. Core Course Practical / Tutorial* (12 Practicals)	12X4= 48	12X5=60
<u>II. Elective Course</u> (6 Papers) Two papers- Discipline 1 specific Two papers- Discipline 2 specific Two papers- Inter disciplinary Two papers from each discipline of choice and two papers of interdisciplinary nature. Elective Course Practical / Tutorials* (6 Practical/ Tutorials*) Two papers- Discipline 1 specific Two papers- Discipline 2 specific Two papers- Generic (Inter disciplinary) Two papers from each discipline of choice including papers of interdisciplinary nature.	6x4=24	6X5=30
	6 X 2=12	6X1=6
<ul style="list-style-type: none"> • Optional Dissertation or project work in place of one elective paper (6 credits) in 6th Semester 		
<u>III. Ability Enhancement Courses</u>		
1. Ability Enhancement Compulsory (2 Papers of 2 credits each) Environmental Science English Communication/MIL	2 X 2=4	2 X 2=4
2. Ability Enhancement Elective (Skill Based) (4 Papers of 2 credits each)	4 X 2=8	4 X 2=8
	<hr/> Total credit= 120	<hr/> Total = 120

Institute should evolve a system/policy about ECA/ General Interest/Hobby/Sports/NCC/NSS/related courses on its own.

***wherever there is a practical there will be no tutorial and vice-versa.**

**B.A. (Vocational Studies) Management and Marketing
of Insurance: Three-Year (6-Semester)**

CBCS Programme

Course Structure

B.A. (VS) Management and Marketing of Insurance

<u>Semester – I</u>		
1.1	Environmental Studies/ Language: English/Hindi/Modern Indian Language	Ability Enhancement Compulsory Course (AECC)
1.2	English/ MIL I	Core Discipline
1.3	Risk Management and Insurance	Core Discipline
1.4	Principles of Microeconomics	Core Discipline
<u>Semester – II</u>		
2.1	Language: English/Hindi/Modern Indian Language/ Environmental Studies	Ability Enhancement Compulsory Course (AECC)
2.2	MIL / English I	Core Discipline
2.3	Insurance Law and Regulation	Core Discipline
2.4	Macroeconomics	Core Discipline
<u>Semester – III</u>		
3.1	English/ MIL II	Core Discipline
3.2	Principles of Life Insurance	Core Discipline
3.3	Indian Economy – Sectoral Issues	Core Discipline
3.4	Computer Concepts and Software Packages	Skill Enhancement Course (SEC)
<u>Semester – IV</u>		
4.1	MIL / English II	Core Discipline

B.A. (VS) Management and Marketing of Insurance CBCS

4.2	General Insurance – I	Core Discipline
4.3	Labour and Development in India	Core Discipline
4.4	Business Communications and Personality Development	Skill Enhancement Course (SEC)
<u>Semester – V</u>		
5.1	General Insurance – II	Elective Core – Discipline Based
5.2	Internship Project / Project	Elective Core – Generic
5.3	Financial Accounting Corporate Laws	Elective Core – Generic
5.4	Insurance Marketing	Skill Enhancement Course (SEC)
<u>Semester – VI</u>		
6.1	Practice of Life Insurance and Health Insurance	Elective Core – Discipline Based
6.2	Globalization International Financial Management	Elective Core – Discipline Based
6.3	Business Law Service marketing	Elective Core – Generic
6.4	Underwriting and Claim Management in Insurance	Skill Enhancement Course (SEC)

**B.A. (VS) Management and Marketing of Insurance
Semester I**

Paper 1.3 Risk Management and Insurance

Duration: 3 hours

Marks: 100

lectures: 75

Objective- After studying this paper, the student will be able to learn and understand the basics of risk, risk management, insurance, and reinsurance. Further, this will serve as a base for acquiring advanced knowledge through higher studies in the fields mentioned above.

Unit I

15

Risk and Uncertainty- Concepts, causes, degree, classification, and cost. Insurable risk. Risk and economic development. Psychology and attitude towards risk. Managing risk and uncertainty. Cash flow at risk, Value at risk,

Unit II

15

Risk Management and its managerial aspects- risk management-concept, evolution, purpose, scope, importance and its future. Role of risk management in economic growth. Risk management function. Risk Manager. Managerial Aspects- goals, identification, evaluation, risk response, and plan administration.

Unit III

15

Insurance-nature, purpose, functions, classification and scope, limitations, and production process. Risk and insurance. Economic development and insurance. Insurance as a social security tool. Economics of insurance.

Unit IV

15

Insurance Contract-nature-subject-matter of insurance and subject-matter of contract of insurance, features-as per Contract Act, special features, evidence and documents. Payment of premium. e-insurance policy and Insurance Repositories. KYC norms and anti-money laundering guidelines for insurers.

Unit V

15

Reinsurance Contract- meaning and purpose. Forms and Types- facultative, treaty, proportional, and non- proportional. National Reinsurer- GIC. Insurance companies as consumers.

B.A. (VS) Management and Marketing of Insurance CBCS

Suggested Readings

- 1 S. Arunajatesan&T. R. Viswanathan, Risk Management and Insurance, (2009), Macmillan Publishers Ltd.
- 2 E. T. Vaughan & T. Vaughan, Fundamentals of Risk Management and Insurance, Ninth Ed. (2003),
- 3 George E. Rejda, Principles of Risk Management and Insurance, Tenth Ed. (2011), Pearson Education.
- 4 John J. Hampton, Essentials of Risk Management and Insurance, (1993), American Management Association (amacom).
- 5 Julia Holyoake & Bill Weipers, Insurance, (2002), Institute of Financial Services, U. K. (AITBS Publishers & Distributors (Regd.), Delhi-51.
- 6 Mark S. Dorfman, Introduction to Risk Management and Insurance, Eighth Ed. , Prentice-Hall.
- 7 KshitizPatukale, Insurance for Everyone, (2009), Macmillan India Ltd.

**B.A. (VS) Management and Marketing of Insurance
Semester I**

Paper 1.4 Principles of Microeconomics

Duration: 3 hours

Marks: 100

lectures: 75

Objectives: This course intends to expose the student to the basic concepts in Microeconomics, Which is the study of the economic behaviour of small economic groups such as families and firms. The broad subject matter of Microeconomics is making decisions on the allocation of limited resources available with individuals, firms and organizations. Typically, it applies to the markets where goods and services are bought and sold with a goal of maximizing benefits.

Unit- I

15

Introduction: Scarcity, choice, opportunity cost and production possibility frontier;

Demand and supply: law of demand, determinants of demand, shifts of demand curve versus movements along a demand curve, market demand; law of supply, determinants of supply, shifts of supply versus movements along a supply curve, market supply, market equilibrium.

Unit- II

15

Demand and Supply: Applications of demand and supply: price rationing, price floors, consumer surplus, producer surplus.

Elasticity: price elasticity of demand, calculating elasticity, determinants of price elasticity, cross and income elasticity.

Unit- III

15

Consumer Theory: Budget constraint, concept of utility, diminishing marginal utility, indifference curves, Price, income and substitution effects.

Unit- IV

15

Production and Costs: Production: production functions, law of variable proportions, returns to scale, isoquant and isocost lines, producer equilibrium

Costs: costs in the short run, costs in the long run, revenue and profit maximizations, economies and diseconomies of scale,

Market Structures

Perfect Competition: theory of a firm under perfect competition, equilibrium of the firm in the short run and long run

Imperfect Competition: Monopoly: short run and long run equilibrium; comparison of perfect competition and monopoly, price discrimination;

Suggested Readings:

- Lipsey, R. and Alec Chrystal: Economics, Oxford University Press, Twelfth Edition, 2011
- Case, Karl E. & Ray C. Fair: Principles of Economics, Pearson Education, Inc., 8th edition, 2007.

**B.A. (VS) Management and Marketing of Insurance
Semester II**

Paper 2.3 Insurance law and Regulations

Duration: 3 hours

Marks: 100

lectures: 75

Objectives

The study of this paper will help the student to learn and understand the principles (law) of insurance, the basic laws and regulations concerning insurance industry and policyholders. Further, it will serve as a foundation for the remaining papers.

Unit-I 15

Indemnity: the guiding principle-meaning, purpose, application, measurements, methods, and extensions. Subrogation-meaning, time, rights, effects, and modification. Contribution-meaning, time, essentials, methods, and modification.

Unit II 15

Insurable Interest- meaning, nature, purpose, wager, types, persons, and time. Transfer of interest and policy.

Unit III 15

Utmost good faith and Proximate Cause. Utmost good faith- meaning, purpose, breach, and effect. Non-disclosure and concealment. Misrepresentation and fraud. Modification and recent trends. Proximate Cause- meaning, purpose, evolution, rules, and modification.

Unit IV 15

Insurance Law –need. Indian Insurance Industry- backdrop. The Insurance Act, 1938 (as amended and relevant chapters and sections). The Insurance Regulatory and Development Authority Act, 1999 (as amended). The Regulatory Body-IRDA- functions, powers, and role. Self-regulation by insurers.

Unit V 15

Regulation- regarding registration of insurers, need for capital in insurance-capital adequacy, and solvency requirements. Risk based capital for insurers. Regulation concerning investment of funds and protection of policyholders' interest. Redressal of grievance .

B.A. (VS) Management and Marketing of Insurance CBCS

Suggested Reading

- D. S. Hansell, Elements of Insurance, (1979), Macdonald & Evans.
- W. A. Dinsdale & D. C. Macmurdie, Elements of Insurance, (1980), Pitman Publishing Ltd., London.
- S. R. Diacon & R. L. Carter, Success in Insurance, (1984), John Murray (Publishers) Ltd., London.
- P.S.Palande, R. S. Shah & M. C. Lunawat, Insurance in India, Response Books.
- The Institute of Company Secretaries of India, Banking & Insurance- Law & Practice, (2010), Taxmann.
- F. G. Crane, Insurance – Principles and Practice, (1980), John Wiley & Sons, New York.
- Julia Holyoake & Bill Weipers, Insurance, (2002), Institute of Financial Services, (UK).
- George E.Rejda , Principles of Risk Management and Insurance, Tenth Ed. (2011), Pearson Education.
- Mark S. Dorfman, Introduction to Risk Management and Insurance, Eighth Ed., Prentice- Hall.
- Insurance Institute of India, Mumbai, IC- 01, Principles of Insurance.

**B.A. (VS) Management and Marketing of Insurance
Semester II**

Paper 2.4 Macroeconomics

Duration: 3 hours

Marks: 100

lectures: 75

Objectives: This course introduces students to the basic concepts in Macroeconomics. In this course the students are introduced to the definition, measurement of the macroeconomic variables. It explains how and why the economy grows and fluctuates over time based on the decisions made, in the aggregate, by consumers, businesses, and governments. As the world is shifting toward a global economy, the study of Macroeconomics helps the student to understand the overall macroeconomic environment under which one has to take economic decisions.

Unit-I

15

Introduction: Basic concepts and issues of Macroeconomics in recent times

Unit-II

15

National Income Accounting: Concepts of GDP and National Income; measurement of national income and related aggregates; nominal and real income; limitations of the GDP concept.

Unit-III

15

Determination of GDP: consumption and saving functions, investment function, equilibrium GDP; concepts of MPS, APS, MPC, APC; Concept of multiplier, fiscal and monetary policies.

Unit-IV

15

IS-LM Analysis: Derivations of the IS and LM functions; effects of fiscal and monetary policies on equilibrium income

Unit-V

15

Balance of Payments and Exchange Rate: Meaning, Factors, current account and capital account, determination of exchange rate.

Suggested Readings:

1. Case, Karl E. & Ray C. Fair, Principles of Economics, Pearson Education, Inc., 8th edition, 2007.
2. Lipsey, R. and Alec Chrystal: Economics, Oxford University Press, Twelfth Edition, 2011

**B.A. (VS) Management and Marketing of Insurance
Semester III**

Paper 3.2 Principles of Life Insurance

Duration: 3 hours

Marks: 100

lectures: 75

Objectives: The study of this paper will enable the student to learn and understand the elements of life insurance, types of contract in life insurance, common policies sold, and policy conditions and benefits. Further, the basics of pricing and underwriting considerations will also be learnt by the student.

Unit I

15

Life Insurance- meaning, purpose and need, uses, and its role in financial planning. Human Life value- meaning and valuing it. Assessing life insurance requirements-methods. Stages in life and the amount of insurance required. Revaluating life insurance need. Life insurance contract- definition, and special features. Tax benefits.

Unit II

15

Policy Form-Contents of a typical life insurance policy-Conditions and privileges-free look period, payment of premium, grace days, auto cover, forfeiture, proof of age, suicide, revival of lapsed policy, non-forfeiture regulations, indisputable policy assignment and trade in policies, nomination, travel, residence and occupation, and other restrictive conditions. Policy as property- attachable or not.

Unit III

12

Conventional Policies- Main types of life insurance contract. Whole life, endowment and money back. Joint lives and partnership. Simple annuities, trust, employee and group. Policies for women and children. Social security policies. Single versus regular premium policies.

Unit-IV

13

Contemporary and special Policies- Contemporary- term- meaning, features, benefits and types. Linked Policies(ULIP'S)- meaning, features, merits, demerits, types and their current regulations. ULIP annuities and their regulations. Variable life policies. Special Policies- credit, differently abled person and for others.

Unit-V

15

Underwriting and Pricing- Underwriting- meaning, purpose, factors, medical examination, sources of information, primary underwriting, financial underwriting, and methods. Pricing- meaning, objectives, steps, and factors. Risk , net, office, and level premium. Transparency in pricing of insurance. Customer responsiveness.

B.A. (VS) Management and Marketing of Insurance CBCS

Suggested Reading

- H. S. N. Murthy & Sarma Modern Law of Insurance in India, Fourth Ed. (2002), Universal Book Traders, Delhi.
- Keneth Black, JR. & Harold D. Skipper JR., Life and Health Insurance, Thirteen Ed. (2000), Pearson Education.
- K.C. Mishra & C. S. Kumar, Life Insurance- Principles and Practice, (2009), Cengage Learning India Pvt. Ltd.
- H. Narayanan, Indian Insurance- A Profile, (2006), Jaico Publishing House.
- Shashidharan K. Kutty, Managing Life Insurance, (2008), Prentice- Hall of India Pvt. Ltd.
- H. Sadhak, Life Insurance in India, Response Books, New Delhi- 1.
- Kaninika Mishra, Fundamentals of Life Insurance, (2010), PHI Learning Pvt. Ltd.
- Publications of Insurance Institute of India, Mumbai-
 - IC- 22- Life Assurance Underwriting
 - IC- 23- Application of Life Insurance
 - IC- 24- Legal Aspects of Life Insurance
 - IC- 33- Life Insurance

**B.A. (VS) Management and Marketing of Insurance
Semester III**

Paper 3.3 Indian Economy – Sectoral Issues

Duration: 3 hours

Marks: 100

lectures: 75

Objectives: This paper provides an overview of the development of the different sectors and their interrelations of the Indian economy. The study of the three broad sectors namely agriculture, industry and services would help the students understand the developments in different policy environment.

Unit-I

15

Agriculture: Trends in production and productivity, land reforms, land tenure system, land distribution. Agricultural labour, wages and employment and issue of under-employment. Capital investment, credit, Irrigation and supply of other inputs.

Unit-II

15

Agricultural Policies- Green revolution, pricing and procurement policies, PDS and support price.

Unit – III

15

Industry: Growth and Structure of industry. Industrial and licensing policies, large, small and cottage industries.

Unit-IV

15

Industrial finance, capital and multinationals. Cost of each source of finance

Unit –V

15

Service Sector: Growth and Structure of service sector – major components, linkages with other sectors, importance in the national economy, informal sector.

Suggested Readings

- Uma Kapila Indian Economy: Performance and Policy: Performance and Policy
- Dutt&Sundaram - Indian Economy

**B.A. (VS) Management and Marketing of Insurance
Semester III**

Paper 3.4 Computer concepts and software packages

Duration: 3 hours

Marks: 100

lectures: 50

Unit I

5

Basic Concepts: Meaning, characteristics and applications of a Computer, Advantages and limitations of a computer, Meaning of Data, Information and Knowledge, Data types, data storage, data representation such as ASCII.

Unit II

5

Components of Computers: Hardware components: input devices, output devices, system unit. Software components: Application software: general purpose packaged software and tailor – made software, System software: operating system, interpreter, compiler, linker, loader.

Unit III

15

Operating System: Need and functions of an Operating System, Graphic user interface and character user interface. Windows environment: application and document, Windows interface such as icons, lists, menus, dialog box, etc. Desktop, control panel, system tools, utilities such as calculator, calendar, etc. Explorer: file types, attributes, names, folders, drives, devices. File functions: create, open, close, delete, rename, move, cut, copy, paste, etc.

Unit IV

10

Introduction to Networks and Internet: Meaning and types of networks - LAN, MAN and WAN, Internet, difference between internet and intranet. Basics: functions, growth, anatomy, Uses, Wireless and wifi, Internet services: ISP, types of accounts, World Wide Web: websites file transfer, browsing, searching.

Unit V

15

Office Applications: Meaning and applications of word processing,

MS-Word – formatting text, writing basic document using Word, Header and Footer, Page formatting, paragraph formatting, saving a document, printing a document. Meaning and applications of spreadsheets.

MS-Excel – creating a workbook, saving a workbook, editing a workbook, creating a series, use of basic formulae in Excel, use of functions in Excel, sorting data, creating simple charts. Meaning and applications of presentation.

MS-PowerPoint – creating simple presentation including slide transitions, bullets, etc.

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The Theory paper will be based on Units 1-4 only and the practical component will be based on Unit 5 only.

Suggested Readings

- Absolute Beginner's Guide to Computer Basics by Michael Miller
- Fundamental of Computers by Akash Saxena, Kratika Gupta
- Fundamentals of Information Technology, Alexis and Mathew
- Computers Today, Donald H. Sanders.
- Basic Financial Accounting, J.R. Monga
- Computer Fundamentals, P.K. Sinha
- Double Entry Book-Keeping, T.S. Grewal and Grewal.

GUIDELINES FOR THE CONDUCT OF PRACTICAL EXAMINATION

Computer Concepts, Software Packages and Computerized Accounting

Time: 60 Minutes

Maximum Marks: 25

Ques. No.	Description of Question	Marks	Time Allowed
1	Lab testing of various concepts MS word, PPT and Excel as mentioned in Unit V.	25	60 minutes

- Note
1. There will be no internal assessment in Practical component of this Paper.
 2. 10 minutes time may be given to the examinees for adjustment of computers before the practical.
 3. Hard Copy of evaluation sheet and question paper will be given to examinees
And they will produce soft copy as answer sheet for evaluation.

**B.A. (VS) Management and Marketing of Insurance
Semester IV**

Paper 4.2 General Insurance-I

Duration: 3 hours

Marks: 100

lectures: 75

Objectives:

The study of this paper will provide a glimpse of motor, marine, fire, and rural, social and micro insurance to the student. Further, the student will be able to know about the common policies sold in the above branches along with their features and benefits.

Unit-I

15

Motor Insurance- Comments on the Motor Vehicles Act, 1988- chapter-I, IV, V, X, XI, and XII. Types of policy- comprehensive-contents- schedule, own damage, third party liability, and owner- driver cover, exceptions, conditions, deductibles, no claim bonus. Pricing and discounts. Pay as you drive cover.

Unit II

15

Motor and Marine Insurance- Motor-Add-on- benefits. Claim Settlement- own damage and third party liability- conciliation forums and out of court settlements. Drive towards safer roads. Marine Insurance- Contract- Meaning and nature. Warranties- meaning, nature, effect and types. Implied warranty of the seaworthiness of the ship.

Unit III

15

Marine Insurance- types of policy. Commencement, duration, and termination of risk. Marine losses, expenses and liability. Policy Form- the old and the new (MAR) with current set of clauses.

Unit IV

15

Fire Insurance – Contract- meaning and salient features, Standard Fire and Special Perils Policy- recital, coverage, exclusions, conditions, and add-on-covers. Special Policies- reinstatement, declaration, and floater. Theory of rating.

Unit V

15

Rural Social and Micro Insurance- their meaning and importance. Insurers obligations towards rural and social sectors. Rural market- opportunities and challenges. Rural and micro products. Micro Insurance Regulations. Social securities schemes- meeting social obligations through group insurance. Success mantras for rural market. Composite products.

B.A. (VS) Management and Marketing of Insurance CBCS

Suggested Reading

- Avtar Singh, M. N.Srinivasan's Principles of Insurance Law, Eighth Ed. (2006), Wadhwa& CO. Nagpur.
- K. C.Misra& C. S. Kumar, General Insurance- Principles and Practice, (2009), Gengage Learning India Pvt. Ltd.
- Indian Institute of Banking & Finance, Mumbai, Insurance Product, Second Ed. (2007), Taxmann.
- Murthy, K. S. N. & K. V. S. Sarma, Modern Law of Insurance in India, Fourth Ed. (2002), Butterworths.
- ShardaKumaraswamy&V.Kumaraswamy, Corporate Insurance, (2005), Tata McGraw-Hill Publishing Co. Ltd., New Delhi.
- Publications of the Insurance Institute of India, Mumbai -
 - IC- 34-General Insurance
 - IC- 57-Fire and Consequential Loss Insurance
 - IC- 67-Marine Insurance
 - IC- 72- Motor Insurance
 - IC- 78- Miscellaneous Insurance.

**B.A. (VS) Management and Marketing of Insurance
Semester IV**

Paper 4.3 Labour and Development in India

Duration: 3 hours

Marks: 100

lectures: 75

Objectives:The course is intended to equip the students with conceptual, legal, and empirical issues pertaining to labour in India. The focus of the course would be on the changing profile and position of labour in modern India. The role of the state, nation and International labour organisations will be emphasized.

Unit-I **15**

Patterns of development and changing forms of labour in india, Labour, employment and work – Meanings and changing forms .

Unit-II **15**

Pre and post-colonial pattern of development –industrialization, planned development-pre and post reforms, Regulation of labour.Workers in unorganized sector-agricultural, Rural, Migrant, Bonded, Child and Women etc.Workers in Organized sectors- Industrial - Blue and White collar workers.Workers in Tertiary sector.

Unit-III **15**

Labour protest and Trade Union Movement: Evolution of Trade Union Movement, Trade Union Movement in India. Labour protest and Industrial action

Unit-IV **15**

State and Labour: Labour administration- union Govt. and State Govt., Mechanism of wage settlement, National commission on labour

Unit-V **15**

International labour Organisation in India: Role and structure of ILO, India and ILO

Suggested Readings:

- Report of second National commission on Labour (2002)
- SukomalSen, Working Class movement in India
- Empowering Rural labour in India (ed), 1998, New delhi, R. RadhaKrishna and A.N Sharma
- Rehabilitation of Child labour in India V.V Giri National Labour Institute, NOIDA.

B.A. (VS) Management and Marketing of Insurance CBCS

B.A. (VS) Management and Marketing of Insurance Semester IV

Paper 4.4 Business Communication and Personality Development

Duration: 3 hours

Marks: 100

lectures: 60

Objectives

To equip students of the B.A(VS) course to effectively acquire skills in reading, writing, comprehension and communication, as also to use electronic media for business communication.

Unit I

5

Nature of Communication Process of Communication, Types of Communication (verbal & Non Verbal), Importance of Communication, Different forms of Communication, Barriers to Communication Causes, Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, Organizational Barriers

Unit II

10

Business Correspondence: Letter Writing, presentation, Inviting quotations, Sending quotations, Placing orders, Inviting tenders, Sales letters, claim & adjustment letters and social correspondence, Memorandum, Inter-office Memo, Notices, Agenda, Minutes, Job application letter, preparing the Resume.

Unit III

5

Report Writing Business reports, Types, Characteristics, Importance, Elements of structure, Process of writing, Order of writing, the final draft, check lists for reports. Vocabulary Words often confused, Words often misspelt, common errors in English.

Unit IV

15

Business Etiquettes, Business manners. Body language gestures, Etiquette of the written word, Etiquette of the telephone, Handling business meetings, Role play on selected topics with case analysis and real life experiences. Aids to correct Business writing, Practical Grammar (basic Fundamentals), Sentence errors-Punctuation, Vocabulary building.

Unit V

25

Oral Presentation, Importance, Characteristics, Presentation Plan, Power point presentation, Visual aids. How to make a presentation, the various presentation tools, along with guidelines of effective presentation, boredom factors in presentation and how to overcome them, interactive presentation & presentation as part of a job interview, art of effective listening. Leadership – quality of a leader, leadership quiz with case study, knowing your

B.A. (VS) Management and Marketing of Insurance CBCS

skills and abilities. Introduction to group discussion techniques with debate and extempore, increase your professionalism. Audio Video recording and dialogue sessions on current topics, economy, education system, environment, politics.

Suggested Readings:

1. Lesikar, R.V. & Flatley, M.E.; *Basic Business Communication Skills for Empowering the Internet Generation*, Tata McGraw Hill Publishing Company Ltd. New Delhi.
2. Bovee, and Thill, *Business Communication Today*, Pearson Education
3. Shirley Taylor, *Communication for Business*, Pearson Education
4. Locker and Kaczmarek, *Business Communication: Building Critical Skills*, TMH
5. Sinha, K.K., *Business Communication*, Galgotia and Sons, New Delhi.
6. Reuben, Ray; *Communication today – understanding creating skills*, Himalaya Publishing House, 2001.
7. E. H. McGraw, S. J.; *Basic Managerial Skills for All*. Fourth Edition, Prentice Hall of India Pvt. Ltd., New Delhi.
8. Stephen R. Covey; *The seven habits of highly effective people*

Note: Latest edition of text books may be used.

**B.A. (VS) Management and Marketing of Insurance
Semester V**

Paper 5.1 General Insurance II

Duration: 3 hours

Marks: 100

lectures: 75

Objectives:

The study of this paper will provide a glimpse of personal accident, travel, liability, and miscellaneous insurance. Further, it will help the student to understand fully the most common policies sold in the above branches of insurance as well as their features and benefits.

Unit- I

15

Personal Accident and Travel Insurance. Personal Accident Policy- special features, as well a sickness policy, an accident, coverage, benefits, provisos, exclusions, conditions, bonus and extensions. Group personal accident policies. Travel Insurance- domestic and overseas policies. Claim process.

Unit II

15

Liability Insurance- meaning, importance, special features, and an approach to deal with societal risk. First party and third party insurance. Basis of liability- direct, vicarious, tort, legal and contractual. Types- motor, employee, professional, product, compulsory, and public.

Unit III

15

Public Liability – Compulsory - Under the Public liability Act, 1991. Public liability- (optional)- industrial and non-industrial risks. Employer Liability- under the Employees Compensation Act, 1923 and The Fatal Accidents Act, 1855. Product Liability Insurance. Professional Liability Insurance.

Unit IV

15

Miscellaneous Insurance (a)- meaning and scope. Burglary insurance- private dwellings and business premises. Householders' and Shopkeepers 'package policies. Jewellery(Gold) insurance. Wedding (event) insurance. Credit insurance. Pet insurance.

Unit V

15

Miscellaneous Insurance (b) – Fidelity (crime) insurance – meaning and special features. Contract of guarantee (suretyship) and guarantee insurance. Commercial Fidelity Policies. Court Bonds. Boiler and machinery insurance. Industrial All Risks Insurance. Pollution Insurance. First Loss Insurance.

B.A. (VS) Management and Marketing of Insurance CBCS

Suggested Reading

- Avtar Singh, M. N. Srinivasan's Principles of Insurance Law, Eighth Ed. (2006), Wadhwa&Co. ,Nagpur.
- Corporate Insurance, Shardakumaraswamy&V.Kumaraswamy, (2005), Tata McGraw-Hill Publishing CO. Ltd.New Delhi.
- K. C. Mishra & G. E. Thomas, General Insurance- Principles and Practice , (2009), Cengage Learning India Pvt.
- General Insurance- Personal, The ICFAIUniversity.
- Publications of Insurance Institute of India –
 - IC-11- Practice of General Insurance
 - IC-34- General Insurance
 - IC-73- Personal Accident, Sickness, and Miscellaneous Insurance
 - IC- 74- Liability Insurance
 - IC- 78- Miscellaneous Insurance
- IC-79- Liability and Engineering Insurance.

B.A. (VS) Management and Marketing of Insurance CBCS

**B.A. (VS) Management and Marketing of Insurance
Semester V**

Paper 5.2 Internship Project/ Project

Marks: 100

lectures: 30

Objectives: to provide basic and hand on understanding of the industry.

Note:

Each student of Vocational Courses shall undergo Practical Internship of four weeks during the vacations after fourth semester in an approved Business/Industrial/Govt./Service organization. The objective of this training is to make the student acquainted with the industrial / business working environment. After completion of the training they will have to submit a training report. The internship/project reports will carry 100 marks. It will be evaluated by two examiners (one internal and one external). The training report is part of the fifth semester. It is to be submitted by the date fixed by the College.

The students will also have to submit a performance certificate from the company where he/she undertook the training. This report will also be considered while evaluating the training report by examiners.

Alternatively, if it is not possible to do industrial internship the students will prepare a project report on a topic assigned to him/ her by the college. The project report will be evaluated as above.

**B.A. (VS) Management and Marketing of Insurance
Semester V**

Paper 5.3 Financial Accounting

Duration: 3 hours

Marks: 100

lectures: 75

Objectives:

To make the student familiar with generally accepted accounting principles of financial accounting and their applications in business organizations excluding corporate entities.

Unit- I

15

Financial Accounting: Nature and scope, Limitations of Financial Accounting. Basic Concepts and Conventions, Accounting Standards: Meaning, Significance, Generally Accepted Accounting Principles (GAAP). Accounting Process: From recording of transactions to preparation of final accounts. Rectification of errors and Bank Reconciliation statement.

Unit- II

15

(i) Consignments: Features, Accounts treatment in the books of the consignor and consignee.

(ii) Joint Ventures: Accounting procedures: Joint Bank Account, Records Maintained by co-venturer of (a) all transactions (b) only his own transactions. (Memorandum joint venture account).

(iii) Inland Branches: Dependent branches only and Ascertainment of Profit by Debtors method and Stock and Debtors method.

Unit- III

15

Depreciation Accounting: Meaning of depreciation, causes, objects of providing depreciation, factors affecting depreciation, accounting treatment including provision for depreciation accounting. Methods of depreciation: straight line method and diminishing balance method. Accounting for Hire Purchase Transactions, Journal entries and ledger accounts in the books of Hire Vendors and Hire Purchaser for large value items including Default and repossession.

Unit- IV

15

B.A. (VS) Management and Marketing of Insurance CBCS

Partnership: Admission, Retirement, Dissolution of Partnership Firms: Legal Position, Accounting for simple dissolution.

Unit- V

15

Analysis of financial statements, Common size balance sheet, Ratio analysis, Cash Flow statement.

List of Reading

1. J.R. Monga, Basic Financial Accounting, Mayur Paper backs, Darya Gang, New Delhi
2. S.N. Maheshwari, Financial Accounting, Vikas Publication, New Delhi
3. P.C. Tulsian, Financial Accounting, Tata McGraw Hill, New Delhi
4. Ashok Sehgal and Deepak Sehgal, Fundamentals of Financial Accounting, Taxmann, New Delhi
5. R. NarayanaSwamy, "Financial Accounting" PHI Pvt., New Delhi
6. S.P. Jain and K.L. Narang, Advanced Accounting, Kalyani Publishers New Delhi
7. Ashok Sehgal and Deepak Sehgal, Fundamentals of Financial Accounting, Taxmann, New Delhi
8. Naseem Ahmed, Nawab Ali Khan, M.L. Gupta, Financial Accounting, Ane Books Pvt. Ltd. New Delhi

Note: Latest edition of text book may be used.

**B.A. (VS) Management and Marketing of Insurance
Semester V**

Paper 5. 3 Corporate Laws

Duration: 3 hours

Marks: 100

lectures: 75

Objectives

The objective of the course is to impart basic knowledge of the provisions of the Companies Laws and the Depository Laws along with relevant case law.

Unit I

15

Introduction: Characteristics of a company, concept of lifting of corporate veil, Types of companies, association not for profit, illegal association, Formation of company – Promoters, their legal position, pre-incorporation contract and provisional contracts. Documents – Memorandum of Association, Articles of Association, Doctrine of Constructive Notice and Indoor Management, Prospectus and Book Building process.

Unit II

15

Share Capital – issue, allotment and forfeiture of share, demat of share, transmission of shares, buyback, share certificate and share warrant, Members and shareholder – their rights and duties.shareholders meetings, kinds, convening and conduct of meetings, AGM, EGM, Class meetings.

Unit III

15

Management – Directors, classification of directors, dis-qualifications, appointment, legal position, powers and duties, disclosures of interest, removal of directors, board meetings, Key managerial personnel and remuneration, Dividend Provisions and issue of bonus shares. Investigations. Audit and accounts

Unit IV

15

Winding up – concept and modes of winding up, **Emerging issues in company law:** One Person Company (OPC), Small Company, Postal Ballot, Small Shareholders on Board, Director Identity Number (DIN), Corporate Identity Number (CIN), MCA-21, Online Filing of Documents, Online Registration of Company,National Company Law Tribunal (NCLT), Limited Liability Partnership (LLP), Insider Trading,Rating Agencies, Producer Company – concept and formation.

Unit V :

15

B.A. (VS) Management and Marketing of Insurance CBCS

Depositories Act 1996: Definitions, Rights and Obligations of Depositories, Participants Issuers and Beneficial Owners, Inquiry and Inspections, Penalty.

Suggested Readings:

- Kuchhal MC "Company law " Mahavir Publications
- Dagar Inderjeet and Agnihotri Anurag "Corporate laws" Galgotia publishing company, New Delhi
- Sharma J. P, "*An Easy Approach to Corporate Laws*", Ane Books Pvt Ltd, New Delhi.
- Singh Avtar "Company Law" Allahabad Law House
- Bharat Law House, New Delhi, "*Manual of Companies Act, Corporate Laws and SEBI Guidelines*".
- Kannal, S., & V.S. Sowrirajan, "*Company Law Procedure*", Taxman"s Allied Services (P) Ltd., New Delhi (Latest Edn)
- Charlesworth& Morse, "*Company Law*", Sweet & Maxwell", London, U.K.
- Gowar, LCB, "*Principles of Modern Company Law*", Stevens & Sons, London.

**B.A. (VS) Management and Marketing of Insurance
Semester V**

Paper 5.4 Insurance Marketing

Duration: 3 hours

Marks: 100

lectures: 60

Objectives

The study of this paper will particularly help the student to acquire specialised knowledge and skills in the marketing of insurance products, both life and non-life. This will help the student to gain an entry in to the most fascinating and challenging area of insurance.

Unit I

12

Selling Insurance- a push product.Sales jobs and its elements.Attributes of a strong salesperson.Insurance advisor profession- threats and problems.Buying motives for insurance- love and fear.Selling techniques-inside response and conditioned response.Selling points. Advisor's selling. The future of advisor's selling in overall insurance selling. Need based selling. Selling sans talking.The paradox of choice. Rebating.

Unit II

12

Distribution Channels- meaning and importance. Insurance a distribution led product. Channels-In person-advisors and brokers, advisor's edge. Banc assurance- benefits, future and open architecture. Distance mode-meaning, form, benefits, and guidelines. Multi distribution strategy. Cross selling. Channels for rural market- brick and mortar, hub and spoke, wrapping up with other products, and others.

Unit III

12

Selling Process- meaning and importance.Stages-prospecting-meaning, importance, and methods. Pre-approach- meaning and importance. Approach- selling yourself, uncovering the need, need analysis, presentation, features and benefits, relating benefit with need, objections and resistance handling, and procrastination. Motivation and close- importance and methods.Saying 'no' to customers.Accepting 'no' from customers.

Unit IV

12

Managing the Sales force- Large sales force-merits and demerits.Management- meaning, importance and role the sales manager.Process- planning, organising, direction- rewards and motivation, and control.Setting sales targets- monitoring and evaluating performance of sales persons.Management information system- sales management information system, cost control.The importance of information and communication in insurance.

B.A. (VS) Management and Marketing of Insurance CBCS

Unit V

12

Technology Tools and Customer Service-Technology -meaning, and importance. Tools for customer acquisition, retention and customer service-data mining, business intelligence, cloud computing, web sites, software, and other similar tools. Customer Service-meaning, objectives, and importance. Facets of servicing- customer satisfaction and customer delight. Creating customer service culture. Dissonance Misselling and twisting- measures to control it by norms and ethical code. Outsourcing services.

Suggested Reading

- G.N. Bajpai, Marketing Insurance, (2004), Global Business Press.
- B. Raman, Selling Life Insurance – The Practical Way, (2009), Macmillan.
- Insurance Institute of India, Mumbai, IC- 31- Insurance Salesmanship.
- Bill Donaldson, Sales Management- Theory and Practice, (1998), Palgrave.
- Padmalatha Suresh & Justin Paul, Management of Banking and Financial Services, Second Ed. (2010), Pearson.
- KshitizPatukale, Insurance for Everyone, (2009), Macmillan India Ltd.

B.A. (VS) Management and Marketing of Insurance CBCS

B.A. (VS) Management and Marketing of Insurance Semester VI

Paper 6.1 Practice of Life Insurance and Health Insurance

Duration: 3 hours

Marks: 100

lectures: 75

Objective

After studying this paper the student will be able to know and understand the art and science of the practice of life insurance. Further, the study will help the student to know about the services offered under the policy during its term as well as final service in the form of a claim. Furthermore, the study will help the student to learn and understand the nuances of health insurance.

Unit I

15

Policy Servicing- meaning and facets, need, and IRDA's guidelines- both pre-sale and post-sale. Advisor's/Broker's role in servicing. Answering queries and complaints of customers. Unsolicited policies. Tapping technology to stay competitive- technological barriers- faceless technology. Service with sensitivity.

Unit II

15

Servicing Activities during the policy term- premium notice, premium collection and processing, change in mode of premium payment, lapse intimation, revival, alterations, non-forfeiture- surrender and paid up, loans, foreclosure, change in name of beneficiaries, issue of duplicate policy, and other services under the policy.

Unit III

15

Claim Services- meaning and importance. Maturity and death claims- documents required and the procedure to make a claim, processing of claims, early and fraudulent claims, supplementary benefit payments, and claimant's title. Settlement options. Claim concession. Repudiation of claims and grievance redressal.

Unit IV

15

Health Insurance-(a)- meaning, and need. Salient features, and how much. Indian scenario and players in the field. Healthcare delivery system. Basic health policy- scope and renewal. Family floater policy. Elderly and group health policies. Long term policy. Social security schemes. Claim settlement- tackling inflated and fraudulent claims. Cost control by insurers- preventive health care, and customer responsiveness.

Unit V

15

Health Insurance-(b) - Developments- policies sold by life and non- life insurers- the trend world over. Market linked plans. Savings linked plans. Composite products through a

B.A. (VS) Management and Marketing of Insurance CBCS

single insurer. Loss of income and other expenses covers. Riders. Tax benefits. Portability. The problem of moral hazard and adverse selection- the insurers' response and experience pricing.

Suggested Readings

- Shashidharan K. Kutty, (2008), Prentice- Hall of India Pvt. Ltd.
- H. Sadhak , Life Insurance in India, Response Books, New Delhi.
- KshitizPtukale, Insurance for Everyone, (2009), Macmillan India Ltd.
- K. C. Mishra & C. S. Kumar, Life Insurance- Principles and Practice, (2009), Cengage Learning India Pvt. Ltd.
- H. Narayanan, Indian Insurance- A profile, (2006), Jaico Publishing House.
- Kenneth Black, JR. & Harold D. Skipper, JR. Life and Health Insurance, Thirteenth Ed. (2000), Pearson Education.
- Publications of the Insurance Institute of India-
 - IC- 02- Practice of Life Insurance
 - IC- 33- Life Insurance
 - IC- 78- Miscellaneous Insurance.

**B.A. (VS) Management and Marketing of Insurance
Semester VI**

Paper 6.2 Globalization

Duration: 3 hours

Marks: 100

lectures: 75

Objectives: The Paper is designed to familiarize the students with the concept of globalization and integration of developing countries with the world economy. The aim of the paper is to provide a critique of globalization and stress on local/national policies than follow the one-size-fits-all approach Globalization

Unit I

15

Meaning and contents of globalization- First and second phases of modern economic globalization. Benefits of globalization, expansion of markets, freer movement of goods, services and factors (labour and capital).

Unit II

15

Role of globalisation in reducing inequality and poverty
Distribution of benefits of globalisation shared by developed and developing countries

Unit III

15

Globalisation and the world economy - production, global value chains - a case of simultaneous integration and segmented production.

Unit IV

15

Critique of globalisation – To what extent globalisation implies a rise of neo-liberalism. To understand the decline in the authority of the Nation-state and reduction of policy space. Major brunt borne by social spending and decline of safety nets.

Unit V

15

- Global governance - IMF, World Bank and the WTO. Role of the WTO in governing the world trading systems.
- The way forward - stress on local/regional/national (context-specific) than global economy`

Suggested Readings

- Deepak Nayyar, Globalisation
- Joseph Stiglitz, Globalisation and its discontents

**B.A. (VS) Management and Marketing of Insurance
Semester VI**

Paper 6.2 International Financial Management

Duration: 3 hours

Marks: 100

lectures: 75

Objectives:

The objective of the course is to acquaint the students with financial management problems of multinational corporations and prepare them to tackle these problems.

Unit I

15

International Monetary System: Developments in the international monetary system, gold standard, Bretton Woods system of exchange rate, exchange rate regime since mid-1970s. IMF and international Liquidity. World bank, SWIFT, CHIPS, Systems of exchanging currencies.

Unit II

15

Exchange rate quotation and determination: direct and indirect quotes, bid and ask quote, spot and forward quote, cross rates. Determination of exchange rate in spot and forward market. PPP theory, IRP theory, Monetary theories of exchange rate determination, Overshooting models. Forecasting exchange rate. Foreign exchange market – spot and forward. Participants in foreign exchange market – arbitraging, hedging and speculation, covered interest rate arbitrage. Borrowing and investing markets.

Unit III

15

Exchange rate risk: translation, transaction and real operating exposure – their measurement and management. Assessment and management of political risk and country risk Investment decisions of multinational corporations (MNCs): International capital budgeting – estimation of cash flows, the cost of capital. Portfolio consideration of a multinational corporation. Risk factors in international investing. International diversification- risk and return aspects. International CAPM. Identification of optimal portfolio

Unit IV

15

International Financial markets: Multilateral development banks, Euro-currency markets, Euro-banking, Market for international securities – international bonds, Euro notes and Euro-notes and Euro-commercial papers, Medium-term Euro-notes.

Unit V

15

Market for derivatives, currency futures, options and Swap, currency risk management, financial swaps and interest – rate risk management. Hedging with futures

B.A. (VS) Management and Marketing of Insurance CBCS

and options International working capital management: Cash management.
Management of receivables and inventory.

Suggested Readings:

- Levi, Maurice, *International Finance*, New York, McGraw Hill Inc., 1996.
- Madura, Jeff, '*International Financial Management*', Cengage Learning
- Agnihotri Anurag, *International financial management*, New Delhi, Galgotia Publishing Company, 2015
- Eun, Cheol S. and Resnick, Bruce G., '*International Financial Management*', Tata McGraw- Hill.
- Shapiro, Allen C., *Multinational Financial Management*, New Delhi, Prentice Hall India Pvt. Ltd., 1995.
- Apte P.G., *Multinational Financial Management*, New Delhi, Tata McGraw Hill, 1998

Note: Latest edition of the readings may be used.

**B.A. (VS) Management and Marketing of Insurance
Semester VI**

Paper 6. 3 Business Law

Duration: 3 hours

Marks: 100

lectures: 75

Objectives: The objective of the course is to impart basic knowledge of the important business laws along with relevant case law.

Unit I: The Indian Contract Act, 1872

15

Contract – meaning, characteristics and kinds, Essentials of valid contract - Offer and acceptance, consideration, contractual capacity, free consent, legality of objects, Void agreements, Discharge of contract – modes of discharge including breach and its remedies, Contingent contracts, Quasi contracts

Unit II: The Indian Contract Act, 1872: Specific Contracts

15

Contract of Indemnity and Guarantee, Contract of Bailment, Contract of Agency

Unit III: The Sale of Goods Act, 1930

15

Contract of sale, meaning and difference between sale and agreement to sell, Conditions and warranties, Transfer of ownership in goods including sale by non-owners, Performance of contract of sale, Unpaid seller – meaning and rights of an unpaid seller against the goods and the buyer.

Unit IV: Partnership Law

15

The Partnership Act, 1932: Nature and Characteristics of Partnership, Registration of Firms, Types of Partners, Rights and Duties of Partners, Implied Authority of a Partner, Incoming and outgoing Partners, Mode of Dissolution of Partnership

The Limited Liability Partnership Act, 2008: Salient Features of LLP, Difference between LLP and Partnership, LLP and Company, LLP Agreement, Partners and Designated Partners, Incorporation Document, Incorporation by Registration, Partners and their Relations, winding up

Unit V: The Negotiable Instruments Act, 1881

15

Meaning and Characteristics of Negotiable Instruments : Promissory Note, Bill of Exchange, Cheque, Holder and Holder in due Course, Privileges of Holder in Due Course, Negotiation: Types of Endorsements, Crossing of Cheque, Bouncing of Cheques

B.A. (VS) Management and Marketing of Insurance CBCS

Suggested Readings

- Kuchhal, M.C. and VivekKuchhal, *Business Law*, Vikas Publishing House, New Delhi.
- DagarInderjeet&AgnihotriAnurag "Business Law" Galgotia Publishing Company, New Delhi
- Singh, Avtar, *Business Law*, Eastern Book Company, Lucknow.
- Maheshwari&Maheshwari, *Business Law*, National Publishing House, New Delhi.
- Goyal Bhushan Kumar and Jain Kinneri, *Business Laws*, International Book House

Note: Latest edition of text books may be used.

**B.A. (VS) Management and Marketing of Insurance
Semester VI**

Paper 6.3 Service Marketing

Duration: 3 hours

Marks: 100

lectures: 75

Objectives

The study of this paper will enable the student to learn the essentials of services marketing, including financial and advisory services. Further, this will help the student to acquire and develop marketing and selling skills in area of services marketing.

Unit-I

15

Marketing and Selling-(a) - Marketing- evolution-the old and the new concept. Redefining the four P's of marketing. Marketing rules. Consumer insights. Selling-meaning and nature. Compare and contrast marketing and selling. Selling cycle. Relationship marketing. Experimental marketing. Promise based marketing. Digital marketing.

Unit II

15

Marketing and Selling-(b)-Importance of selling and type of product. The importance of selling and stage in the purchase process. Traditional selling-personal selling and salesmanship. Relationship marketing versus Relationship selling. Customer relationship management.

Unit III

15

Marketing of Services-Services-meaning, features, and type. Product versus Service. Financial and advisory services. Nature of insurance industry. Use of relationship marketing in insurance. Marketing services requires sensitivity. Commoditisation of insurance. Factors determining service quality of an insurance company.

Unit IV

15

Understanding of insurance market- Insurance Market- meaning, composition, structure, and competition. Insurance outlook in India-insurance penetration and density. Changing profile of Indian insurance buyer. Strategies for marketing of insurance. The new rural and sub-urban market. Taking insurance to rural India-strategies for rural push. Transparency in dealings.

Unit V

15

Promtion of insurance- Promotion - meaning and role. Integrated marketing communication -Promotional Mix- personal and impersonal- their use. Personal selling versus advertising. Factors influencing promotional mix. Brand building- product, corporate, and service. Promotional Marketing- meaning and uses. IRDA's role. Insurance is the subject-matter of solicitation.

B.A. (VS) Management and Marketing of Insurance CBCS

Suggested Reading

- C. B. Gupta & N. Rajan Nair, Marketing Management, Fourth Ed., Sultan Chand and Sons.
- Gray Armstrong & Philip Kotler, Marketing – An Introduction, Fifth Ed., (2000), Pearson Education, Asia.
- Shukla A.K , Service Marketing, VaibhavLaxmiPrakashanVaranasi
- Adrian Payne, The Essence of Services Marketing, (2004), Prentice –Hall of India.
- K. Rama MohanaRao, Services Marketing, First Ed., (2005), Pearson Education.
- P. S.Palande, R. S. Shah & M. L. Lunawat, Insurance in India, (2003), Response Books.
- Insurance Institute of India, Mumbai:
- IC-12- Insurance Business Environment.
- IC-88- Marketing and Public Relations.
- Carl McDaniel, Charles W. Lamb, & Joseph F. Hair, Jr., Principles of Marketing, (2008), Cengagelearnings

**B.A. (VS) Management and Marketing of Insurance
Semester VI**

Paper 6.4 Underwriting and Claim Management in Insurance

Duration: 3 hours

Marks: 100

lectures: 60

Objectives:To impart sound understanding of the practice of Life Insurance underwriting. The inter relationships of underwriting to firm's Solvency, Key Factors Affecting Insurability, Regulatory Aspects.To familiarize students with rules, regulations, practices, scope and claims management pertaining to Life and Non-life insurances.

Unit I: 12

Significance of underwriting & pricing, Assumptions on pricing and other contingency risks to solvency & their inter relationship with underwriting. Underwriting Basics: Importance of sound underwriting;

Unit II: 12

Adverse Selection and Persistency – Actuarial Principles, Organization of underwriting: Principles of being Equitable to Policy Holders, Underwriting Philosophy & Guidelines: Risk classes & risk assessment factors in individual assurance factors in individual assurance underwriting. Risk Assessment Factors: in group underwriting renewal cases underwriting Regulations & requirements, Field underwriting, Tele underwriting.

Unit III 12

Making an underwriting decision: The numerical rating system, policy issue, postponement, Declinature of proposal rationale, Group Life Insurance Underwriting, Technology in underwriting, common underwriting lapses ad their impact

Unit IV 12

Importance, concept and classification of claims, claims management procedure and system for different types of claims, role of Intermediaries and surveyor, importance of investigations and role of Investigators,

Unit V 12

Regulatory and legal aspects of Claims Management, relevance of different claim-documents, disputed and complicated claims and grievance redressal mechanism including reference to arbitration.

B.A. (VS) Management and Marketing of Insurance CBCS

Suggested Readings:

- Life Insurance Underwriting by I.I.I.
- Life Insurance volume I, II & III by ICFAI
- Life & Health Insurance by Skipper & Black
- Principles of Risk Management and Insurance by George Rejda (Pearson Education)
- Life and Health Insurance, Black, Jr. Kenneth and Harold Skipper, (13th Edition), Pearson (Indian Economy Edition).
- Rejda, George, (13th Edition), Principles of Risk Management and Insurance, Indian Edition).
- Risk Management and Insurance, Trieschman, Gustavson and Hoyt, Western College, Cincinnati, Ohio.
- Life Insurance, S. Heubner (LBRARO).
- Claims Management, ICFAI Vol. I & II.