

Program Curriculum

SEMESTER I :

Principles & Practices of Management

1. Business- The Purpose of Management
2. Designing Organisation for Business
3. Need for Managing Organisation & 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

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

Research Methodology

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

Business communication

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

Program Curriculum

SEMESTER II

Practices & Applications of Insurance

1. Introduction
2. Insurance Legislation
3. Conceptual Framework of Risk
4. Essential Features & Fundamentals of General Insurance
5. Insurance Coverages
6. Insurance Documents
7. Concept of Life Insurance
8. History of Life Insurance in India - Part I
9. History of Life Insurance in India - Part II
10. Important Aspects of Life Insurance
11. Practical Aspects of Life Insurance
12. Principles of Life Insurance
13. Organizational Set Up of Insurance Companies
14. Application & Acceptance of Life Insurance

Insurance Product

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. Life Insurance Industry: An Overview
10. Traditional Life Insurance Products
11. Term Insurance - Types & Significance
12. Whole Life & Endowment Plans
13. Group Insurance
14. Insurance for Rural & Social Sectors
15. Unit Linked Insurance Plans

Laws & Regulations governing 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
8. Acts governing Insurance Underwriting & Marketing
9. Laws governing Insurance Claims
10. Laws governing Claimants, Consumers' Grievances

Project

Student is required to submit a project by the end of the sem 2.

Program Curriculum

SEMESTER III:

Marketing of Insurance

1. Brief History of Indian General Insurance Business
2. Marketing Infrastructure in General Insurance Business
3. Marketing & Marketing Strategy
4. Marketing Roles in Services and Insurance
5. Traditional Channels of Life Insurance Distribution:
Advantages and Limitations
6. Alternative Channels of Distribution
7. Bancassurance: Convergence of Banking and Insurance
8. Alternate Channels: Regulations and Conflicts
9. Micro-Insurance and Rural Market
10. Impact of Consumerism & Spending Habits on Insurance
Marketing
11. Digital Transformation in Insurance
12. Marketing of Unit Linked Insurance Plans
13. Consumer Satisfaction and Business Ethics
14. Advertisement, Publicity and Public Relations

Underwriting & Claims Management

1. Basic Elements of Life Insurance
2. Introduction to Underwriting
3. Genetics & 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 & Related Underwriting Issues
10. Physiological Factors & Special Category Underwriting
11. Claims Management: An Introduction
12. Claims Management
13. Life Insurance Claims: Forms & Procedures
14. Claims: Redressal of Grievances
15. 15. Consumer Protection: Court Decisions & Case Laws

Principles of Insurance

1. Introduction to Insurance
2. History and Development of Insurance
3. The Basic Principles
4. Indemnity
5. Insurable Interest
6. Principles of Subrogation and Contribution
7. Proximate Cause
8. Insurance Legislation
9. Insurance Coverages
10. Insurance Documents
11. Analysis of Insurance Transaction
12. Premium Rating
13. Claims
14. Financial Aspects of Insurance

Consumer Behaviour

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

Program Curriculum

SEMESTER IV:

Risk Management & Reinsurance

1. Basic Concept of Risk Management
2. The Process of Risk Management
3. Risk Identification – I
4. Risk Measurement & Exposures
5. Risk Control
6. Insurance: A Risk Financing Tool
7. Types of Insurance Covers
8. Integrated Risk Management
9. Non-Insurance Methods of Risk Management
10. Risk Management Applications: Employee Benefits through group Insurance Schemes
11. Government Regulation of Insurance & Risk Management
12. Risk Capital & Risk Hedging
13. Scenario Analysis & Risk Management
14. Reinsurance
15. Risk Management: Alternative Risk Transfer (ART)

CRM in Insurance Industry

1. An Introduction to Insurance Industry
2. Conceptual Framework of Customer Relationship Management: The Value Pyramid.
3. Customer Interaction Cycle
4. Customers Profiling & Total Customer Experience,
5. CRM as a business strategy
6. Customer Centricity in CRM
7. Customer Knowledge Management
8. Technological Tools for CRM & Implementation
9. Changing Patterns of e-CRM Solutions in the Future
10. CRM in Insurance Sector
11. Supply-Demand Mismatches & their impact on CRM

Business Strategy & Planning

1. Management Strategy Frameworks
2. An Overview of Strategic Planning or "VMOSA"URL
3. PESTLE & SWOT Analyses
4. Intended & Realized Strategies of Managers
5. Strategy as Trade-Offs, Discipline, & Focus
6. Porter's Competitive Strategies
7. Setting & Achieving Goals & Objectives
8. Management by Objectives, Balanced Scorecard
9. Characteristics of Effective Goals & Objectives
10. An Overview of Goal-Setting Strategies
11. The Components of a Business Strategy
12. Strategy Is Essential for Management Success
13. Five Competitive Forces of Strategy

Capstone Project

Student is required to submit a project by the end of the semester 2 & semester 4.