

Semester I : Common for both General Insurance and Life Insurance Specialisation

1 Principles and Practices of Management

1. Business- The Purpose of Management
2. Designing Organisation for Business
3. Need for Managing Organisation and Business
4. Management of Standard Functions
5. Managing Resources
6. Planning
7. Decision-Making
8. Organising
9. Staffing
10. Leading: Directing | Communicating | Motivating
11. Controlling
12. Coordinating (Synchronising)
13. Evolution of Management Thought
14. Pursuing Management as a Career

2 Principles of Insurance including IT

1. Concept of Risk
2. Theory of Probability and Functions of Insurance
3. History and Development of Insurance
4. The Basic Principles
5. Indemnity
6. Insurable Interest
7. Principles of Subrogation and Contribution
8. Proximate Cause
9. Reinsurance
10. Introduction to Computers
11. Applications of Computers
12. Information and Information Technology
13. Programming Concepts and System Development
14. Technology Applications in Insurance – I
15. Technology Applications in Insurance – II
16. Networking and E-Business

3. Indian Insurance Environment

1. Indian Insurance Environment
2. Physical Environment
3. Legal Environment
4. Social Environment
5. Political Environment
6. Economic Environment
7. Commercial Environment
8. Financial Environment
9. Technological Environment
10. Educational Environment

4 Business Communication

1. Communication in Business
2. Process of Communication
3. Psychological and Cultural Dimensions of Business Communication
4. Listening
5. The Writing Process – Planning
6. Writing Process : Organizing, Composing and Revising Business Messages
7. Writing Routine, Good News and Goodwill Messages
8. Writing Indirect Messages
9. Short and Long Reports
10. Developing and Delivering Effective Presentations
11. Interviews and Meetings
12. Group Communication Strategies
13. Resumes and Employment Letters
14. Communicating with Technology
15. Formats for Business Documents

Semester II

Specialization: General Insurance

1 Practices of General Insurance including Insurance Accounting

1. Introduction
2. Insurance Legislation
3. Conceptual Framework of Risk
4. Essential Features and Fundamentals of General Insurance
5. Insurance Coverages
6. Insurance Documents
7. Analysis of Insurance Transaction and Underwriting of Policies
8. Premium Rating
9. Claims
10. Financial Aspects of Insurance
11. Basics of Accounting
12. Preparation of Final Accounts
13. Errors in Accounting and Bank Reconciliation
14. Books of Accounts and Accounting Modules
15. Legal Framework

2 Property & Liability Insurance

1. Introduction to Property Insurance
2. Fire Insurance - I
3. Fire Insurance – II
4. Marine Insurance
5. Motor Insurance
6. Engineering Insurance - I
7. Engineering Insurance - II
8. Miscellaneous Insurance
9. Underwriting and Claims
10. Liability Insurance - I
11. Liability Insurance - II

3 Marketing of General Insurance

1. Brief History of Indian General Insurance Business
2. Marketing Infrastructure in General Insurance Business
3. Marketing
4. Marketing Strategy
5. Marketing Roles in Services and Insurance
6. Product Development
7. Pricing and Promotions
8. Distribution and Servicing
9. Advertisement, Publicity and Public Relations
10. Various Marketing Problems

4 Risk Management in General Insurance

1. Basic Concept of Risk Management
2. The Process of Risk Management
3. Risk Identification – I
4. Risk Identification – II
5. Risk Measurement
6. Exposures
7. Risk Control – I
8. Insurance: A Risk Financing Tool
9. Types of Insurance Covers
10. Retention
11. Emerging Trends in Risk Management
12. Administration of Risk Management Department in the Organisation

Semester III:

Specialisation: General Insurance

1	Consumer Behaviour <ol style="list-style-type: none">1. Consumer Behaviour2. Consumer Research3. Motivation, Personality and Emotion4. Consumer Learning5. Consumer Perception6. Consumer Involvement7. Information Processing8. Attitude9. Social Class, Lifestyle and Culture10. Retail Consumer and Outlet Selection11. Consumerism12. Consumer Satisfaction13. Organizational Buying Behaviour14. Consumer Modelling15. Rural Buying Behaviour	3	Legal Aspects of Insurance <ol style="list-style-type: none">1. Needs for Law in Insurance2. Laws for Insurance Firms3. Laws for Insurance Contract4. Laws for Insurance as a Special Contract5. Laws governing Insurance of Properties6. Laws governing Insurance against Damage out of Performance7. Laws governing Insurance of Person (Health, Injury, Disability, Death) and of Society8. Acts governing Insurance Underwriting and Marketing9. Laws governing Insurance Claims10. Laws governing Claimants, Consumers' Grievances
2	Personal & Health Insurance <ol style="list-style-type: none">1. Personal Insurance2. Personal Accident Insurance3. Insurance of Persons: Other Insurance Policies4. Insurance of Personal Properties5. Householders' Insurances6. Property Insurance for Commercial Establishments7. Health Insurance Cover in India8. Health Insurance Cover when Overseas9. Motor Vehicle Insurance10. Rural Insurance11. Liability Insurance12. Strategies in Marketing of Personal Insurances	4	CRM in Service Industry <ol style="list-style-type: none">1. An Introduction to Service Industry2. Understanding Services3. Understanding CRM4. Relationship between Service & CRM5. Designing of Service for CRM6. Internal Marketing: People Dimension of Service & CRM7. Service Management & Productivity8. Service Quality & Customer Satisfaction9. CEM-Customer Experience Management for Service Business

Semester II

Specialisation: Life Insurance

1 Underwriting & Claims Management

1. Basic Elements of Life Insurance
2. Introduction to Underwriting
3. Genetics and related Underwriting Studies
4. Life Insurance Premium: Pricing Elements
5. Technology in Underwriting
6. Financial Underwriting
7. Non-Income Underwriting
8. Underwriting Document
9. Physiological Factors and Related Underwriting Issues
10. Physiological Factors and Special Category Underwriting
11. Claims Management: An Introduction
12. Claims Management
13. Life Insurance Claims: Forms and Procedures
14. Claims: Redressal of Grievances
15. Consumer Protection: Court Decisions and Case Laws

2 Practices & Applications of Life Insurance

1. Concept of Life Insurance
2. History of Life Insurance in India - Part I
3. History of Life Insurance in India - Part II
4. Important Aspects of Life Insurance
5. Practical Aspects of Life Insurance
6. Principles of Life Insurance
7. Distribution Channels
8. Organizational Set Up of Insurance Companies
9. Application and Acceptance of Life Insurance
10. Policy Conditions
11. Other Important Points of Life Insurance Contract
12. Policy Claims
13. Some Popular Life Insurance Plans and Riders

3. Life Insurance Marketing

1. Introduction to Life Insurance
2. Introduction to Marketing
3. Traditional Channels of Life Insurance Distribution: Advantages and Limitations
4. Alternative Channels of Distribution
5. Bancassurance: Convergence of Banking and Insurance
6. Alternate Channels: Regulations and Conflicts
7. Micro-Insurance and Rural Market
8. Impact of Consumerism & Spending Habits on Insurance Marketing
9. Product Development
10. Role of Internet in Insurance Distribution
11. Marketing of Unit Linked Insurance Plans
12. Consumer Satisfaction and Business Ethics
13. Distribution Channel Models for the Future

4 Risk Management in Life Insurance

1. Introduction to Risk
2. The Nature and Theory of Risk
3. Need for Risk Management
4. Life Insurance - An Overview
5. Risk Management Process
6. Exposures: Life, Health and Loss of Income
7. Integrated Risk Management
8. Non-Insurance Methods of Risk Management
9. Insurance for Rural and Social Sectors
10. Risk Management Applications: Employee Benefits through group Insurance Schemes
11. Government Regulation of Insurance and Risk Management
12. Risk Capital and Risk Hedging
13. Scenario Analysis and Risk Management
14. Reinsurance
15. Risk Management: Alternative Risk Transfer (ART)

Semester III:

Specialisation: Life Insurance

1 Consumer Behaviour

1. Consumer Behaviour
2. Consumer Research
3. Motivation, Personality and Emotion
4. Consumer Learning
5. Consumer Perception
6. Consumer Involvement
7. Information Processing
8. Attitude
9. Social Class, Lifestyle and Culture
10. Retail Consumer and Outlet Selection
11. Consumerism
12. Consumer Satisfaction
13. Organizational Buying Behaviour
14. Consumer Modelling
15. Rural Buying Behaviour

2. Life Insurance Products

1. Introduction to Life Insurance
2. Life Insurance Industry: An Overview
3. Traditional Life Insurance Products
4. Term Insurance - Types and Significance
5. Whole Life and Endowment Plans
6. Annuity Plans
7. Consumer Need Analysis and Insurance Planning
8. Group Insurance
9. Insurance for Rural and Social Sectors
10. Unit Linked Insurance Plans
11. Life Insurance - Laws & Regulations
12. Life Insurance Plans - Comparative Analysis

3

3. Legal Aspects of Insurance

1. Needs for Law in Insurance
2. Laws for Insurance Firms
3. Laws for Insurance Contract
4. Laws for Insurance as a Special Contract
5. Laws governing Insurance of Properties
6. Laws governing Insurance against Damage out of Performance
7. Laws governing Insurance of Person (Health, Injury, Disability, Death) and of Society
8. Acts governing Insurance Underwriting and Marketing
9. Laws governing Insurance Claims
10. Laws governing Claimants, Consumers' Grievances

4 CRM in Service Industry

1. An Introduction to Service Industry
2. Understanding Services
3. Understanding CRM
4. Relationship between Service & CRM
5. Designing of Service for CRM
6. Internal Marketing: People Dimension of Service & CRM
7. Service Management & Productivity
8. Service Quality & Customer Satisfaction
9. CEM-Customer Experience Management for Service Business

Semester IV: Common for both General Insurance and Life Insurance Specialisation

1. Financial Institutions and Markets

1. Overview of Financial Markets
2. Financial Institutions - I
3. Securitisation
4. Indian Money Market
5. International Monetary Fund (IMF)
6. Introduction to Capital Markets
7. Securities and Exchange Board of India (SEBI)
8. Merchant Banking
9. Role of Banks in Stock Market
10. Venture Capital and Private Equity
11. Portfolio Management and Financial Engineering
12. Mergers and Takeovers
13. Lease and Hire Purchase

2. Research Methodology and Statistical Quantitative Methods

Section – I Research Methodology

1. Understanding Research
2. Scientific Methods and Research
3. Formulating Research Problem and Hypothesis
4. Hypothesis Testing
5. Research Design
6. Data Collection and Measurement
7. Sampling and Sampling Technique
8. Observation
9. The Interview Method
10. The Questionnaire Method
11. The Survey Method
12. The Experimental Method
13. Scaling Techniques and Attitudes Measurement Techniques
14. Data Presentation, Processing and Analysis

Section – II Statistical Quantitative Methods

1. Arranging Data to Convey Meaning
2. Measures of Central Tendency (Mean, Median and Mode)
3. Correlation
4. Probability
5. Queuing Theory
6. Game Theory & Decision Theory

4 Project

Students are required to submit one Project in Hard copy by the end of the Semester IV