

Introduction

Content: With the liberalisation of the insurance sector, several new insurance companies have sprung up, adding both breadth and depth to the insurance sector. A major spin-off of this explosion is the creation of new employment opportunities in the hitherto closed and low profile sector. Insurance offers both direct and indirect employment opportunities. Insurance is a unique service industry in that it draws upon a variety of other disciplines. Most of the employees would be hired for its sales and marketing, distribution, and customer care departments. However, there are some highly skilled jobs in insurance.

Learning Outcome based approach to Curriculum Planning

>> Aims of Bachelor's degree programme in (CBCS) B.A.(VOCATIONAL STUDIES)
MANAGEMENT AND MARKETING OF INSURANCE

Content: • To provide an in-depth study of life and non-life insurances with its branches, focusing on the regulatory framework, principles, elements and practices used for insurance, risk management, new –age policies, underwriting considerations, individual and group insurances, claim settlement, surveyor’s role, marketing and distribution of insurance products.

- To provide comprehensive and practical knowledge to the students with examples from actual insurance cases and prepare them to act as a guard against any future uncertainty and risks and to succeed in the financial services sector.
- To explain role of Insurance Regulatory and Development Authority of India (IRDAI) as the controlling body which oversees different aspects, functioning and regulation of various insurance companies in India, providing guidelines, and safeguarding the interest of the insurance policy holders.
- To comprehend importance of financial protection and security for the individuals and their families, exploring different types of insurance products.
- To provide framework of reinsurance and the importance of reinsurance for strengthening the insurance sector with the sufficient funds to handle the insurance claims.
- To understand reinsurance principles, provisions of the reinsurance agreement, regulations and administration.
- To identify growth and development of the insurance sector seeing that the demand for the trained government and private professional life insurers, insurance agents, insurance marketers and actuaries in the market has drastically risen.
- To reflect latest developments and emerging issues through the legislative changes and various aspects of insurance sector to provide the student comprehensive understanding of the insurance business practices.
- To impart knowledge of emerging issues in the insurance market and emerging technologies that assist in various insurance functions.

Learning Outcome based approach to Curriculum Planning

>> Nature and extent of the B.Sc/B.A./B.Com Programme

Content: Insurance signifies an agreement between two parties, to cover and protect against any kind of future eventualities and dangers to life and property and binding the parties to the future obligations. Insurance companies deals in the areas of life insurance and general insurance. In modern times, insurance is one of the prominent financial services. With the liberalisation of the insurance sector, the sector has evolved and witnessed the transformational changes including entry of global insurers in both the life and general insurance segment and variety of products and multiple options available for the consumer. The rapidly growing insurance sector has high potential for the growth due to the high number of middle class families in India. Several new insurance companies have sprung up, adding both breadth and depth to the insurance sector. A major spin-off of this explosion is the creation of new employment opportunities in the hitherto closed and low profile sector. Insurance offers both direct and indirect employment opportunities. It has emerged as the favourite career choice for the young people. Insurance is a unique service industry in that it draws upon a variety of other disciplines. Most of the employees are hired for sales and marketing, distribution, and customer care departments in the insurance industry. There are some highly skilled jobs in insurance. Thus, there is requirement of insurance professionals. Insurance professionals need to understand the customers' needs, sustain the growth impetus of the sector and protect and save customers against the future eventualities and achieve profitability and customer responsiveness. This course is designed to build the capabilities of the students for their preparations in the field of insurance.

Graduate Attributes in Subject

>> Disciplinary knowledge

Content: • To have knowledge of their discipline and will attain professional and technical skills to effectively integrate knowledge with practice.

Graduate Attributes in Subject

>> Communication Skills

Content: To equip them with verbal and written communication skills to be able to communicate with all the stakeholders confidently and with clarity.

Graduate Attributes in Subject

>> Problem solving

Content: To apply relevant skills, methods, techniques and subject knowledge for constructing viable solutions for the theoretical and real-life problems.

Graduate Attributes in Subject

>> Analytical reasoning

Content: To demonstrate and critically evaluate with basic analytical skills and logical approach in the insurance and financial service sector related issues.

Graduate Attributes in Subject

>> Research-related skills

Content: To comprehend, consolidate, extend, apply and update their discipline's knowledge and skills for undertaking research proposals and continuous academic and professional growth.

Graduate Attributes in Subject

>> Cooperation/Team work

Content: To demonstrate the social skills for the team formations and becoming effective team members and collaborating with the group as a leader and an efficient team member with the use of the pedagogical tools of role play for various illustrative cases.

Graduate Attributes in Subject

>> Reflective thinking

Content: To use critical and high order thinking skills while reviewing, analysing and assessing the complex problem solutions and making judgements by applying specific strategies and relating the disciplinary knowledge to the situation.

Graduate Attributes in Subject

>> Information/digital literacy

Content: demonstrates basic knowledge of computers and use of softwares such as word, excel & power point.

Graduate Attributes in Subject

>> Self-directed learning

Content: To take initiatives for some topics and identify resources and study material for additional learning, individually or in groups and to use the strategies to meet learning goals in self-learning environment, under the guidance of the mentor.

Graduate Attributes in Subject

>> Leadership readiness/qualities

Content: To be equipped and prepared for their professional development by building a robust foundation through basic insurance principles and be responsible citizens and future leaders who value the importance of learning about insurance and be prepared for their prospective professions.

Graduate Attributes in Subject

>> Lifelong learning

Content: Update their subject knowledge and skills for continuous academic and professional growth.

Graduate Attributes in Subject

>> Reflective thinking

Content: To use critical and high order thinking skills while reviewing, analysing and assessing the complex problem solutions and making judgements by applying specific strategies and relating the disciplinary knowledge to the situation.

Graduate Attributes in Subject

>> Self-directed learning

Content: To take initiatives for some topics and identify resources and study material for additional learning, individually or in groups and to use the strategies to meet learning goals in self-learning environment, under the guidance of the mentor.

Qualification Description

Content: The students of Management and Marketing of Insurance (MMI) course should be able to:

- demonstrate conceptual knowledge and understanding of different subjects of this course.
 - critically evaluate and apply the cognitive skills of the discipline in varied situations.
 - undertake decision-making and perform an analysis of the problems in their respective area of study.
 - use various techniques studied, for the analysis of real-life problems and to propose solutions for them.
 - acquire further learning, education and training that will help to develop professional and analytical skills, even to become an entrepreneur or to set up a start-up.
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Programme Learning Outcome in course

Content: Programme Learning Outcomes

The key learning objectives of this programme are:

- to acquire ability to analyse, evaluate and summarize information from a wide variety of sources in an effective manner.
- to impart knowledge and understanding of the basics of insurance and insurance industry in all its formats both in theory and practice and the insurance production process.
- to impart knowledge of selling, distribution, and marketing of financial and advisory services.
- to help in the acquisition and development of selling skills required in the selling of financial and advisory services, including insurance.
- to impart the knowledge of skills required for organisations in the insurance industry.
- to provide knowledge of careers and job prospects in the insurance sector. However, insurance education has to be more practical in nature.

General Insurance (MMI 4.2) Core Course - (CC) Credit:6

Course Objective(2-3)

- To provide understanding of the major branches of general insurance like motor, marine, and fire insurance as well as rural, social and micro insurance to the student.
- To acquaint students with common policies available in respective branches of general insurance, along with their features and benefits.
- To acquaint students with the prevailing practices and procedures on renewal, pricing, and claim settlement in major branches of general insurance.
- To provide knowledge of on-going changes and challenges in the general insurance space.

Course Learning Outcomes

After completing this course, the learners would be able to :

- understand the concept of motor, marine, fire, rural, social and micro insurance which are the major branches of general insurance.
- delineate the characteristics of motor, marine, fire, rural, social and micro insurance.
- explain various conditions and warranties attached to general insurance policies.
- know common policies sold in general insurance including loss of profits or intangibles.
- understand the concept of own damage and third party liability.
- learn claim settlement process in motor insurance for both own damage and third party claim.
- learn about various social security schemes in India.
- find 'rate' fixation in fire and motor insurance.
- learn the use of technology in motor and crop insurance for better enhancement of customer experience.
- explain the available add-on/riders in general insurance.

Motor Insurance

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Introduction to Motor Insurance, Marketing in Motor Insurance, Type of policies, Underwriting in Motor Insurance, Own damage motor insurance claims, IT Applications in Motor Insurance, Claim tribunal, Third Party Liability Insurance, exceptions, conditions, deductibles, No claim bonus, Procedures for Filing motor insurance claim, fraud management and internal audit. Claim Settlement process-own damage and third party liability.

Unit 2

Marine Insurance

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Conceptual Background, meaning, and nature, fundamental principles. Warranties-meaning, nature, effect, and types. The implied warranty of the sea worthiness of the ship. Risk-commencement, duration, and termination. Types of cover, the process of marine claim, Reinsurance, Maritime Frauds.

Unit 3

Fire Insurance

History of Fire Insurance, Meaning, purpose & functions of Fire Insurance. Application of basic principles, Subject matter of fire insurance, Classification of Risks; Standard Fire and Special Peril policy: scope, exclusions, conditions and add on covers. Special Policies-floater policy and declaration policy. The concept of reinstatement in fire insurance.

Unit 4

Rural and Social insurance =">

Meaning and features, need for rural and social insurance in India. Insurance and social insurance. Opportunities and challenges. Insurer obligations towards the rural and social sector in India. Social security schemes in life, accident, and health insurance.

Unit 5

Micro Insurance

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Micro Insurance-Introduction, needs, and characteristic. Micro insurance and traditional insurance. The scenario of micro insurance in India, Types of rural and micro insurance products, opportunities and challenges. Delivery channels in micro insurance. Micro insurance regulations, 2015. Micro insurance as part of CSR for insurers.

References

- 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.

Additional References:

- 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.

Teaching Learning Process

Students will be taught the subject mainly through oral lectures and presentations by the teacher. Further, discussion method, on topics and cases, to encourage participation and interaction of students, will be used. Furthermore, case studies and other techniques, specific to the paper can be used by the teacher, according to student's need.

Assessment Methods

Students' learning will be assessed analytically and objectively, on a continuous basis through regular assignments and class tests (oral and mock) for the award of internal assessment marks. Besides, there will be a term end exam. The term end question paper will include questions, of descriptive, objective and problem solving nature to test students' ability. It will be evaluated objectively and marks awarded on the basis of students performance in exam.

Keywords

Motor Insurance, Underwriting in Motor Insurance, Marine Insurance, Reinsurance, Fire Insurance, Special Peril policy, Rural and Social insurance, Micro Insurance, micro insurance products, Micro insurance regulations, 2015.

Indian Economy
(MMI 3.3)
Core Course - (CC) Credit:6

Course Objective(2-3)

The objective of the course is to provide the students a basic understanding of evolution of different sectors of Indian economy in the course of its development after independence. It would help them meaningfully reflect on the issues that the individual sectors are currently embroiled.

Course Learning Outcomes

After studying these units, students should be able to

- Appreciate the indispensability of agricultural growth for economic development.
 - Understand the concept and rationale of land reforms and conduct a critically analysis of the status of land reforms.
 - Critically appraise the role of different inputs in boosting agricultural production through green revolution and undertake a critical analysis of the impact of green revolution.
 - Develop an understanding of the status of agricultural labour with special reference to wage and employment and assess the role played by the government in ameliorating their conditions.
 - Evaluate government role in developing agricultural infrastructure in terms of credit, irrigation, marketing and crop insurance.
 - Acquire knowledge of relative trend in public and private investment in agriculture and their implication.
 - Understand the rationale behind different instruments of price and subsidy and conduct a critical assessment of their impact on the agricultural economy.
 - Evaluate the role of PDS in providing food security.
 - Develop an understanding of growth process of agriculture during the course of economic development with special reference to cropping pattern changes and crop diversification.
 - Understand how different factors lead to agricultural diversification and changes in cropping pattern.
 - Learn about different growth phases and the evolving structure of industries in India since Independence.
 - Understand the different types of industrial policies pursued in different phases including NEP 1991.
 - Understand the concept of MSMEs and their role in the Indian Economy.
 - Learn about the problems faced by MSEs(Micro and Small Enterprises) and the steps taken by the Government to promote MSEs.
 - Learn about different sources of financing industries.
 - Appreciation of the role of services in the economy and understand the process of evolution of service sector with special reference to its components.
 - Understand the issues related to service sector led growth and evaluate its viability as an engine of growth for the economy.
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Unit 1

Agriculture: Institutional Framework and Inputs

Agriculture and Economic Development.

Institutional framework of Indian agriculture: Land tenure system and land Reforms.

Agricultural inputs: Seeds, fertilizers, agro-chemicals, machinery with special reference to green revolution;

Agricultural labour and issues related to wage and employment.

Unit 2

Policy Instruments for Agriculture and Agricultural Growth

Agricultural price policy, Food management & food security in India

Agricultural marketing in India: issues, challenges & recent developments

Role of institutional and technological factors in agricultural growth: new technology – Green revolution and post reform developments.

Agricultural investment - Public and Private

Unit 3

Industrial Development

Phases of growth and evolving structure of industry

Industrial and Licensing Policies in the Pre-and Post-reform periods: Role of large, medium, small and micro industries

Reforms and changing role of public sector

Unit 4

Industrial Finance and Foreign Investment

Changes in the pattern of industrial financing - SFCs, PIs, corporate debt market, bank finance, microfinance

Foreign Direct investment

Foreign Institutional Investment

Unit 5

Service Sector

Importance of service sector in Indian economy

Growth and changes in the structure of service sector - the role of reforms

Major components of service sector

The issue of service sector led growth in India.

References

1. S.K. Mishra and V. K. Puri, Indian Economy: Its Development Experience, 67th edition.
2. Uma Kapila, Indian Economy: Performance and Policy, latest edition
3. Gaurav Datt and Ashwani Mahajan, Datt and Sundharam Indian Economy, latest edition
4. <https://epgp.inflibnet.ac.in/ahl.php?csrno=11>, EPG Pathshala, Sectoral Growth of Indian Economy(P 10) Module Nos 1, 2, 3, 4,5, 6,7,8 , 9, 10, 11,13, 18.

Additional References:

1. The New Oxford Companion to Economics in India (2 Volumes): 2 Vols 2011 by [Kaushik Basu](#) and [Annemie Maertens](#)
2. Indian Economy: Reforms and Development (Springer, Forthcoming) Edited by Pradip Kumar Biswas and Panchanan Das

Teaching Learning Process

A well laid out lesson plan needs to be worked out, which will act as a core of teaching-learning process. Details of the teaching learning process will vary depending on the preference of the teacher, topics being covered, and the level of the students. A continuous innovation in teaching learning process is called for in order to optimise learning by the students from the curriculum.

Assessment Methods

Internal assessment (class tests, oral presentation, group discussion and assignments) as well as end-semester examination covering the entire syllabus

Keywords

Agriculture, manufacturing, trade, services, finance, SME, productivity, green revolution, FDI.

Insurance Law and Regulation
(MMI 2.3)
Core Course - (CC) Credit:6

Course Objective(2-3)

- To help students learn and understand the common law and the basic principles, on which the whole premise of insurance is based.
 - To provide comprehensive knowledge and understanding of the legal and regulatory environment around insurance.
 - To impart understanding of the role of the insurance regulator, as a supervisory and developing body.
 - To serve as a foundation for most of the remaining papers of insurance.
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Course Learning Outcomes

After completing this course, the learners would be able to :

- understand fully the leading principle of insurance - the indemnity.
 - describe the application of the principle of insurable interest, the universal principle of insurance, without which no insurance is possible.
 - describe the application of the principle of utmost good faith, the universal principle of insurance, and not simple good faith.
 - understand the importance of the principle of 'proximate' cause, the universal principle of insurance, and its application to locate the real cause of loss or damage under an insurance policy.
 - explain the application of the principles of subrogation and contribution, which are subsidiary principles of indemnity, in select branches of insurance.
 - comprehend the need and process of modification of the principles of insurance.
 - understand the need for regulation and regulatory norms for solvency, investment and policy holder's protection.
 - understand the regulations, circulars, orders issued by the insurance regulatory body from time to time.
 - explain the process of licencing of insurers, protection of policyholders' interest norms, solvency norms, and investment norms for the insurer.
 - understand the dispute resolution mechanism in the insurance industry.
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Unit 1

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 2

Insurable Interest

Meaning, nature, purpose, wayer, types, persons, and time. Transfer of interest and policy.

Unit 3

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 4

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 5

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

References

- 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.
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- 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.

Additional References:

Insurance Institute of India, Mumbai

- IC- 01, Principles of Insurance.

Teaching Learning Process

Students will be taught the subject mainly through oral lectures and presentations by the teacher. Further, discussion method, on topics and cases, to encourage participation and interaction of students, will be used. Furthermore, case studies and other techniques, specific to the paper can be used by the teacher, according to student's need.

Assessment Methods

Students' learning will be assessed analytically and objectively, on a continuous basis through regular assignments and class tests (oral and mock) for the award of internal assessment marks. Besides, there will be a term end exam. The term end question paper will include questions, of descriptive, objective and problem solving nature to test students' ability. It will be evaluated objectively and marks awarded on the basis of students performance in exam.

Keywords

Indemnity, subrogation, Insurable Interest, Utmost good faith, Proximate Cause, The Insurance Regulatory and Development Authority Act, 1999, Regulatory Body.

Labour and Development in India
(MMI 4.3)
Core Course - (CC) Credit:6

Course Objective(2-3)

The course is designed to equip the students with conceptual, empirical and legal issues with special reference to India. The focus of the course would be on the changing profile and position of labour in modern India and the specific problems in the post reform period. The role of state, nation and international labour organisations will be emphasized.

Course Learning Outcomes

- At the end of the course the students can understand the contemporary developments in Indian economy and society from the point of labour.
 - The students will know the intricacies of the labour market in India.
 - They will be aware about the characteristics of the labour market in India and the challenges it faces.
 - They will also be aware about the basic labour legislation which protect workers.
 - Thus equipped, they may have the opportunities to work in the various organizations, NGO,s as well as corporate sector.
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Unit 1

Economics of labour market

1.1 Wage rate determination in labour market: Labour Demand, Labour Supply, Determination of wages, Minimum wage laws, Minimum wage legislation

1.2 India's labour market

- a) Employment and unemployment: Concepts, measurement, trends and types of unemployment
 - b) Dynamics of economic and occupational structure: Growing importance of tertiary sector
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Unit 2

Forms of labour

2.1 Evolution of Labour market in India:

- a) Pre- colonial pattern of Industrial Development
- b) Post-colonial Pattern of Development: Industrialisation, Planning and achievements

2.2 Types of labour and associated labour legislation

- a) Organised and unorganised labour
 - b) Rural Labour
 - c) Migrant Labour
 - d) Bonded labour
 - e) Women and child labour
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Unit 3

Labour protest and Trade union movement

3.1 Evolution and growth of trade union movement in India- Pre and post independence period

3.2 Forms of Industrial action and Labour Protests

(Forms of Industrial action, Types of Disputes, Causes of Industrial disputes, Industrial Dispute act 1947, Modes of Protest)

Unit 4

State and Labour

- 4.1 a) Labour Administration – Union government and state government Machinery
 - b) Mechanism of Dispute settlement: Arbitration, Adjudication and other methods of dispute settlements
 - 4.2 Regulation of Labour
(Factories act, Employees State Insurance act, Worker's compensation act etc.)
 - 4.3 Role of the state in skill formation
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Unit 5

International Labour Organisation

- a) Structure and role of ILO
 - b) ILO programmes in India
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References

1. Mankiw, Principles of Economics, Cengage learning, 6th edition
 2. Case, Karl E, and Fair, Ray, Principles of Economics, Pearson 8th edition
 3. India Labour and employment Report 2014: Institute of Human development, Academic Foundation
 4. Uma Kapila, Indian economy: Performance and Policies, Academic Foundation, latest edition
 5. Uma Kapila, Indian economy since independence, Academic Foundation, Latest edition
 6. Thirthankar Roy, the Economic history of India 1857-1947, Oxford Publication, second edition, (Chapter6: small scale industry, Chapter7: large scale Industry)
 7. UNICEF Report, Overview of Internal Migration in India
 8. Ravi.S. Srivastava, Bonded Labour in India: its incidence and pattern- working paper ILO
 9. Shervick, Women's labour force participation in India: Why is it low? - ILO
 10. Azadeh Barati, Rooh ollah Arab & Seyed Saadat Masoumi, Challenges and problems faced by women workers in India
 11. Majnu, Women in Unorganised sector: problems and issues in India, International Journal of Applied Research 2017
 12. Organising the unorganised- IGNOU BLD 102(2004)
 13. P N Singh and Neerja Kumar, Employee relations management, Pearson
 14. Sinha, PRN, Sinha, Indu bala and shekhar, Seema Priyadarshini, Industrial Relations, Trade Unions and Labour legislation, Pearson
 15. J.P. Sharma, Simplified Approach to Labour Laws, Bharat Law House
 16. Arun Monappa, Ranjeet Nambudiri and Patturaja Selvaraj, Industrial Relations and Labour Laws, McGraw Hill
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Assessment Methods

The maximum marks for the final examination would be 75, with the remaining 25 (5 marks for attendance, 10 marks for class test 10 marks for Project Assignment presentation for internal assessment. Students shall be asked to answer 5 questions in all.

Unit wise indicative percentage of mark:

- Unit I -20%
 - Unit II-30%
 - Unit III- 20%
 - Unit IV – 20%
 - Unit V- 10%
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Principles of Life Insurance
(MMI 3.2)
Core Course - (CC) Credit:6

Course Objective(2-3)

- To enable students understand the basic elements of life insurance, types of contract, protection and investment plans, terms and conditions incorporated in a policy and benefits offered under it. It will also help the student to know about common 'riders' available in life insurance.
 - To impart knowledge of new-age policies like term plans, market-linked plans, variable plans, and guaranteed plans, retirement plans and various plans available in the market.
 - To assist students learn the elements of pricing in fixing rate, underwriting considerations, and selection of lives.
 - To assist in the understanding of group insurance as a type of life insurance and its importance in expanding the reach of life insurance in the country.
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Course Learning Outcomes

After completing this course, the learners would be able to :

- understand the nature of a life insurance contract and the applicability of the principles of insurance to it.
 - explain the need, importance and benefits of life insurance.
 - find the measure of human life in economic terms and the methods involved.
 - calculate the sum assured in life insurance.
 - fill the forms and contents of a life insurance policy.
 - understand the conventional life insurance policies-savings-cum-investment plans.
 - understand the term plans- offering pure protection.
 - understand the unit-linked insurance plans where returns are not guaranteed and are linked to markets, like mutual funds.
 - understand the variable life plans, child and woman plans, and specific need plans.
 - understand the retirement needs and accordingly the plans specific to the need.
 - know the concept of underwriting, underwriting factors, selection of lives, financial underwriting and the role of advisors in this regard.
 - calculate premium under a policy, its elements and fixation of rates.
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Unit 1

Life Insurance="">

Concept, purpose, and scope. Major Reforms in Indian Insurance sector. Financial needs and role of life insurance in financial planning. Tax benefits. Human life value approach. Evaluating life insurance needs-different methods. Stages in human life in relation to the amount of insurance

required. Re-evaluating life insurance need. Rider benefits

Unit 2

Policy Form

Life insurance contract- definition, and special features, Types of the life insurance contract. Tax benefits. Parties to a life insurance contract. Contents of a typical life insurance policy -Conditions and privileges-free look period, payment of premium, grace days, loading charges, 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 3

Conventional Policies

Types of Life insurance plans, Term Vs Traditional Plan, Whole life plan, Endowment plan, and Money back plan. The concept of Joint life policy and Partnership plan. Special policies for Women and Children. Retirement plans. Single versus regular premium policies.

Unit 4

ULIP's and special Policies

Unit linked insurance policies - concept, features, merits, demerits. Types of ULIP by purpose and death benefit. Different types of ULIP charges. ULIP vs Traditional plan. Variable life policies- concept, pros, and cons. Special Policies - credit, differently abled person and for others.

Unit 5

Underwriting and Pricing

Underwriting- meaning, purpose, factors. Medical examination in the underwriting process. Classification of risk under underwriting. sources of information, primary underwriting, financial underwriting, and methods.

Pricing- meaning, objectives, steps, and factors. Level premium. Transparency in the pricing of insurance. Customer responsiveness.

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- 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.
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Additional References:

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

Teaching Learning Process

Students will be taught the subject mainly through oral lectures and presentations by the teacher. Further, discussion method, on topics and cases, to encourage participation and interaction of students, will be used. Furthermore, case studies and other techniques, specific to the paper can be used by the teacher, according to student's need.

Assessment Methods

Students' learning will be assessed analytically and objectively, on a continuous basis through regular assignments and class tests (oral and mock) for the award of internal assessment marks. Besides, there will be a term end exam. The term end question paper will include questions, of descriptive, objective and problem solving nature to test students' ability. It will be evaluated objectively and marks awarded on the basis of students performance in exam.

Keywords

Endowment, Traditional, ULIP, Joint life, Underwriting, Responsiveness

Risk Management and Insurance
(MMI 1.3)
Core Course - (CC) Credit:6

Course Objective(2-3)

- To provide basic understanding of the concepts of risk, risk management, insurance and their importance.
 - To impart understanding of the process of risk management in detail and insurance as a risk management tool.
 - To explain special features of insurance, insurance contracts, and reinsurance contracts, working in the insurance business, law of the large number and its importance in insurance.
 - To act as a stepping stone for pursuing a higher professional qualification in the fields of risk management and insurance.
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Course Learning Outcomes

After completing this course, the learners would be able to :

- demonstrate competency in understanding the concept of risk and uncertainty.
 - classify risks, level of risk, and the behavioural aspect of risk and economics of insurance.
 - understand insurable and non-insurable risks, ideal requisites for insurability of a risk.
 - identify the role of risk management and insurance in economic development and as a social security tool.
 - understand the managerial function of risk management and its process.
 - understand the working of insurance and reinsurance businesses.
 - understand the KYC norms and anti-money laundering guidelines as applied to insurers and insureds.
 - acquire knowledge of issuance of e-insurance policy (or digitisation of insurance policies) and role of insurance repositories and intermediaries.
 - know the role of General Insurance Corporation of India (GIC) ,our national reinsurer.
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Unit 1

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 2

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 3

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 4

Insurance Contract

Nature-subject-matter of insurance and subject-matter of the 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 5

Reinsurance Contract

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

References

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

Teaching Learning Process

Students will be taught the subject mainly through oral lectures and presentations by the teacher. Further, discussion method, on topics and cases, to encourage participation and interaction of students, will be used. Furthermore, case studies and other techniques, specific to the paper can be used by the teacher, according to student's need.

Assessment Methods

Students' learning will be assessed analytically and objectively, on a continuous basis through regular assignments and class tests (oral and mock) for the award of internal assessment marks. Besides, there will be a term end exam. The term end question paper will include questions, of descriptive, objective and problem solving nature to test students' ability. It will be evaluated objectively and marks awarded on the basis of students performance in exam.

Keywords

Risk Management, Insurance , Insurable risk, Economies of insurance, insurance contract, E-insurance policy, Insurance Repositories, Reinsurance Contract, GIC.

General Insurance (MMI 5.1) Discipline Specific Elective - (DSE) Credit:6

Course Objective(2-3)

- To help students understand basics of major types of general insurance, like a personal accident, travel, liability, (public and private) and miscellaneous insurances.
- To aim at providing comprehensive knowledge of the major policies available with insurers along with their terms and conditions, all risks policy, add-ons and customization of policies.
- To provide an understanding of the claim settlement process along with the role of surveyors and loss assessors in this regard.
- To provide understanding of liability insurance, the most promising area in general insurance, its need for everyone, its special features, and the available policies along with their terms and conditions.

Course Learning Outcomes

After completing this course, the learners would be able to :

- acquire comprehensive knowledge in select branches of general insurance.
- apprehend the nature and scope of personal accident insurance.
- gain knowledge about liability insurance and its special features.
- understand concept, benefits, and applicability of public liability insurance, a kind of compulsory insurance.
- understand various package policies and their utility for home owners and shopkeepers.
- understand the importance and role of Fidelity (crime) insurance.
- describe the importance and role of 'credit' insurance for individuals, businesses, and

exporters of goods.

- develop knowledge of burglary/theft, money, jewellery and valuables, and event insurances.

Unit 1

Personal Accident and Travel Insurance.

Personal Accident Policy- Meaning, Feature, and Scope, Classification, benefits. General conditions. Cumulative bonus and extensions. Exclusions and Inclusions. Group personal accident policies. Add on Benefits.

Travel Insurance: domestic and overseas policies, Coverage, Types of risks covered under travel insurance. Claim process.

Unit 2

Liability Insurance

Concept and need of liability insurance, types of liability insurance, Basis of liability- direct, vicarious, tort, legal and contractual, various types of risks covered, factors influence premium, claim process. First party and third party insurance.

Unit 3

Public Liability

Meaning, features, and types, need and scope of public liability insurance, Exclusions. Benefits of public liability insurance. The basis of premium and sum assured. Applicability under the Public Liability Act, 1991. Employer Liability- under the Employees Compensation Act, 1923 and The Fatal Accidents Act, 1855. Product Liability Insurance. Professional Liability Insurance.

Unit 4

Miscellaneous Insurance (a)

Meaning and Features, Burglary insurance, different policies under burglary insurance. Baggage insurance, claims, and coverage. Money in transit insurance. Bank Indemnity insurance, coverage and exclusions. Jewellery insurance. Wedding insurance. Pet insurance. Credit insurance.

Unit 5

Miscellaneous Insurance (b)

Fidelity Insurance- Meaning, features, and coverage, types of fidelity insurance policies, settlement of claims. Contract of guarantee (surety ship) and guarantee insurance. Commercial Fidelity Policies. Court Bonds. Boiler and machinery insurance. All Industrial Risks Insurance. Pollution Insurance. First Loss Insurance.

References

- Avtar Singh, M. N. Srinivasan's Principles of Insurance Law, Eighth Ed. (2006), Wadhwa & Co., Nagpur.
- Corporate Insurance, Sharda kumaraswamy & 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.
- IC-34- General Insurance
- General Insurance- Personal, The ICFAI University.
- Publications of Insurance Institute of India.
- IC-11- Practice of General Insurance.
- IC-73- Personal Accident, Sickness, and Miscellaneous Insurance
- IC- 74- Liability Insurance
- IC- 78- Miscellaneous Insurance
- IC-79- Liability and Engineering Insurance

Teaching Learning Process

Students will be taught the subject mainly through oral lectures and presentations by the teacher. Further, discussion method, on topics and cases, to encourage participation and interaction of students, will be used. Furthermore, case studies and other techniques, specific to the paper can be used by the teacher, according to student's need.

Assessment Methods

Students' learning will be assessed analytically and objectively, on a continuous basis through regular assignments and class tests (oral and mock) for the award of internal assessment marks. Besides, there will be a term end exam. The term end question paper will include questions, of descriptive, objective and problem solving nature to test students' ability. It will be evaluated objectively and marks awarded on the basis of students performance in exam.

International Financial Management
(MMI 6.2.2)
Discipline Specific Elective - (DSE) Credit:6

Course Objective(2-3)

- To give an overview of the international financial markets.
 - To help the students to understand the international monetary system and its evolution.
 - To give basic knowledge about exchange rates and exchange rate risk management.
 - To give basic knowledge about investment in international securities and derivatives.
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Course Learning Outcomes

After studying this course the students will be able to :

- comprehend the development of the international monetary system.
 - gain knowledge about International Monetary Fund and the institutions which facilitate international flow of funds.
 - get an overview of exchange rate theories and learn to calculate different types of exchange rates.
 - learn how to manage risk and return of investment in international securities.
 - learn how to manage translation, transaction and real operating exposure risk due to changes in the exchange rate.
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Unit 1

Introduction

International Monetary System and its evolution: Gold Standard, Bretton Woods System, Exchange rate regime since mid-1970s. European Monetary System. International Monetary Fund (including FSB, ACU) World Bank, BRICS Bank, IFC.

Unit 2

Foreign Exchange Market Operations

Foreign exchange market: Spot and forward markets. Forward premium and discount. Participants in foreign exchange market, Covered Interest Arbitrage, Hedging and Speculation.

Foreign Exchange Rates: Bid and Ask, Direct and Indirect, Merchant and Interbank, Cross Rate and Vehicle Currency, Spot and Forward, Nominal and Real Exchange Rate. Factors affecting exchange rates.

International Parity Conditions: Purchasing Power Parity (PPP), International Fisher Effect, Interest Rate Parity (IRP).

Unit 3

Exchange rate risk management

Transaction, Translation, Economic and Operating exposure – their measurement and management. Assessment and management of political risk and country risk.

International flow of funds: SWIFT, CHIPS, LIBOR, MIBOR, Letter of credit, Letter of undertaking.

Unit 4

International Financial Market

International Debt Market: Investing in International Bonds, Yield on the Bonds, Risk in International Bonds, ECB.

International Equity Market: Returns and Exchange Rate, International Portfolio: Risk and Returns. International CAPM. ADR, GDR, IDR.

Unit 5

Foreign Exchange Derivatives

Currency Derivative Market, Forward and Future Contracts, Hedging with Forward and Future Contracts. Options: Option Terminology, Payoffs of Option, Moneyness of Options. Currency and Interest rate swaps.

References

- Levi, Maurice, International Finance, Routledge,

- Madura, Jeff, 'International Financial Management', Cengage Learning.
- Srivastava. Rajiv, International Finance, Oxford, New Delhi,
- Siddaiah. Thummuluri, International Financial Management, Pearson,

Additional References:

- Eun, Cheol S. and Resnick, Bruce G., 'International Financial Management', Tata McGraw-Hill, New Delhi,
- Apte P.G., Multinational Financial Management, Tata McGraw Hill, New Delhi,
- Shapiro, Allen C., Multinational Financial Management, Wiley, New Delhi,
- Agnihotri Anurag, International Financial Management, Galgotia Publishing Company, New Delhi

Teaching Learning Process

The teaching learning process will be student focussed to help students gain requisite knowledge. A variety of approaches will be adopted. Formal lectures will be supplemented with less formal tutorials in small groups. This will enable students to develop written and oral communication skills, problem solving skills, ability to reason and analyse.

Lectures will be augmented by presentations, quizzes, oral tests, interactive discussions, case studies etc

Assessment Methods

Appropriate assessment methods will be used to evaluate progress towards the course learning outcomes. Internal assessment will be based on assignments, projects, tests, presentations, quizzes and oral tests. Semester end assessment will be based on university written examination.

Keywords

Foreign exchange, Exposure, SDR, ADR, GDR, Derivatives, Exchange rate, Swift, IMF.

Course Objective(2-3)

- To impart knowledge of prevailing practices in life insurance across life insurers in the country.
 - To make student aware about the policy form, its wording and impact, options, benefits, and riders available under it. Alteration of the policy of terms and conditions during its tenure.
 - To make the student aware about the claim settlement process, payment of claims, discharge voucher, and beneficiary or nominee's rights. Insurance Laws (Amendment) Act, 2015.
 - To provide understanding of the basics of health insurance, types of policies-protection and indemnity, terms and conditions, exclusions, claim settlement, cashless mode, and intermediaries' role. Developments and advancements in health insurance.
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Course Learning Outcomes

After completing this course, the learners would be able to :

- understand the policy servicing during its period by intermediaries and insurers.
 - learn about IRDA's guidelines on pre-sale and post-sale servicing of insurance policies.
 - describe the importance of answering queries and complaints of customers for better customer experience and grievance handling.
 - know the application of innovative technology and ways to enhance customer experience.
 - understand the need and benefits of health insurance, its scope and coverage, indemnity and benefit policies, and policy terms and conditions.
 - know about claims servicing in life and health insurance, as insurers exist for payment of claims.
 - understand the regulation of health insurance with an emphasis on the contemporary environment.
 - explain the standardization of health insurance in terms of coverage, benefits, and products.
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Unit 1

Policy Servicing

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

Unit 2

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, Unsolicited policies and other services under the policy.

Unit 3

Claim Services

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Meaning and importance. Maturity and death claim- 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 4

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. The problem of moral hazard and adverse selection- the insurer's response and experience pricing. Claim settlement- tackling inflated and fraudulent claims.

Unit 5

Health Insurance-(b)

Cost control by insurers- preventive health care, and customer responsiveness. Developments- policies sold by life and non- life insurers- the trend world over. Market linked plans. Savings linked plans. Composite products through a single insurer. Loss of income and other expenses covers. Riders. Tax benefits. Portability.

References

- H. Sadhak , Life Insurance in India, Response Books, New Delhi.
- K. C. Mishra & C. S. Kumar, Life Insurance- Principles and Practice, (2009), Cengage Learning India Pvt. Ltd.
- Kenneth Black, JR. & Harold D. Skipper, JR. Life and Health Insurance, Thirteenth Ed. (2000), Pearson Education.
- Shashidharan K. Kutty, (2008), Prentice- Hall of India Pvt. Ltd.
- Rejda, George, Principles of Risk Management and Insurance. Pearson.

Additional References:

Publications of the Insurance Institute of India-

- IC- 02- Practice of Life Insurance

- IC - 27 - Health Insurance
 - IC- 33- Life Insurance
 - IC- 78- Miscellaneous Insurance.
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Teaching Learning Process

Students will be taught the subject mainly through oral lectures and presentations by the teacher. Further, discussion method, on topics and cases, to encourage participation and interaction of students, will be used. Furthermore, case studies and other techniques, specific to the paper can be used by the teacher, according to student's need.

Assessment Methods

Students' learning will be assessed analytically and objectively, on a continuous basis through regular assignments and class tests (oral and mock) for the award of internal assessment marks. Besides, there will be a term end exam. The term end question paper will include questions, of descriptive, objective and problem solving nature to test students' ability. It will be evaluated objectively and marks awarded on the basis of students performance in exam.

Keywords

Repudiation, social security, Healthcare delivery, Market Linked, Unsolicited policies

Business Communications and Personality Development (MMI 4.4) Skill-Enhancement Elective Course - (SEC) Credit:4

Course Objective(2-3)

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

Course Learning Outcomes

Course Learning outcomes:

The course on Business Communication and Personality Development will help the learner to exhibit the following competencies and skills:

1. Demonstrate enhanced skills in reading, writing, comprehension and communication.
 2. Suitable use of language and communication skills specifically within professional spaces.
 3. Enhanced knowledge of the Theory of Communication leading to a more adequate understanding of the nature and process of communication.
 4. Deeper familiarity with different types of business correspondence, better writing skills and knowledge of various types of formal and informal communication including emails and social media generally employed in work spaces.
 5. Enhanced verbal skills and improve speaking abilities through participation in group discussions and oral presentations.
 6. Greater acquaintance with soft skills including social and professional etiquette leading to personality development and increased confidence.
 7. Recognition of and need for leadership qualities in a globalized work space and the necessity of developing these for success in the professional field.
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Unit 1

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 2

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 3

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 4

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 5

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 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.

References

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

Teaching Learning Process

The teaching learning process will consist of lectures, tutorials, Powerpoint presentations, class discussions with students and group discussions among the students themselves.

Assessment Methods

The assessment will be done on the basis of class tests, assignments, multiple choice questionnaires, semester exams.

Keywords

Communication skills , Globalisation, Business correspondence, Verbal skills,Vocabulary , Social/Business etiquette,Leadership skills.

Computer Concepts and Software Packages (MMI 3.4) Skill-Enhancement Elective Course - (SEC) Credit:4

Course Objective(2-3)

By the end of the semester each student will be able to:

- understand and appreciate the application of computers including their evolution and characteristics
- grasp and perform number system conversion
- understand the fundamental hardware components, memory storage devices and software aspect required to resolve everyday issues
- understand the importance of operating system and demonstrate the use of different services provided by an OS
- fully grasp the networking concepts including architecture and topology, Internet terminology and working efficiently on a web browser
- comprehend the need and used of MS-Office and demonstrate the use of software for the word processing, spreadsheet related tasks and presentations
- outline the latest development in the field of computers such as artificial intelligence, virtual reality and Information Systems

Course Learning Outcomes

- When given a number system, the student will be able to convert it into any other number system with ease
- When given a task, the students will be able to identify the required MS-Office component and apply the comprehensive knowledge to deliver the task
- Identify components of a computer system and recognize their application to achieve a task
- Grasp the significance and terminology of computer networking and Internet. The students can apply their comprehensive knowledge to real life situations
- Whenever required, the students will be able to demonstrate the Explorer and File functions in an operating system
- When given a new or an unfamiliar situation, the students will be able to apply their disciplinary knowledge and professional skills to identify and solve the issue at hand

- Fully appreciate and comprehend the latest development in the field of computers
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Unit 1

Basic Concepts

Meaning, characteristics and applications of a computer, advantages and limitations of a computer, classification of computers based on technology, application and size, generation of computers, meaning of Data, Information and Knowledge, Data types, data storage, data representation such as ASCII, number system conversion.

Unit 2

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, Memory Storage devices, Types of programming languages.

Unit 3

Operating System

Need and functions of an operating system, graphic user interface and character user interface, types of operating system-(Batch Operating system, Real-time operating system, Time sharing operating system, Distributed operating system and Multiprogramming operating system)

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 4

Introduction to Networks and Internet

Meaning and types of networks - LAN, MAN and WAN, network topologies, network architecture, 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, network and Internet terminology

Unit 5

Office Applications

Meaning and applications of word processing, spreadsheets and presentation,

MS word: formatting text, writing basic document using word, Header and Footer, page formatting, paragraph formatting, saving a document, printing a document. Mail Merge

MS excel: creating a workbook, saving a workbook, editing a workbook, creating a series, use of basic formulae in Excel, sorting data, creating simple charts, use of functions in Excel: Mathematical, Logical- IF, AND, OR , NOT, Statistical. Application of Excel: Payroll, Basic Lease statement, Loan statement.

MS PowerPoint: create animation of text, creating simple presentation including slide transitions, bullets etc

Unit 6

Latest developments

Internet of things, Artificial Intelligence and virtual Reality, Meaning of Information systems, Types of IS-MIS, DSS, TPS

Practical

Time: 60 Minutes

Maximum Marks: 25

Description of Question	Marks	Time Allowed
Lab questions testing various concepts MS-Word, MS-PowerPoint and MS-Excel as mentioned in Unit V (Office Applications) ONLY	25	60 minutes

- There is no Internal Assessment in the practical component of this paper.

References

1. Computer Fundamentals and Essential Tools by H N Tiwari and Hem Chand Jain
2. Computer Applications in Business by Dr. Sushila Madan, Scholar Tech Press

Additional Resources:

1. Computer Fundamentals by Dr. Anita Goel, Pearson Publication.
 2. Microsoft Office 2010 by Bittu Kumar, V&S Publishers
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Teaching Learning Process

The programme of study in computer concepts and software packages focuses on acquiring subject knowledge, understanding and skills to identify and resolve computer related issues in a professional setup. As a result thereof, the learning process must revolve around active and participative learning. The teaching-learning process should incorporate the development of practical skills. An amalgamation of engaging pedagogy must be used including group discussions, case studies, practical implementation of actual scenarios, e-learning resources, use of prescribed textbooks and other references.

Assessment Methods

The assessment of students taking this programme of study must be aligned to the course learning outcomes. The assessment methods must identify the academic and professional skills in the students for the course learning outcomes to be successfully delivered. A variety of assessment methods must be used such as:

- open-book tests to evaluate the student's academic and professional orientation
 - closed-book tests
 - case-study analysis and reports
 - viva-voce
 - practical assignments
 - observation and evaluation of practical skills
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Keywords

Data, Information, Knowledge, number conversion, hardware, system software, application software, operating system, network, Internet, artificial intelligence, Information Systems

Insurance Marketing
(MMI 5.4)
Skill-Enhancement Elective Course - (SEC) Credit:4

Course Objective(2-3)

- To provide the specific knowledge and skills in the marketing and distribution of insurance products, both life, and non-life to students.
- To explain the students to gain an access point into the enthralling and challenging area of insurance marketing.
- To assist the students to build a career in the distribution of insurance by becoming a

professional insurance advisor. It can also assist the students to have a career in the distribution of other financial and advisory services.

- To impart knowledge to the student to even set up or join the business of insurance broking, if he or she has the entrepreneurial ability in him or her.

Course Learning Outcomes

After completing this course, the learners would be able to :

- acquire the knowledge of selling and buying processes.
- explain various selling techniques, selling traits, buyer behaviour and buying motives and with other tips and tricks in insurance selling.
- delineate various distribution channels in urban and rural markets along with their importance and uses.
- explain about various sales promotion activities in insurance market.
- become a professional advisor or sales manager.
- manage a large sales force of advisors.
- understand the uses of technological tools in insurance selling and service.
- understand Insurer's marketing strategies- multi channels approach.

Unit 1

Selling Insurance

Marketing Concepts. Nature and Scope of Insurance marketing. Impact of Macro and Microenvironment on Insurance Marketing, Sales jobs, and its elements. Insurance advisor profession- issues and challenges. Buying motives for insurance. Selling techniques-inside response and conditioned response. Advisor's selling. The paradox of choice. Rebating.

Unit 2

Distribution Channels

Meaning and importance. Insurance-a distribution led product. Designing of Distribution Channels. Channels-In person-advisors and brokers, advisor's edge. Bancassurance distribution model-types, benefits and future. Distance mode-meaning, form, benefits, and guidelines. Multi distribution in insurance. Cross selling. Rural market distribution-brick and mortar, hub and spoke, wrapping up with other products.

Unit 3

Selling Process

Importance of Promotion in Insurance Marketing. Stages in selling process-prospecting-meaning,

importance, and methods. Pre-approach- meaning and importance. Selling Approach-Selling yourself, uncovering the need, need analysis, presentation, features and benefits, relating benefit with need, objections and resistance handling, and procrastination. Motivation - importance, and methods. Saying 'no' to customers. Accepting 'no' from customers. Attributes of a strong sales person. Importance and role of sales manager.

Unit 4

Managing the Sales force

Large sales force-merits and demerits. Role of the sales manager. Setting up sales targets. Methods of evaluating sales performance. Management Information System- sales management information system, cost control. The importance of information and communication in insurance.

Unit 5

Technology Tools and Customer Service

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Website Content Management System (CMS), Customer relationship management (CRM)- Overview, Tools for customer acquisition, customer service-data mining, creating a customer service culture. Misselling and Twisting-measures to control it by norms and ethical code. Creating customer service culture

References

- 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.
- Kshitiz Patukale, Insurance for Everyone, (2009), Macmillan India Ltd.

Teaching Learning Process

Students will be taught the subject mainly through oral lectures and presentations by the teacher. Further, discussion method, on topics and cases, to encourage participation and interaction of students, will be used. Furthermore, case studies and other techniques, specific to the paper can be used by the teacher, according to student's need.

Assessment Methods

Students' learning will be assessed analytically and objectively, on a continuous basis through

regular assignments and class tests (oral and mock) for the award of internal assessment marks. Besides, there will be a term end exam. The term end question paper will include questions, of descriptive, objective and problem solving nature to test students' ability. It will be evaluated objectively and marks awarded on the basis of students performance in exam.

Underwriting and Claim Management in Insurance
(MMI 6.4)
Skill-Enhancement Elective Course - (SEC) Credit:4

Course Objective(2-3)

- To impart sound understanding of the principles and practices of life and general insurance underwriting, the relationship between underwriting and the insurer's solvency, underwriting factors and key insurability criteria followed by insurers, role of the underwriter., underwriting department in an insurance company, underwriting profits.
- To familiarize students with the major methods and techniques of underwriting, both in life and general insurance, selection of lives in life insurance, group insurance underwriting, pricing of risks and rate.
- To understand claim settlement process in life and general insurance, role of surveyors and intermediaries, payment of claims and signing of discharge voucher by insured. the regulatory framework for insurers to follow in this regard.
- To understand claim management by insurers.

Course Learning Outcomes

After completing this course, the learners would be able to :

- understand the fundamentals of underwriting, both in life and general insurance.
- describe various risk classes and their assessment.
- list the methods and techniques used in underwriting.
- explain the role of intermediaries and actuary in underwriting and pricing of risks.
- understand the claim process in insurance, especially in general insurance.
- understand role of surveyors in claim processing and in claim management.
- explain the regulatory norms in this regard.
- understand claim management by insurers.
- explain claim underwriting by insurers.

Unit 1

Underwriting Basics

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Meaning and Fundamentals of underwriting, Importance of sound underwriting. The significance of underwriting & pricing, Assumptions on pricing and other contingency risks to solvency & their inter

relationship with underwriting. Underwriting of Life Insurance, Underwriting of General Insurance.

Unit 2

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 underwriting and in-group underwriting and renewal cases. Underwriting Regulations & requirements, Field underwriting, Tele-underwriting.

Unit 3

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 and their impact.

Unit 4

Claim Management

The concept, importance, and classification of claims. Claims management procedure and system for different types of claims. Role of the insured & insurer in claim management, the importance of investigations and the role of Investigators.

Unit 5

Regulatory framework

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

References

- 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 ad Insurance by George Rejda (Pearson Education)
- Life and Health Insurance, Black, Jr. Kenneth and Horold Skipper, (13th Edition), Pearson (Indian Economy Edition).
- Rejda, George, (13th Edition), Principles of Risk Management and Insurance, Economy 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.
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Teaching Learning Process

Students will be taught the subject mainly through oral lectures and presentations by the teacher. Further, discussion method, on topics and cases, to encourage participation and interaction of students, will be used. Furthermore, case studies and other techniques, specific to the paper can be used by the teacher, according to student's need.

Assessment Methods

Students' learning will be assessed analytically and objectively, on a continuous basis through regular assignments and class tests (oral and mock) for the award of internal assessment marks. Besides, there will be a term end exam. The term end question paper will include questions, of descriptive, objective and problem solving nature to test students' ability. It will be evaluated objectively and marks awarded on the basis of students performance in exam.

Keywords

Underwriting, Actuarial Principles, Field Underwriting, Tele Underwriting, Claim Management, Legal aspects

Business Law
(MMI 6.3.1)
Generic Elective - (GE) Credit:6

Course Objective(2-3)

The objective of this course is to impart basic knowledge of the important business legislations along with relevant case laws to the students in order to make them better corporate professional who will be an asset to their organizations.

Course Learning Outcomes

- The students will have skills to understand the concepts of contract Act and to understand the provisions of any contract.
- The students will have understanding of specific contracts like indemnity, bailment and agency.
- The students will be able to distinguish between condition and warranty, Performance of contract of sale and rights of unpaid seller.
- The students will be able to understand consumer rights and consumer grievance redressal mechanism.
- The students will be able to know the process of creation and dissolution of LLP. Students will also learn the issue of negotiable instruments and understanding of different provisions of Negotiable Instrument Act.
- The students will be equipped with the various provisions of Information Technology Act such as digital signature and E-Governance.

Unit 1

The Indian Contract Act, 1872

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

Unit 2

The Indian Contract Act, 1872: Specific Contracts

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

Unit 3

The Sale of Goods Act, 1930

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.

Consumer Protection Act-Introduction, Definitions, Rights of Consumers, Nature and Scope of Complaints, Remedies Available to Consumers, Grievance redressal mechanism.

Unit 4

LLP 2008 and Negotiable instruments Act

The Limited Liability Partnership Act, 2008:

Salient Features of LLP, Difference between LLP and Partnership, LLP Agreement, Partners and Designated Partners, Incorporation of LLP,

The Negotiable Instruments Act, 1881

Meaning and Characteristics of Negotiable Instruments : Promissory Note, Bill of Exchange, Cheque, Holder and Holder in due Course, Privileges of Holder in Due Course, Crossing of Cheque, Dishonour of Cheques.

Unit 5

Information Technology Act 2000:

Introduction, Digital Signature, difference between digital and E-signature, Electronic Governance, Attribution, Acknowledgement and Dispatch of Electronic Records, Secure Electronic Records and Secure Digital Signatures, Regulation and powers of Certifying Authorities, Digital Signature Certificates, Offences.

References

- Kuchhal, M.C. and Vivek Kuchhal, Business Law, Vikas Publishing House, New Delhi.
- Dagar Inderjeet & Agnihotri Anurag "Business Law" Galgotia Publishing Company, New Delhi
- Singh, Avtar, Business Law, Eastern Book Company, Lucknow.

Additional References

- Maheshwari & Maheshwari, Business Law, National Publishing House, New Delhi.

Note: Latest edition of text books may be used.

Teaching Learning Process

Teaching learning process: The teaching learning process will involve two way communication between teacher and students. It will include Lecture, Tutorial, seminar, lecture by industry experts for enriching the learning experience for students.

Tools: The tools to be used by teachers include PPT, Lecture, case study, role playing, Field visit to court.

Assessment Methods

Teaching learning process: The teaching learning process will involve two way communication between teacher and students. It will include Lecture, Tutorial, seminar, lecture by industry experts for enriching the learning experience for students.

Tools: The tools to be used by teachers include PPT, Lecture, case study, role playing, Field visit to court.

Keywords

Key words: Contract, breach, condition , warranty, unpaid seller, cheque, LLP, digital signature

Corporate Laws (MMI 5.3.2) Generic Elective - (GE) Credit:6

Course Objective(2-3)

- To introduce students to the legal nature,structure and functioning of a company and encouraging students to develop basic understanding of case laws and regulatory framework in corporate practice.
- To provide comprehensive knowledge and understanding of the provisions of Companies Act, 2013.
- To provide students knowledge of fundamental topics in company law including the inferences of separate corporate identity, limited liability, role and legal duties of promoters, board of directors and legal relationship with its various stakeholders.
- To provide basic understanding of Insolvency and Bankruptcy Code, 2016, regarding winding up of the corporate entities.

Course Learning Outcomes

After completing this course, the learners would be able to :

- understand and acquire knowledge of the regulatory framework of companies under the provisions of Companies Act, 2013.
- comprehend the legal nature, structure and functioning of a company.
- classify different types of companies on the basis of share capital, ownership, and liability .
- understand the online incorporation process of the company which will help the students in acquiring entrepreneurial skills.
- acquire knowledge of the role and legal duties of key managerial personnel of a company and their interrelationship with the shareholders.
- know about relevant provisions regarding the convening and conducting of company meetings .

- develop cognitive skills and analytical skills to apply legal reasoning to analyse relevant case laws and understand the regulatory practice in the core topics in company law.
- comprehend various modes of company's winding up and relate to the provisions of Insolvency and Bankruptcy code, 2016.

Unit 1

Introduction

Characteristics of a company; concept of lifting of corporate veil; Types of companies including private and public company, government company, foreign company, holding and subsidiary company, one person company, small company, producer company, association not for profit, illegal association; Formation of company, Promoters and their legal position, pre-incorporation contract, online registration of a company.

Unit 2

Documents

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Memorandum of association, articles of association, Alteration and doctrine of ultra vires, doctrine of constructive notice and Indoor Management, prospectus, shelf prospectus and red herring prospectus, misstatement in a prospectus; Book Building process, Online filing of documents.

Unit 3

Share Capital

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Issue, allotment and forfeiture of shares, issue of bonus shares, transmission of shares; buyback and provisions regarding buyback; share certificate and share warrant; Members and shareholder – their rights and duties; Depositories Act 1996 - definitions, rights and obligations of depositories, participants, issuers and beneficial owners. Prohibition of insider trading. Provisions relating to payment of dividend, provisions relating to books of account, provisions relating to audit.

Unit 4

Management

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Directors, classification of directors: additional, alternate, women director, independent director, small shareholders' director; legal position; appointment, disqualifications, removal of directors; powers and duties; board meetings; key managerial personnel, managing director, manager, corporate social responsibility.

Types of general meeting: annual general meeting, extraordinary meeting, convening and conduct of meetings, requisites of a valid meeting; postal ballot, e –voting.

Unit 5

Winding up of companies

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Concept and modes of winding up, compulsory winding up by the tribunal under Companies Act; voluntary liquidation of corporate persons under the insolvency and Bankruptcy Code, 2016, corporate insolvency resolution process. National Company Law Tribunal (NCLT), Appellate Tribunal (NCLAT)

References

- 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

Note: Latest edition of text books may be used.

Additional References:

- Charlesworth & Morse, “Company Law”, Sweet & Maxwell”, London, U.K.
- Gowar, LCB, “Principles of Modern Company Law”, Stevens & Sons, London.
- Bharat Law House, New Delhi, “Manual of Companies Act, Corporate Laws and SEBI Guidelines”.
- Kannal, S., & V.S. Sowrirajan, “Company Law Procedure”, Taxmans Allied Services(P) Ltd., New Delhi (Latest Edn)

Teaching Learning Process

Students will be taught the subject mainly through oral lectures and presentations by the teacher. Further, discussion method, on topics and leading cases, to encourage participation and interaction of students, will be used. Furthermore, case studies and other techniques, specific to the paper can be used by the teacher, according to student’s need.

Assessment Methods

Students' learning will be assessed analytically and objectively, on a continuous basis through regular assignments and class tests (oral and mock) for the award of internal assessment marks. Besides, there will be a term end exam. The term end question paper will include questions, of descriptive, objective and problem solving nature to test students' ability. It will be evaluated objectively and marks awarded on the basis of students performance in exam.

Keywords

Companies Act 2013 ,Lifting of corporate veil, Memorandum of association, Articles of association, Prospectus, Meetings, Dematerialisation, Shares, Dividend, Directors, Winding up.

Financial Accounting (MMI 5.3.1) Generic Elective - (GE) Credit:6

Course Objective(2-3)

The objective of the course is to make the students familiar with the basic theory, concepts and practices of financial accounting. It aims to enable the students to understand the techniques for preparing accounts in different business organizations excluding corporate entities.

Course Learning Outcomes

After completing the course, the students will be able to :

- Understand the theoretical and practical framework of financial accounting and to acquire a basic understanding of IFRS, Ind-AS and latest Accounting Standards.
 - Understand the concept of Consignment, Joint Venture ,Inland Branches and Hire- purchase transactions and learn the techniques of preparing accounts under each of these cases.
 - Develop understanding of Depreciation Accounting as per AS-10 (PPE) .
 - Explain the concept of Partnership and preparation of accounts for reconstruction as well as dissolution of partnership firms.
 - Analyse the financial statements by preparing common size Balance Sheet, calculating various ratios and preparing Cash Flow statement.
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Unit 1

Introduction to Accounting

Financial Accounting: Nature , scope and limitations. Generally Accepted Accounting Principles (GAAP). Basic Concepts and Conventions, Accounting Standards: Meaning, Significance. IFRS and IndAS.

Accounting Process: From recording of transactions to preparation of final accounts. Rectification of errors. Bank Reconciliation statement.

Unit 2

Accounting for Consignment, Joint venture and inland branches

- (i) Consignments: Features, Accounting treatment in the books of the consignor and consignee.
- (ii) Accounting for Joint Ventures. When separate set of books are maintained. When records are maintained by a co-venturer of
 - (a) all transactions
 - (b) only his own transactions. (Memorandum joint venture account).
- (iii) Accounting for Inland Branches(Dependent branches only) .Ascertainment of Profit by Debtors method and Stock and Debtors method.

Unit 3

Depreciation Accounting and accounting for Hire purchase transactions

- i) Depreciation Accounting .Meaning of depreciation. Causes and need for providing depreciation. Accounting treatment including provision for depreciation accounting. Straight line method and diminishing balance method of charging depreciation .
- AS 10. Concept of cost model and revaluation model.
- ii) Accounting for Hire Purchase Transactions. Journal entries and ledger accounts in the books of Hire Vendor and Hire Purchaser for large value items, including Default and repossession.

Unit 4

Partnership

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

Unit 5

Managerial decision making

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

References

- J.R. Monga, Basic Financial Accounting, MKM Publication pvt ltd, Darya Gang, New Delhi
- S.N. Maheshwari ,Suneel K Maheshwari,Sharad K Maheshwari;Introduction to Accountancy, Vikas Publications, New Delhi.
- R. NarayanaSwamy, “Financial Accounting” PHI Pvt., New Delhi
- P.C. Tulsian, Financial Accounting, Tata McGraw Hill, New Delhi

Additional References:

- Charles T.Horngren,Gart L.Sundem,J.A.Elliot, D.R.Philbrick,Introduction to Financial Accounting, Pearson.
- T.S Grewal,,Introduction to Accounting ,S.Chand and Co.,New Delhi.
- Ashok Sehgal and Deepak Sehgal, Fundamentals of Financial Accounting, Taxmann, New Delhi
- S.P. Jain and K.L. Narang, Advanced Accounting, Kalyani Publishers New Delhi
- T Naseem Ahmed, Nawab Ali Khan, M.L. Gupta, Financial Accounting, Ane Books Pvt. Ltd. New Delhi

Teaching Learning Process

The teaching learning process will be student focussed to help students gain requisite knowledge. A variety of approaches will be adopted . Formal lectures will be supplemented with less formal tutorials in small groups.This will enable students to develop written and oral communication skills, problem solving skills, ability to reason and analyse .

Lectures will be augmented by presentations ,quizzes, oral tests, interactive discussions, case studies etc

Assessment Methods

Appropriate assessment methods will be used to evaluate progress towards the course learning outcomes . Internal assessment will be based on assignments ,projects, tests, presentations, quizzes and oral tests. Semester end assessment will be based on university written examination .

Keywords

Assets,Liabilities,Profit,,Transactions,Journal entry,Ledger account,consignment,hire-purchase,joint venture,partnership,branch.

Globalization
(MMI 6.2.1)
Generic Elective - (GE) Credit:6

Course Objective(2-3)

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

Course Learning Outcomes

Globalization is gradually becoming unavoidable phenomenon worldwide which dominates political and economic discourse. It is making the world smaller by increasing the international exchange of goods, resources, services, information, knowledge and culture. It helps in improving a social and academic life. It is therefore very much the need of the hour as the student acquires knowledge about this aspect. After studying the subject the student is capable of thinking globally and deliver the best available in the global market.

- The course aims to widen the outlook of students in understanding of our economy in the backdrop of world economy.
- The course gives an overview of how the process of globalization has changed over time.
- It gives an understanding of not only economic but also social impact of globalization.
- It explains to the students how production process is no more limited to the boundaries of nations, but it is integrated with other nations through global value chain.
- It explains how globalization requires new approaches to economic and social policies due to decline in authority of nation-state.

- The students also get an overview of the impact of globalization on environmental conditions.
 - The course makes the students avail of existing global organizations that govern the process of globalization.
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Unit 1

Meaning and contents of globalization.

Comparative analysis of past and present of globalization.

Unit 2

Benefits of globalization: role of globalization in reducing inequality and poverty, expansion of markets, free movement of goods, services and factors of production.

Distribution of benefits of globalization shared by developing and developed countries.

Unit 3

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

Unit 4

Critique of globalization: globalization and neo-liberalism.

Decline in authority of nation state and reduction of policy space.

The way forward-stress on local/ regional/ national than global economy.

Environment and globalization.

Unit 5

Global governance: IMF, World Bank, WTO.

Role of WTO in global governance.

Missing institutions.

References

Unit 1:

- Nayyar, Deepak. Rethinking Development Economics. Ch-3 Globalization and development (Pg 64-70)
- Reddy, D. Narashima. Globalization and its discontents, Revisited. Economic globalization: Past and present.
- Veltmeyer, Henry and James Petras. Globalization Unmasked. Ch-1 Globalization or Imperialism.

Unit 2:

- Nayyar, Deepak. Trade and Globalization. Ch-3 and Ch-14.
- Nayyar, Deepak. Governing Globalization. Ch-6 Cross border movements of people.
- Nayyar, Deepak. Rethinking Development Economics. Ch-3 Globalization and Development (Pg 70-79)

Unit 3:

- Nathan, Dev, Meenu Tiwari and Sandip Sarkar. Labour in Global Value Chain in Asia. Ch. 1 Introduction.
- Ritzer, George. Globalization: A basic Text. Ch-8 Global Economic Flows.

Unit 4:

- Munck, Ronald. Global and Social Exclusion. Ch-2 and 3.
- Ritzer, George. Globalization: A Basic Text. Ch-5 Neo- liberalism.
- Nayyar, Deepak. Trade and Globalization. Ch-13 Globalization and development strategies (Pg 360-365).
- Kumar, Vinod and Manju Joshi. Challenges of Globalization. Economic, social and environmental challenges of globalization.

Unit 5:

- Nayyar, Deepak. Trade and Globalization. Globalization and development strategies (Pg 417-427).

The teaching learning process will consist of lectures, tutorials, PowerPoint presentations, class discussions with the students and group discussion amongst students.

Assessment Methods

The assessment will be done with the help of class tests, assignments, multiple choice questions based test and viva.

Keywords

Globalisation, Global value chain, neo- liberalism, WTO, World Bank, IMF.

Internship Project / Project (MMI 5.2)

Generic Elective - (GE) Credit:6

(2 Lectures+2 Tutorials per week per group+ 2 hours of field/library work per week)

Course Objective(2-3)

The objective of the course is to provide basic and hands on understanding of the issues facing business and industry. The course acquaints the student with the practical aspects of the vocational specialisation. This is an opportunity for the student to become familiar with industry practices related to the vocation that supplement classroom teaching. Also, working on a project enables the student to focus on the contemporary problems and challenges facing the industry.

Each student of a vocational course shall undergo practical internship of four weeks during the vacation in any approved business/ industrial/ government/ service organisation. The objective of this training is to get acquainted with the industrial/ business working environment. After completion of the training the student is required to submit a training report at the end of the semester. The student is also required to submit a performance certificate from the company/ organisation where she/he undertook the training.

The whole course is divided into two parts:-

Part A

It will provide the theoretical knowledge about research methods, data analysis, interpretation of data, report writing etc. This component of the course carries 50 marks and the student will be

examined at the end of the semester.

Part B

It will comprise the internship/ project report and also carries 50 marks. It will be evaluated by two examiners one internal and one external. The exact date of submission of the Report will be notified by the college. Alternatively, if it is not possible to do industrial internship, the students will prepare a project report on a topic assigned to her/ him by the college. The project report will be evaluated as above.

Course Learning Outcomes

This course ensures that the students know about the different aspects of the vocational subject. The practical knowledge gained in this course commensurate with the classroom teaching will equip the student to make a place for himself in the competitive business industry. Awareness about data analysis, different statistical techniques, data interpretation as well as the understanding of the practices adopted by organizations adds to the theoretical knowledge gained in the classroom.

Part A

Max. Marks: 50

Time Duration: 2 Hours

Unit 1

Introduction: Research: meaning, objectives, types, approaches, significance, methods, process, criteria of good research, problems encountered

Unit 2

Selecting and defining the research problem; literature Review; Research & Sampling design; Measurement & Data collection (primary & secondary); construction of questionnaire

Unit 3

Parametric & non parametric tests (basic understanding); Data Analysis (central tendency, dispersion, correlation, t test, f test, z test), interpretation of results & presentation

Unit 4

Report writing: significance, steps, layout, types of Reports, contents, Referencing

Max Marks 50

Part B

It will comprise the internship/ project report and also carries 50 marks. It will be evaluated by two examiners one internal and one external. The exact date of submission of the Report will be notified by the college. Alternatively, if it is not possible to do industrial internship, the students will prepare a project report on a topic assigned to her/ him by the college. The project report will be evaluated as above.

References

1. 1. Kothari CR & Garg Gaurav (2019) Research Methodology: Methods & Techniques, New Age International Publishers.
2. 2. Chawla Deepak & Sodhi Neena (Kindle edn) Research Methodology: Concept & cases 2nd edn, Vikas Publishing House Pvt. Ltd.
3. 3. Kumar Ranjit (2014) A step by step guide for beginners, Sage Publications
4. 4. Kiran Pandya, Smruti Bulsari, Sanjay Sinha (2011 kindle edn), SPSS in simple steps, dreamtech Press

Teaching Learning Process

- Lecture,
- Use of power point presentations
- Case studies Field surveys
- Use of MS excel and softwares for data analysis

Assessment Methods

- Semester exam to evaluate theoretical knowledge
- Classroom discussions
- Presentations
- Project evaluation by external and internal examiner
- MCQs on the subject
- Oral presentation of research papers in the classroom for further improvement

Keywords

Key Words:

Insurance, Management and Business environment, Risk and Uncertainty, sample design, research problem, primary data, secondary data, techniques of data analysis, report writing

Course Objective(2-3)

- To provide an understanding of the essentials of services marketing, including financial and advisory services.
 - To impart knowledge about the acquisition of selling skills for creative and professional selling.
 - To help students acquire, adept and develop marketing, selling and organizational skills required in the area of services marketing.
 - To help students learn about the promotion of insurance and the prevailing insurance market in the country.
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Course Learning Outcomes

After completing this course, the learners would be able to :

- understand basics of marketing and selling, selling cycle and about the different basis of marketing.
 - explain meaning and features of goods and services, difference between the two and the goods-services continuum.
 - comprehend personal selling and salesmanship, different types of selling styles and about the relationship or trust marketing.
 - describe selling process as well as buying process.
 - understand the marketing of services particularly financial and advisory services.
 - acquire understanding of present day insurance market including the rural market and about changing Indian millennial buyer.
 - gain understanding of promotion and distribution of insurance by advisors, insurers and the regulatory body.
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Unit 1

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. Goods- Services Continuum, Relationship marketing. Experimental marketing. Experiential Marketing. Promise based marketing. Digital marketing.

Unit 2

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. Different types of Selling styles-application based on product/services. Relationship marketing versus Relationship selling. Customer relationship Management-Concept, benefits, types, the role of CRM in the marketing of

services like insurance, IDIC Model.

Unit 3

Marketing of Services

Services-meaning, features, and type. Product versus Service. Three stage model of service consumption, Application of 7 P's of marketing to Services, Financial and advisory services. Nature of the insurance industry. Role and benefits of relationship marketing in insurance. Marketing services require sensitivity. Commoditization of insurance. De-commoditization strategies. Factors determining service quality of an insurance company (SERVEQUAL Model)

Unit 4

Understanding of insurance market

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

Unit 5

Promotion of insurance

Promotion - meaning and role. Integrated marketing communication -Promotional Mix- personal and impersonal- their use. Personal selling versus advertising. Factors influencing the promotional mix. Brand building- meaning, strategies, Understanding Indian Landscape for building service brands, Promotional Marketing- meaning and uses. IRDAI's role. Insurance is the subject-matter of solicitation.

References

- 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, Vaibhav Laxmi Prakashan, Varanasi
- Adrian Payne, The Essence of Services Marketing, (2004), Prentice –Hall of India.
- K. Rama Mohana Rao, Services Marketing, First Ed., (2005), Pearson Education.
- P. S.Palande, R. S. Shah & M. L. Lunawat, Insurance in India, (2003), Response Books.
- Carl McDaniel, Charles W. Lamb, & Joseph F. Hair, Jr., Principles of Marketing, (2008), Cengage learnings

Additional References:

Insurance Institute of India, Mumbai:

- IC-12- Insurance Business Environment.
 - IC-88- Marketing and Public Relations.
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Teaching Learning Process

Students will be taught the subject mainly through oral lectures and presentations by the teacher. Further, discussion method, on topics and cases, to encourage participation and interaction of students, will be used. Furthermore, case studies and other techniques, specific to the paper can be used by the teacher, according to student's need.

Assessment Methods

Students' learning will be assessed analytically and objectively, on a continuous basis through regular assignments and class tests (oral and mock) for the award of internal assessment marks. Besides, there will be a term end exam. The term end question paper will include questions, of descriptive, objective and problem solving nature to test students' ability. It will be evaluated objectively and marks awarded on the basis of student's performance in exam.

Keywords

Fours P's, Seven P's, CRM, IDIC, SERVEQUAL, Multilevel Marketing, Rural, Sub-Urban, IRDAI