

SARDAR PATEL UNIVERSITY
Programme: Bachelor of Vocation (Insurance & Financial Marketing)
Semester: I

Course Type	Course Code	Name of paper	T/P	Credit	Exam Duration in hrs	Contact Hrs Per Week	Component of Marks		
							Internal	External	Total
							Total/Passing	Total/Passing	Total/Passing
Foundation course	UB01FBVI01	Business organization & Management-I	T	3	3	3	30/12	70/28	100/40
	UB01FBVI02	Micro Economics-I	T	3	3	3	30/12	70/28	100/40
	UB01FBVI03	Business Law-I	T	3	3	3	30/12	70/28	100/40
	UB01FBVI04	Business Communication-I	T	5	3	5	30/12	70/28	100/40
Core Courses	UB01CBVI01	Insurance & Financial Marketing-I	T	3	3	3	30/12	70/28	100/40
	UB01CBVI02	Indian Capital Market	T	5	3	5	30/12	70/28	100/40
	UB01CBVI03	Practices of General Insurance	T	5	3	5	30/12	70/28	100/40
	UB01CBVI04	P C Software -I	P	3	3	6	30/12	70/28	100/40

SARDAR PATEL UNIVERSITY
Bachelor of Vocation (B.VOC)
Insurance & Financial Marketing
Semester: I

Paper Code : UB01FBVI01	Total Credit : 3
Title of Paper : Business organization & Management-I	

Unit	Description in Detail	Weighting (%)
1	Nature & Scope of Business <ul style="list-style-type: none"> • Concept of business • Characteristics of business • Classification of business activities • Interrelation ship between industry ,commerce, trade, • Functions of business 	25%
2	Forms of business organization <ul style="list-style-type: none"> • Sole proprietorship: Concept, characteristics, merits and demerits • Partnership : Concept, characteristics, Types, advantages and disadvantages • Joints Stock Company :Concept, Features, types of companies, advantages and disadvantages • Cooperative society: Concept, characteristics, distinction between cooperative and company, 	25%
3	Management <ul style="list-style-type: none"> • Meaning, nature, purpose, functions ,managerial process • Planning: Nature & purpose, objectives, strategies, polices and planning premises • Organizing: Nature & Purpose of organization, • Types of Organization :Line & Functional Organization 	25%
4	Directing & Controlling <ul style="list-style-type: none"> • Directing : Meaning, characteristics & purpose • Motivation: Meaning & significance, theories of motivation-Maslow& Herzberg theory • Leadership: Meaning &nature, leadership styles • Controlling: Meaning characteristics, impotence & process 	25%

Reference books

- 1) Business Organisation & Management — by R.K. Sharma
- 2) Business Organisation & Management — by C.B. Gupta
- 3) Principles of Business Organisation — by Y.K. Bhushan
- 4) Essentials of Management — by Koontz & O'Donald
- 5) Principal and Practice of Management — by L.M. Prasad

SARDAR PATEL UNIVERSITY
Bachelor of Vocation (B.VOC)
Insurance & Financial Marketing
Semester: I

Paper Code : UB01FBVI02	Total Credit : 3
Title of Paper : Micro Economics-I	

Unit	Description in Detail	Weighting (%)
1	Nature & Scope of Economics <ul style="list-style-type: none"> • Definitions of Economics (Adam Smith, Marshall, L. Robins) • Nature and Scope of Economics, Importance of Economics • Basic concepts of economics: Goods, Utility, Price and Value, Wealth & Welfare, Equilibrium, Factors of Production , • Micro and Macro economics: Meaning, Definition, Differences 	25%
2	Demand And Supply Analysis <ul style="list-style-type: none"> • Meaning of demand, determinants of demand, law of demand, change in demand & Quantity demand • Meaning of supply, determinants of supply, the law of supply, change in supply, equilibrium price & Changes in equilibrium Price 	25%
3	Elasticity of Demand <ul style="list-style-type: none"> • Introduction; Price Elasticity of Demand, Cross Elasticity of Demand , Income Elasticity of Demand • Factor Affecting price Elasticity of Demand • Importance of the Price Elasticity 	25%
4	Consumer Behavior <ul style="list-style-type: none"> • Law of diminishing Marginal utility • Law of Equi- Marginal utility • Indifference Curve Analysis • Revealed Preference Theory 	25%

Reference books

1. Advanced Economic Theory – H.L. Ahuja
2. Economic Theory – Stonier Hague
3. Microeconomics – M.L. Jhingan
4. Micro Economic Theory – Mishra and Puri

SARDAR PATEL UNIVERSITY
Bachelor of Vocation (B.VOC)
Insurance & Financial Marketing
Semester: I

Paper Code : UB01FBVI03	Total Credit : 3
Title of Paper : Business Law-I	

Unit	Description in Detail	Weighting (%)
1	Indian Contract Act-1872 <ul style="list-style-type: none">• Nature and classification of contract• General provision relating to<ol style="list-style-type: none">a) Offer and Acceptanceb) Considerationc) Capacity of partiesd) Free Consent	25%
2	Indian Contract Act -1872 <ul style="list-style-type: none">• Legality of Object• Void Agreement• Contingent Contract• Performance of Contact	25%
3	Indian Contract Act 1872 <ul style="list-style-type: none">• Discharges of Contract• Remedies• Quasi Contact	25%
4	Specific Contracts <ul style="list-style-type: none">• Indemnity and Guarantee• Bailment & Pledge• Agency	25%

Reference books:

- 1) Elements of Mercantile Law – N D Kapoor
- 2) The Law Of Contracts, Chashire & Fifoot , An
- 3) Indian Contract Jeevan Kapur, N. M. Tripathi Pvt. Ltd.
- 4) Law Of Contract - I Dr. Y. S. Sharma,
- 5) Indian Contract Act Mulla

SARDAR PATEL UNIVERSITY
Bachelor of Vocation (B.VOC)
Insurance & Financial Marketing
Semester: I

Paper Code : UB01FBVI04	Total Credit : 5
Title of Paper : Business Communication-I	

Unit	Description in Detail	Weighting (%)
1	Introducing Business Communication <ul style="list-style-type: none"> • Concepts, Definition & Attributes of Communication • Objectives Of business communication • Process of communication • Importance of effective communication in business 	25%
2	Business Etiquettes <ul style="list-style-type: none"> • Concept & Importance • Etiquettes for : <ul style="list-style-type: none"> A) Meeting B) Telephone/ Cell phone Conversation • Etiquettes at work place(internal-superiors, peers &subordinates) • Etiquettes with stakeholders (external-Suppliers & customers) 	25%
3	Verbal & Non Verbal Communication <ul style="list-style-type: none"> • Verbal: <ul style="list-style-type: none"> A) Characteristics & importance of verbal communication B) Advantages & limitations of verbal communication • Non Verbal: <ul style="list-style-type: none"> A) Kinesics , Proxemics , Chronemics , Paralanguage B) Advantages & Disadvantages of non verbal communication 	25%
4	Business Correspondence <ul style="list-style-type: none"> • Forms & Layout of business Letter • Letters of Enquiry , Complaints Reply and adjustments • Sales Promotions letters 	25%

Reference books:

- 1) Essentials of business communication –Rajendra pal & JS Korlahalli
- 2) Developing Communication skills –Krishan mohan & Meera Benerji
- 3) Effective Business Communication – Asha Kaul
- 4) Communication Skills – Sanjay Kumar & Pushp Lata

SARDAR PATEL UNIVERSITY
Bachelor of Vocation (B.VOC)
Insurance & Financial Marketing
Semester: I

Paper Code : UB01CBVI01	Total Credit : 3
Title of Paper : Insurance & Financial Marketing-I	

Unit	Description in Detail	Weighting (%)
Unit: 1	NATURE AND SCOPE OF RISK MANAGEMENT <ul style="list-style-type: none"> • Meaning And Definition of Risk • Classification of Risk • Methods of Holding Risk • Management of Risk(Meaning, Features ,Importance 	25%
Unit: 2	NATURE OF INSURANCE BUSINESS <ul style="list-style-type: none"> • Definition • Nature of insurance contract • Functions • Importance • Benefits 	25%
Unit: 3	REINSURANCE <ul style="list-style-type: none"> • Meaning and Definition • Importance • Characteristics • Types • Double insurance 	25%
Unit: 4	IRDA <ul style="list-style-type: none"> • Introduction • Objectives • Duties and power • Role of IRDA 	25%

Reference books:

1. Risk Management and Insurance Planning - [Jatinder Loomba](#), Prentice-Hall of India Pvt.Ltd
2. Principles and Practice of Insurance - Dr. P. Periasamy, Himalaya publication.
3. Principles & Practices of Management - Chopra, R.K, Sun India Publication, 2005.
4. Principles & Practices of Management- Tripathi, P.C and Reddy,P.N., Tata McGrawHill,2003.

SARDAR PATEL UNIVERSITY
Bachelor of Vocation (B.VOC)
Insurance & Financial Marketing
Semester: I

Paper Code : UB01CBVI02	Total Credit : 5
Title of Paper : Indian Capital Market	

Unit	Description in Detail	Weighting (%)
1	Financial Market in India Introduction Characteristic Interlinked between Money Market and capital Market	25%
2	Money Market Call Money Short Notice Money Discount and Finance House of india Term money Market Commercial Bills	25%
3	Government Securities Market Features Repos Market Significance of Market	25%
4	Capital Market New Issues Market Derivatives Markets	25%

Reference books:

- 1) **Fianancial services – shahshi k gupta & Nisha Agarwal**
- 2) **Services Marketing – Christopher lovelock & john wirtz**
- 3) **Services Marketing – Valarie A Zeithaml Etal**

SARDAR PATEL UNIVERSITY
Bachelor of Vocation (B.VOC)
Insurance & Financial Marketing
Semester: I

Paper Code : UB01CBVI03	Total Credit : 5
Title of Paper : Practices of General Insurance	

Unit	Description in Detail	Weighting (%)
1	Introduction to General Insurance: <ul style="list-style-type: none"> ➤ Introduction of Indian Insurance Market ➤ Structure, Classification, Salient features of Indian general insurance market ➤ Development of international insurance market ➤ Global relationship 	25%
2	GENERAL INSURANCE <ul style="list-style-type: none"> ➤ General insurance act 1972 ➤ GIC Structure in India ➤ Functions of GIC ➤ Progress of GIC 	
3	Policy Documents and forms: <ul style="list-style-type: none"> ➤ Insurance contract & elements ➤ Components of an insurance policy ➤ Contents of insurance proposal form ➤ Claim forms 	25%
4	Claims: <ul style="list-style-type: none"> ➤ Preliminary procedure ➤ Process of claim management ➤ Modes of settlement ➤ Recoveries ➤ Identifying claim 	25%

Reference books:

- 4) **Principle of marketing – Philip Kotler**
- 5) **Fianancial services – shahshi k gupta & Nisha Agarwal**
- 6) **Services Marketing – Christopher lovelock & john wirtz**
- 7) **Services Marketing – Valarie A Zeithaml Etal**

SARDAR PATEL UNIVERSITY
Bachelor of Vocation (B.VOC)
Insurance & Financial Marketing
Semester: I

Paper Code : UB01CBVI04	Total Credit : 3
Title of Paper : P C Software -I	

Unit	Description in Detail	Weighting (%)
1	<p>Word Processing Tool</p> <p>Introduction to Word Processing & Word Processors, Examples of some popular word processing packages, Uses of word processor, Application of Word Processor, Creating, Editing, Formatting of Documents, File, Edit View menus, Header & Footer Option, Full Screen, Zoom, Font, Bullets, Border, paragraph, Change Case, Drop Cap options, Search and replacement of text, Print Features, Mail Merge Facility, Auto Text, Spelling checker, Table creation, deletion, selection and formatting, Picture, word art & drawing toolbar facilities</p>	25%
2	<p>Spreadsheet Tool</p> <p>Introduction to spread sheet, Examples of some popular spreadsheet packages, Uses of spread sheet packages, Applications of spreadsheets, All Formatting categories for Cell, Formula and Function Concepts, In-Built Functions- Math & Trig Functions: SUMO, PRODUCT(), ABSO, FACT(), INTO(), SUMI(), POWER(), MOD(), ROUND(), ROUNDUP(), ROUNDDOWN(), TRUNC(), String Functions: LOWER(), UPPER(), PROPER(), LEN(), MID(), CHAR(), CODE(), SUBSTITUE(), EXACT(), FIND(), CONCATENATE(), REPT(), TRIM(), Statistical Functions: AVERAGE(), COUNT(), COUNTIF(), COUNTA(), MAX(), MIN(), Logical Functions: AND(), OR(), NOT(), IF()</p>	25%
3	<p>Advance Spreadsheet Facilities & Presentation Tool</p> <p>Macro Facility, Graph-Plotting facilities (with formatting graph), Sort option, AutoFilter option, Advance Filter, Pivot Table & Chart facility. Creating Presentation, Formatting Slides, Slide Transition, Slide Animation, Inserting Picture, sound, chart etc. Loop creation to run slides, drawing toolbar, Linking Files & Slides</p>	25%
4	Project work using unit I II and III	25%

Reference books:

1. PC S/W For Windows 98 Made Simple – R K Taxali
2. Master of Power Point 2000- Katherine Murray (BPB Publication)
3. Step-by-step Microsoft Excel 2007 by Curtis D. Frye, Publication by Microsoft Press

SARDAR PATEL UNIVERSITY
Programme: Bachelor of Vocation (Insurance & Financial Marketing)
Semester: II

Course Type	Course Code	Name Of Paper	T/P	Credit	Exam Duration in hrs	Contact Hrs Per Week	Component of Marks		
							Internal	External	Total
							Total/Passing	Total/Passing	Total/Passing
Foundation course	UB02FBVI01	Business organization & Management-II	T	3	3	3	30/12	70/28	100/40
	UB02FBVI02	Micro Economics-II	T	3	3	3	30/12	70/28	100/40
	UB02FBVI03	Business Law-II	T	3	3	3	30/12	70/28	100/40
	UB02FBVI04	Business Communication-II	T	5	3	5	30/12	70/28	100/40
Core Courses	UB02CBVI01	Insurance & Financial Marketing-II	T	3	3	3	30/12	70/28	100/40
	UB02CBVI02	Practices of life Insurance	T	5	3	5	30/12	70/28	100/40
	UB02CBVI03	Securities Market	T	5	3	5	30/12	70/28	100/40
	UB02CBVI04	Computer Application in Business-II	P	3	3	6	30/12	70/28	100/40

SARDAR PATEL UNIVERSITY
Bachelor of Vocation (B.VOC)
Insurance & Financial Marketing
Semester: II

Paper Code : UB02FBVI01	Total Credit : 3
Title of Paper : Business organization & Management-II	

Unit	Description in Detail	Weighting (%)
1	Decision making <ul style="list-style-type: none"> • Introduction , • Definition ,characteristics, • Elements ,process, principles of decision making, • characteristics of good & effective decision, • Administrative problems in decision making, • types of decisions 	25%
2	Staffing <ul style="list-style-type: none"> • Introduction, definitions • Recruitment: meaning, sources of recruitment. • Selection : meaning, need, importance, stages of selection procedure • Training: meaning, needs, importance & types • Development : Meaning, importance &Methods /Techniques of development 	25%
3	Coordination <ul style="list-style-type: none"> • concept • characteristics • Need and importance • Principles or essential of effective coordination • Techniques of coordination • Types of coordination • Problems in coordination 	25%
4	Social Responsibility & Business Ethics <ul style="list-style-type: none"> • Introduction, meaning & definitions • Factors responsible for realization of SR • SR of business towards different groups • Business ethics: concept, • Ethics and Business ethics • Needs of Business ethics • Principles of Business ethics • Factors affecting business ethics, • Benefits of business ethics 	25%

Reference books:

1. Business Organisation & Management — by R.K. Sharma
2. Business Organisation & Management — by C.B. Gupta
3. Principles of Business Organisation — by Y.K. Bhushan
4. Principal and Practice of Management — by L.M. PrasaD

SARDAR PATEL UNIVERSITY
Bachelor of Vocation (B.VOC)
Insurance & Financial Marketing
Semester: II

Paper Code : UB02FBVI02	Total Credit : 3
Title of Paper : Micro Economics-II	

Unit	Description in Detail	Weighting (%)
1	<p>Cost And Revenue Analysis</p> <ul style="list-style-type: none"> • Accounting cost & economic cost, opportunity cost, fixed cost and variable cost, total cost, average cost, average fixed cost, average variable cost, marginal cost and inter relationships. • long run average cost curve • Revenue curves 	25%
2	<p>Production Function</p> <ul style="list-style-type: none"> • Production and Production function -Firm., • Law of variable proportion • Iso-costs -properties of iso -quants • The principle of Marginal Rate of Technical substitutions • Producer's Equilibrium, Least cost input combination • Return to scale 	25%
3	<p>Theories of Distribution</p> <ul style="list-style-type: none"> • Introduction ; Meaning, Types, • Concept of factor Productivity and cost • Marginal Productivity Theory of Distribution • Theory of Rent ,Wages & Profit 	25%
4	<p>Pricing Under Different Market Conditions:</p> <ul style="list-style-type: none"> • Perfect Competition • Monopoly • Monopolistic competition, • Oligopoly 	25%

Reference books:

- 1 Advanced Economic Theory – H.L. Ahuja
- 2 Economic Theory – Stonier Hague
- 3 Microeconomics – M.L. Jhingan
- 4 Micro Economic Theory – Mishra and Puri

SARDAR PATEL UNIVERSITY
Bachelor of Vocation (B.VOC)
Insurance & Financial Marketing
Semester: II

Paper Code : UB02FBVI03	Total Credit : 3
Title of Paper : Business Law-II	

Unit	Description in Detail	Weighting (%)
1	Sale of Goods Act <ul style="list-style-type: none"> • Nature of contract of sale • Conditions and Warranties • Transfer of property in goods • Performance of contract of sale • unpaid services 	25%
2	Negotiable Instruments Acts <ul style="list-style-type: none"> • Definitions and characteristics of Negotiable Instruments • Types of Negotiable Instruments • Features and difference: Promissory notes, bills of exchange, cheques 	25%
3	Negotiable Instruments Acts <ul style="list-style-type: none"> • Crossing of cheques • Types of Crossing • Negotiation • Dishonored 	25%
4	Consumer Protection Act <ul style="list-style-type: none"> • Salient features and objectives of Act • Definition, Consumer, Complain, Complainants, • Grievances Redressal Machinery 	25%

Reference books:

1. Elements of Mercantile Law – N D Kapoor
2. The Law Of Contracts, Cheshire & Fifoot , An
3. Indian Contract Jeevan Kapur, N. M. Tripathi Pvt. Ltd.
4. Law Of Contract - I Dr. Y. S. Sharma,
5. Indian Contract Act Mulla

SARDAR PATEL UNIVERSITY
Bachelor of Vocation (B.VOC)
Insurance & Financial Marketing
Semester: II

Paper Code: UB02FBVI04	Total Credit:
Title Of Paper: Business Communication II	

Unit	Description in detail	Weighting (%)
I	Fundamental of Communication <ul style="list-style-type: none"> ➤ Meaning, Importance & Objectives ➤ Principles of communication ➤ Techniques of effective communication ➤ Barriers of effective communication 	25%
II	Types of Communication & Communication skills <ul style="list-style-type: none"> ➤ Written - Oral - Face-to-face - Silence - Merits and limitations of each type ➤ Cross cultural dimensions of business communication technology and communication ➤ Ethical & legal issues in Business communication 	25%
III	Business Letters <ul style="list-style-type: none"> ➤ Need and functions of business letters ➤ Planning & layout of business letter ➤ Kinds of business letters - Essentials of effective correspondence 	25%
IV	Oral Communication <ul style="list-style-type: none"> ➤ Meaning, nature and scope ➤ Principles of effective oral communication ➤ Techniques of effective speech ➤ Media of oral communication (Face-to-face conversation - Teleconferences - Press Conference – Demonstration - Radio Recording - Dictaphone – Meetings - Rumor - Demonstration and Dramatisation - Public address system - Grapevine - Group Discussion - Oral report - Closed circuit TV). 	25%

Basic Text & Reference Books:-

- Business Communication - K. K. Sinha - Galgotia Publishing Company, New Delhi.
- Media and Communication Management - C. S. Rayudu - Himalaya Publishing House, Bombay.
- Essentials of Business Communication - Rajendra Pal and J. S. Korlhalli - Sultan Chand & Sons, New Delhi.
- Business Communication (Principles, Methods and Techniques) Nirmal Singh - Deep &
- Business Communication - Dr. S.V. Kadvekar, Prin. Dr. C. N. Rawal and Prof. Ravindra
- Kothavade - Diamond Publications, Pune.

SARDAR PATEL UNIVERSITY
Bachelor of Vocation (B.VOC)
Insurance & Financial Marketing
Semester: II

Paper Code : UB02CBVI01	Total Credit : 5
Title of Paper : Insurance & Financial Marketing -II	

Unit	Description in Detail	Weighting (%)
1	Introduction <ul style="list-style-type: none"> • The Insurance Mechanism • Fundamental Principles of Insurance • Importance of life & general insurance • Growth of evolution of insurance business in India with specific reference to post liberalization 	25%
2	Risk Identification <ul style="list-style-type: none"> • Introduction • Sources of Risk • Risk Identification • "Insurance Policy" as a financial product 	25%
3	Organizing an Insurance Business <ul style="list-style-type: none"> • Introduction • Types of Organizations • Procedure for setting up an insurance business 	25%
4	OPERATIONAL ASPECTS OF INSURANCE BUSINESS <ul style="list-style-type: none"> • Introduction • Marketing insurance products including E-Marketing • Actuarial Meaning & Definition • Actuarial role 	25%

Reference books:

- 1) Fundamentals of insurance - P.K.Gupta, Himalaya Publishing House
- 2) Insurance and Risk Management - P.K.Gupta, Himalaya Publishing House
- 3) Insurance Principles and Practice - M.N.Mishra and S.B.Mishra, S.Chand

SARDAR PATEL UNIVERSITY
Bachelor of Vocation (B.VOC)
Insurance & Financial Marketing
Semester: II

Paper Code : UB02CBVI02	Total Credit : 3
Title of Paper :Practices of Life Insurance	

Unit	Description in Detail	Weighting (%)
1	INTRODUCTION OF INSURANCE <ul style="list-style-type: none"> • Meaning • Types • Life insurance 	25%
2	INTRODUCTION PUBLIC SECTOR INSURANCE <ul style="list-style-type: none"> • Introduction • Life Insurance corporation of India • General Insurance corporation of India 	25%
3	LIFE INSURANCE <ul style="list-style-type: none"> • Law relating to life insurance • Definition & Meaning • Difference between insurance and Assurance • Features of life insurance 	25%
4	PRIVATIZATION OF INSURANCE SECTOR IN INDIA <ul style="list-style-type: none"> • Need • Criticism of public sector insurance • Ways of privatization • Contribution 	25%

Reference books:

1. Risk Management and Insurance Planning - [Jatinder Loomba](#),
Prentice-Hall of India Pvt.Ltd
2. Principles and Practice of Insurance - Dr. P. Periasamy, Himalaya
publication.
3. Principles & Practices of Management - Chopra, R.K, Sun India
Publication, 2005.
4. Principles & Practices of Management- Tripathi, P.C and Reddy,P.N.,
Tata McGrawHill,2003.

SARDAR PATEL UNIVERSITY
Bachelor of Vocation (B.VOC)
Insurance & Financial Marketing
Semester: II

Paper Code : UB02CBVI03	Total Credit : 5
Title of Paper : Securities Market	

Unit	Description in Detail	Weighting (%)
1	Overview of Indian Securities Market <ul style="list-style-type: none"> • Introduction • Organization & Structure of Indian Securities Market • Factors affecting Investments decision of an Indian Investor 	25%
2	Need for Regulating Securities Markets in India <ul style="list-style-type: none"> • Protection to retail investor • Vanishing companies of nineties • Pricing of IPO's & possible economic offences 	25%
3	Legislations Governing the Securities Markets <ul style="list-style-type: none"> • Overview Companies Act 2013 • Securities contracts Regulation Act 1956 	25%
4	Regulatory Bodies <ul style="list-style-type: none"> • Department of Company affairs • Department of Economics affairs • SEBI • RBI 	25%

Reference books:

1. Risk Management and Insurance Planning - [Jatinder Loomba](#), Prentice-Hall of India Pvt.Ltd
2. Principles and Practice of Insurance - Dr. P. Periasamy, Himalaya publication.
3. Principles & Practices of Management - Chopra, R.K, Sun India Publication, 2005.
4. Principles & Practices of Management- Tripathi, P.C and Reddy,P.N., Tata McGrawHill,2003.

SARDAR PATEL UNIVERSITY
Bachelor of Vocation (B.VOC)
Insurance & Financial Marketing
Semester: II

Paper Code : UB02CBVI04	Total Credit : 5
Title of Paper : Computer application in Business	

Unit	Description in Detail	Weighting (%)
1	Introduction to HTML What is HTML? HTML Documents Basic structure of an HTML document Creating an HTML document Mark up Tags Heading-Paragraph Line Breaks HTML Tags.	25%
2	Elements of HTML Introduction to elements of HTML Working with Text Working with Lists, Tables and Frames Working with Hyperlinks, Images and Multimedia Working with Forms and controls	25%
3	Introduction to Web Publishing or Hosting Creating the Web Site Saving the site Working on the web site Creating web site structure Creating Titles for web pages Themes-Publishing web sites.	25%
4	Project work using unit I II and III	25%

Reference books:

1. Ivan Bayross, "Web enabled Commercial Application Development using HTML, DHTML, Java script, perl CGI" BPB 2004
2. Douglas E Comer: The Internet, PHI, Second Edition May 2000
3. Xavier C: World Wide Web Design with HTML, Tata Mcgraw hill publication 2000

SARDAR PATEL UNIVERSITY
Programme: Bachelor of Vocation (Insurance & Financial Marketing)
Semester: III

Course Type	Course Code	Name Of Paper	T/P	Credit	Exam Duration in hrs	Contact Hrs Per Week	Component of Marks		
							Internal	External	Total
							Total/Passing	Total/Passing	Total/Passing
Foundation course	UB03FBVI01	Human Resource Management-I	T	3	3	3	30/12	70/28	100/40
	UB03FBVI02	Environmental studies-I	T	3	3	3	30/12	70/28	100/40
	UB03FBVI03	Soft skills for business	T	3	3	3	30/12	70/28	100/40
	UB03FBVI04	Banking Laws & Practice	T	3	3	5	30/12	70/28	100/40
Core Courses	UB03CBVI01	Insurance & Financial Marketing-III	T	5	3	3	30/12	70/28	100/40
	UB03CBVI02	General Insurance-I	T	5	3	5	30/12	70/28	100/40
	UB03CBVI03	Financial Marketing-I	T	5	3	5	30/12	70/28	100/40
	UB03CBVI04	Tally 9.2	P	3	3	6	30/12	70/28	100/40

SARDAR PATEL UNIVERSITY
BACHELOR OF VOCATION
Insurance & Financial Marketing
SEMESTER – III
Syllabus with effect from: JUNE 2016

Paper Code: UB03FBVI01	Total Credit:
Title of Paper: Human Resource Management- I	3

Unit	Description in detail	Weighting (%)
1	<p><u>Nature & Scope of Human Resource Management</u></p> <ul style="list-style-type: none"> Concept of Human Resource Management Characteristics of Human Resource Management Objectives of Human Resource Management Importance of Human Resource Management Scope of Human Resource Management Functions of Human Resource Management Evolution of the concept of Human Resource Management 	25%
2	<p><u>Human Resource Planning & Job design</u></p> <ul style="list-style-type: none"> Concept of Human Resource Planning Objectives of Human Resource Planning Need & Importance of Human Resource Planning Process of Human Resource Planning Problems in Human Resource Planning ❖ <u>Job Design:</u> Concept of Job Description & Job Specification Job Description v/s Job Specification Concept & methods of Job Design 	25%
3	<p><u>Career Planning and Development</u></p> <ul style="list-style-type: none"> Meaning of Career Planning Objectives of Career Planning Process of Career Planning Advantages and Limitation of Career Planning 	25%
4	<p><u>Human Resource Development</u></p> <ul style="list-style-type: none"> Concept of Human Resource Development Difference between HRM & HRD Need and Significance of HRD Principles of HRD Employee Counselling Six Sigma 	25%

Basic Text & Reference Books:

1. K. Aswathappa, “Human Resource Management – Text & Cases”, Tata McGraw Hill, Companies, New Delhi, 7th Reprint 2008.
2. L. M. Prasad, “Organisational Behaviour”, Sultan Chand and Sons, New Delhi, 4th Edition – Reprint 2008.
3. P. Subba Rao, “Personnel and Human Resource Management – Text and Cases”, Himalaya Publishing House, Mumbai, 5th Edition 2010.
4. S. S. Khanka, “Human Resource Management- Text and Cases”, Sultan Chand and Sons, New Delhi, First Edition – Reprint 2008.
5. S. V. Ganakar and C. B. Mamoria, “Personnel Management: Text and Cases,” Himalaya Publishing House, Mumbai, 28th Edition 2008.
6. Vikas Arora & Seema Arora, “ Human Resource Management”, Global Vision Publishing House, New Delhi, First Edition – 2011.

Note: Latest Edition of Text books may be used.

SARDAR PATEL UNIVERSITY
BACHELOR OF VOCATION
Insurance & Financial Marketing
SEMESTER – III
Syllabus with effect from: JUNE 2016

Paper Code: UB03FBVI02	Total Credit: 3
Title Of Paper: Environment Studies–I	

1.

Unit	Description in detail	Weighting
1	Overview of Environmental Studies: Definition, Scope, Importance. Renewable and Non Renewable Resources, Equitable use of resources for sustainable lifestyles	25 %
2	Natural Resources and Associated Problems Forest Resources, Water Resources, Mineral Resources, Energy Resources, Land Resources. Role of Individual in conservation of Natural Resources Case Study on various resources	25 %
3	Ecosystems Concept, Structure, Function. Types, Characteristics, Threats of following ecosystems Forest, Grassland, Desert and Aquatic Ecosystems Role of Individuals in sustaining the above types of Ecosystems	25 %
4	Biodiversity Introduction, Types – Genetic, Species, Ecosystem Biodiversity at Global National and Local Levels India as a mega diversity nation Threats & conservation of Biodiversity.	25 %

Basic Text & Reference Books:

- Text book of Environmental Studies for undergraduate Courses: Erach Barucha, Publisher University Press, University Grants Commission.
- Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hill Inc. 480p
- Mckinney, M.L. & School, R.M. 1996. Environmental Science systems & Solutions, Web enhanced edition. 639p.
- Jadhav, H & Bhosale, V.M. 1995. Environmental Protection and Laws. Himalaya Pub. House, Delhi 284 p

Note: Latest Edition of Text books may be used.

SARDAR PATEL UNIVERSITY
BACHELOR OF VOCATION
Insurance & Financial Marketing
SEMESTER – III

Syllabus with effect from: JUNE 2016

Paper Code: UB03FBVI03	Total Credit:3
Title Of Paper: Soft Skills for Business	

Unit	Description in detail	Weighting
I	Elements of communication Meaning, importance, objectives of communication Process of communication, Types, Nonverbal communication-Body language, gestures, postures, Facial expression, Dress code. The cross cultural Dimensions of business communication Listening & speaking. Eliciting Response, Business and social etiquette	25%
II	Public speaking Importance, principles of effective speaking & presentations Speech for introduction of a speaker Speech for vote of thanks Occasional speech Use of technology	25%
III	Interview Techniques Importance Art of conducting and giving interviews Placement interviews Discipline interview	25%
IV	Meeting Importance Participating and conducting group discussions Brain storming, e-meeting Preparing Agenda and minutes of the meeting	25%
	Skill development Draft your bio data Prepare your career plan	

Basic Text & Reference Books:

- *Essentials of Business communication-* Rajendra Pal & J S Korlahalli
- *Effective Business Communication-*Asha Kaul
- *Communication skills-* Sanjay kumar & Pushp lata
- *The Functional aspects of Communication skills-*Dr. P Prasad

Note: Latest Edition of Text books may be used

Practical's Exposure of Subjects Arrangement s will be taken care by Concerned Subjects Teacher

SARDAR PATEL UNIVERSITY
BACHELOR OF VOCATION
Insurance & Financial Marketing
SEMESTER – III
Syllabus with effect from: JUNE 2016

Paper Code: UB03FBVI04	Total Credit:3
Title Of Paper: Banking laws and practices	

Unit	Description in detail	Weighting (%)
I	Overview of banking Regulatory Framework Provision of RBI act 1935, Banking Regulation Act 1949, Prevention of Money Laundering Act,2002 Government and RBI's Power opening new banks Amalgamation and Mergers power of control advances Corporate governance	25%
II	Legal Aspects of banking Operations Case laws on responsibility of paying and collecting banker indemnities of Guarantees Obligation of banker, law relating to Securities Valuation of securities, special features of Recovery of Debts Due to banks and financial institutions Act,2013	25%
III	Banker- Customer Relations The legal relationship between banker and customer Unincorporated bodies Financial advice, letters of introduction and other services Rendered by banks Special features of the relationship between banker and customer The mutual rights and duties, Power to combine Different accounts	25%
IV	Electronic banking & IT in Banks Introduction, IT applications in banking , computer based information systems for banking Electronic fund management, Electronic commerce and banking Customer relationship management	25%

Basic Text & Reference Books

- Kuchhal,M C and vivek K kuchhal, *Busniess Law*, Vikas Publishing house, New Delhi
- Maheshwari & Maheshwari, *Buniess Law*, National publishing House, New Delhi
- Gowar, LCB, *Principles of Modern Company Law*, Stevens and sons, London
- Avtar Singh, *Introduction to Company Law*, Eastern Book company

Note: Latest Edition of Text books may be used.

SARDAR PATEL UNIVERSITY
BACHELOR OF VOCATION
Insurance & Financial Marketing
SEMESTER – III
Syllabus with effect from: JUNE 2016

Paper Code: UB03CBVI01	Total Credit:5
Title Of Paper: Insurance & financial Marketing-III	

Unit	Description in detail	Weighting (%)
Unit: 1	Policy Servicing- meaning and facets, need, and IRDA’s guidelines- both pre-sale and post-sale. Advisor’s/Broker’s role in servicing. Answering queries and complaints of customers.Unsolicited polices. Tapping technology to stay competitive- technological barriers- faceless technology.Service with sensitivity.	25%
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, and other services under the policy.	25%
Unit: 3	Claim Services- meaning and importance. Maturity and death claims- documents required and the procedure to make a claim, processing of claims, early and fraudulent claims, supplementary benefit payments, and claimant’s title. Settlement options. Claim concession. Repudiation of claims and grievance redressal.	25%
Unit: 4	Health Insurance-- meaning, and need. Salient features, and how much. Indian scenario and players in the field.Healthcare delivery system.Basic health policy- scope and renewal.Family floater policy.Elderly and group health policies. Long term policy. Social security schemes. Claim settlement- tackling inflated and fraudulent claims. Cost control by insurers- preventive health care, and customer responsiveness.	25%

Basic Text & Reference Books:

- ❖ Shashidharan K. Kutty, (2008), Prentice- Hall of India Pvt. Ltd.
- ❖ H. Sadhak , Life Insurance in India, Response Books, New Delhi.
- ❖ KshitizPtukale, Insurance for Everyone, (2009), Macmillan India Ltd.
- ❖ K. C. Mishra & C. S. Kumar, Life Insurance- Principles and Practice, (2009), Cengage Learning India Pvt. Ltd.
- ❖ IC- 02- Practice of Life Insurance
- ❖ IC- 33- Life Insurance □
- ❖ IC- 78- Miscellaneous Insurance

Note: Latest Edition of Text books may be used.

SARDAR PATEL UNIVERSITY
BACHELOR OF VOCATION
Insurance & Financial Marketing
SEMESTER – III
Syllabus with effect from: JUNE 2016

Paper Code: UB03CBVI02	Total Credit: 5
Title Of Paper: General insurance-I	

Unit	Description in detail	Weighting (%)
1	Motor Insurance- Comments on the Motor Vehicles Act, 1988- chapter-I, IV, V, X, XI, and XII. Types of policy- comprehensive- contents- schedule, own damage, third party liability, and owner-driver cover, exceptions, conditions, deductibles, no claim bonus. Pricing and discounts. Pay as you drive cover.	25 %
2	Motor and Marine Insurance- Motor-Add-on- benefits. Claim Settlement- own damage and third party liability- conciliation forums and out of court settlements. Drive towards safer roads. Marine Insurance- Contract- Meaning and nature. Warranties- meaning, nature, effect and types. Implied warranty of the seaworthiness of the ship.	25 %
3	Marine Insurance- types of policy. Commencement, duration, and termination of risk. Marine losses, expenses and liability. Policy Form- the old and the new (MAR) with current set of clauses.	25 %
4	Fire Insurance – Contract- meaning and salient features, Standard Fire and Special Perils Policy- recital, coverage, exclusions, conditions, and add-on-covers. Special Policies-reinstatement, declaration, and floater. Theory of rating.	25 %

Basic Text & Reference Books:

- ❖ 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.
- ❖ Publications of the Insurance Institute of India, Mumbai - o IC- 34-General Insurance
 - ❖ IC- 57-Fire and Consequential Loss Insurance
 - ❖ IC- 67-Marine Insurance
 - ❖ IC- 72- Motor Insurance
 - ❖ IC- 78- Miscellaneous Insurance.

Note: Latest Edition of Text books may be used.

SARDAR PATEL UNIVERSITY
BACHELOR OF VOCATION
Insurance & Financial Marketing
SEMESTER – III
Syllabus with effect from: JUNE 2016

Paper Code: UB03CBVI03	Total Credit: 5
Title of Paper: Financial Marketing-I	

Unit	Description in Detail	Weighting (%)
1	Selling Insurance- a push product.Sales jobs and its elements.Attributes of a strong salesperson.Insurance advisor profession- threats and problems.Buying motives for insurance- love and fear.Selling techniques-inside response and conditioned response.Selling points. Advisor’s selling. The future of advisor’s selling in overall insurance selling. Need based selling. Selling sans talking.The paradox of choice. Rebating.	25%
2	Distribution Channels Meaning and importance. Insurance a distribution led product. Channels-In person-advisors and brokers, advisor’s edge. Banc assurance- benefits, future and open architecture. Distance mode-meaning, form, benefits, and guidelines. Multi distribution strategy. Cross selling. Channels for rural market- brick and mortar, hub and spoke, wrapping up with other products, and others.	25%
3	Selling Process meaning and importance. Stages-prospecting-meaning, importance, and methods. Pre-approach- meaning and importance. Approach- selling yourself, uncovering the need, need analysis, presentation, features and benefits, relating benefit with need, objections and resistance handling, and procrastination. Motivation and close- importance and methods. Saying ‘no’ to customers. Accepting ‘no’ from customers.	25%
4	Managing the Sales force- Large sales force-merits and demerits.Management- meaning, importance and role the sales manager.Process- planning, organising, direction- rewards and motivation, and control.Setting sales targets- monitoring and evaluating performance of sales persons.Management information system- sales management information system, cost control.The importance of information and communication in insurance.	25%

Basic Text & Reference Books

- ❖ 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.
- ❖ Padmalatha Suresh & Justin Paul, Management of Banking and Financial Services, Second Ed. (2010), Pearson.
- ❖ KshitizPatukale, Insurance for Everyone, (2009), Macmillan India Ltd.

Note: Latest Edition of Text books may be used.

SARDAR PATEL UNIVERSITY
BACHELOR OF VOCATION
Insurance & Financial Marketing
SEMESTER – III
Syllabus with effect from: JUNE 2016

Paper Code: UB03CBVI04	Total Credit: 3
Title of Paper: Basic Tally 9.2	

	Description in detail	Weightage (%)
1	Basic of Accounting: What is accounting- Type of accounting- Classification of Income & Expenditures -Rules for Debit and Credit- Type of vouchers- Transaction of business -Journal Entry- Adjustments- Final Accounts	25 %
2	Steps for working in the Tally: Create Company-Creates Groups-Create Ledgers-Voucher Entries for all kinds of Transaction-Display Reports and all features of software. (Practical training in detail for all features)	25 %
3	Inventory Management: Inventory Management: Need and Importance of Inventory Management, Vouchers for Inventory transactions, Creating Groups, Categories, Unit of Measures, Go down and Stock Items, Transaction of inventory of a business, Display and reporting of Inventory statements- Accounting and inventory reports in tally. (Practical training in detail for all features)	25 %
4	Practical Training and Assignments	25%

Basic Text & Reference Books:

- Dinesh Maidasani (2008) Tally 9.0 Firewall Media.
- K & K. K Nadhani “Implementing Tally 9”BPB Publication, latest edition.

Practical’s Exposure of Subjects Arrangement s will be taken care by Concerned Subjects Teacher

SARDAR PATEL UNIVERSITY
Programme: Bachelor of Vocation (Insurance & Financial Marketing)
Semester: IV

Course Type	Course Code	Name Of Paper	T/P	Credit	Exam Duration in hrs	Contact Hrs Per Week	Component of Marks		
							Internal	External	Total
							Total/Passing	Total/Passing	Total/Passing
Foundation course	UB04FBVI01	Human Resource Management-II	T	3	3	3	30/12	70/28	100/40
	UB04FBVI02	Environmental studies-II	T	3	3	3	30/12	70/28	100/40
	UB04FBVI03	Public relations and corporate communication	T	3	3	3	30/12	70/28	100/40
	UB04FBVI04	Insurance Laws & Practice	T	5	3	5	30/12	70/28	100/40
Core Courses	UB04CBVI01	Insurance & Financial Marketing-IV	T	3	3	3	30/12	70/28	100/40
	UB04CBVI02	General Insurance-II	T	5	3	5	30/12	70/28	100/40
	UB04CBVI03	Financial Marketing-II	T	5	3	5	30/12	70/28	100/40
	UB04CBVI04	Operations Management	T	3	3	6	30/12	70/28	100/40

SARDAR PATEL UNIVERSITY
BACHELOR OF VOCATION
SEMESTER – IV
Syllabus with effect from: JUNE 2015

Paper Code: UB04FBVI01	Total Credit: 3
Title of Paper: Human Resource Management- II	

Unit	Description in detail	Weighting (%)
1	<p><u>Managing Performance and Compensation</u> <u>Performance Appraisal:</u> Concept of Performance Appraisal Objectives of Performance Appraisal Importance of Performance Appraisal Techniques of Performance Appraisal- a) MBO b) BARS a) Checklist b) Paired Comparison Limitations of Performance Appraisal</p> <p><u>Compensation:</u> Concept of Compensation Types of Compensation Factors affecting Compensation</p>	25%
2	<p><u>Maintaining and Retaining Human Resources</u> <u>Promotion:</u> Concept & Basis for Promotion Promotion Policy</p> <p><u>Transfer:</u> Concept of Transfer Need & Objectives of Transfer Types of Transfer Transfer Policy</p>	25%
3	<p><u>Integrating Human Resources</u> <u>Industrial Relations:</u> Concept of Industrial Relations Objectives of Industrial Relations Approaches to Industrial Relations Causes of poor Industrial Relations Measures for improving Industrial Relations</p> <p><u>Industrial Disputes:</u></p>	25%

	Meaning & Definition of Industrial Disputes Causes of Industrial Disputes Prevention of Industrial Disputes	
4	<u>Occupational Health and Safety</u> Concept of Occupational Health Significance of Occupational hazards and diseases Issues in Employee Health & Safety Employee safety Significance of Industrial Safety	25%

Basic Text & Reference Books:

1. K. Aswathappa, "Human Resource Management – Text & Cases", Tata McGraw Hill, Companies, New Delhi, 7th Reprint 2008.
2. L. M. Prasad, "Organisational Behaviour", Sultan Chand and Sons, New Delhi, 4th Edition – Reprint 2008.
3. P. Subba Rao, "Personnel and Human Resource Management – Text and Cases", Himalaya Publishing House, Mumbai, 5th Edition 2010.
4. S. S. Khanka, "Human Resource Management- Text and Cases", Sultan Chand and Sons, New Delhi, First Edition – Reprint 2008.
5. S. V. Ganakar and C. B. Mamoria, "Personnel Management: Text and Cases," Himalaya Publishing House, Mumbai, 28th Edition 2008.
6. Vikas Arora & Seema Arora, " Human Resource Management", Global Vision Publishing House, New Delhi, First Edition – 2011.

Note: Latest Edition of Text books may be used.

SARDAR PATEL UNIVERSITY
BACHELOR OF VOCATION
SEMESTER – IV
Syllabus with effect from: JUNE 2015

Paper Code: UB04FBVI02	Total Credit:3
Title Of Paper: ENVIRONMENTAL STUDIES II	

Unit	Description in detail	Weighting (%)
I	Environmental Pollution Solid waste Management: Causes, effects and control measures of urban and industrial wastes. Role of an individual in prevention of pollution Disaster management: floods, earthquake, cyclone and landslides , Tsunami, Drought	25%
II	Social Issues and the Environment Urban problems related to energy Water conservation, rain water harvesting, watershed management Environmental ethics: Issues and possible solutions. Climate change, global warming, acid rain, ozone layer depletion.	25%
III	Human Population and the Environment Population growth, variation among nations. Population explosion – Family Welfare Programme. Role of Information Technology in Environment and human health.	25%
IV	Sustainable Development Sustainable Urban future – Rural Development Business Responsibility One Case Study.	25%

Basic Text & Reference Books:-

- Text book of Environmental Studies for undergraduate Courses: Erach Barucha, Publisher University Press, University Grants Commission.

Note: Latest Edition of Text books may be used.

SARDAR PATEL UNIVERSITY
BACHELOR OF VOCATION
SEMESTER – IV
Syllabus with effect from: JUNE 2015

Paper Code: UB04FBVI03	Total Credit:3
Title Of Paper: Public Relations & Corporate Communication	

Unit	Description in detail	Weighting (%)
I	Attitude and emotional intelligence Importance of Attitude, Meaning of positive thinking and positive attitude Ways to build positive attitude, effects of negative attitude and measures to overcome in personal & professional life	25%
II	Vision, Goal setting & Time management Meaning of vision Doing things for the right purpose Setting and achieving goals Importance of goal setting Methods to achieve set goals General principles of stress management and time management	25%
III	Communication skills Significance, process of communication, forms, communication gap Listening skills, basics of managerial speaking skills Body language- how to develop matter for a speech Effective use of presentation aids' Preparation of Resume, Gd & interview	25%
IV	Career planning Career of planning Awareness of different Sources of information Choosing a career and career counseling.	25%
	Skill development Extempore speeches just a minute Role play	

Basic Text & Reference Books:

- *Essentials of Business communication-* Rajendra Pal & J S Korlahalli
- *Effective Business Communication-*Asha Kaul
- *Communication skills-* Sanjay kumar & Pushp lata
- *The Functional aspects of Communication skills-*Dr. P Prasad

Note: Latest Edition of Text books may be used

SARDAR PATEL UNIVERSITY
BACHELOR OF VOCATION
SEMESTER – IV
Syllabus with effect from: JUNE 2015

Paper Code: UB04FBVI04	Total Credit:3
Title Of Paper: Insurance Laws and Practices	

Unit	Description in detail	Weighting (%)
I	General Principles and Concepts of Insurance Insurable interest Indemnity Unberrimae fide Nature of Insurance Contract, Features of insurance contract, types of insurance Market players and their roles-Agents , brokers, surveyors & loss Assessors	25%
II	Life Insurance Application of principles in life insurance contract, Representation Assignment and nomination, Tax law implications Stamp duties, role and Function of life insurance companies.	25%
III	Fire Insurance The Standard Fire & Special Perils Policy. Terrorism Cover. Tariff System. Special Policies.	25%
IV	General Insurance Application of principles in General Insurance contacts, structure of the policy Insurance documentation, Underwriting and Rating Claims Procedures, Underinsurance, condition of Average, Salvage.	25%

Basic Text & Reference Books

- Kuchhal, M C and Vivek K kuchhal, *Busniess Law*, Vikas Publishing house, New Delhi
- Maheshwari & Maheshwari, *Buniess Law*, National publishing House, New Delhi
- Gowar, LCB, *Principles of Modern Company Law*, Stevens and sons, London
- Avtar Singh, *Introduction to Company Law*, Eastern Book company

Note: Latest Edition of Text books may be used.

SARDAR PATEL UNIVERSITY
BACHELOR OF VOCATION
SEMESTER – IV
Syllabus with effect from: JUNE 2015

Paper Code: UB04CBVI01	Total Credit:3
Title Of Paper: Insurance & financial Marketing-IV	

Unit	Description in detail	Weighting (%)
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,	25%
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.	25%
Unit: 3	Insurance Contract- nature-subject-matter of insurance and subject-matter of contract of insurance, features-as per Contract Act, special features, evidence and documents. Payment of premium. e-insurance policy and Insurance Repositories. KYC norms and anti-money laundering guidelines for insurers.	25%
Unit: 4	Reinsurance Contract- meaning and purpose. Forms and Types- facultative, treaty, proportional, and non- proportional. National Reinsurer- GIC. Insurance companies as consumers.	25%

Basic Text & Reference Books:

- ❖ 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.
- ❖ Mark S. Dorfman, Introduction to Risk Management and Insurance, Eighth Ed. , Prentice- Hall.
- ❖ Kshitiz Patukale, Insurance for Everyone, (2009), Macmillan India Ltd.

Note: Latest Edition of Text books may be used.

SARDAR PATEL UNIVERSITY
BACHELOR OF VOCATION
SEMESTER – IV
Syllabus with effect from: JUNE 2015

Paper Code: UB04CBVI02	Total Credit:5
Title Of Paper: General insurance-II	

Unit	Description in detail	Weighting (%)
I	Personal Accident and Travel Insurance. Personal Accident Policy- special features, as well a sickness policy, an accident, coverage, benefits, provisos, exclusions, conditions, bonus and extensions. Group personal accident policies. Travel Insurance- domestic and overseas policies. Claim process.	25%
II	Liability Insurance meaning, importance, special features, and an approach to deal with societal risk. First party and third party insurance. Basis of liability- direct, vicarious, tort, legal and contractual. Types- motor, employee, professional, product, compulsory, and public.	25%
III	Public Liability Compulsory - Under the Public liability Act, 1991. Public liability- (optional)- industrial and non-industrial risks. Employer Liability- under the Employees Compensation Act, 1923 and The Fatal Accidents Act, 1855. Product Liability Insurance. Professional Liability Insurance.	25%
IV	Miscellaneous Insurance meaning and scope. Burglary insurance- private dwellings and business premises. Householders' and Shopkeepers' package policies. Jewellery(Gold) insurance. Wedding (event) insurance. Credit insurance. Pet insurance.	25%

Basic Text & Reference Books:-

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

Note: Latest Edition of Text books may be used.

SARDAR PATEL UNIVERSITY
BACHELOR OF VOCATION
SEMESTER – IV
Syllabus with effect from: JUNE 2015

Paper Code: UB04CBVI03	Total Credit: 3
Title of Paper: Financial Marketing-II	

Unit	Description in Detail	Weighting (%)
1	Understanding of insurance market Insurance Market- meaning, composition, structure, and competition. Insurance outlook in India-insurance penetration and density.Changing profile of Indian insurance buyer.	25%
2	Strategies Strategies for marketing of insurance. The new rural and sub-urban market. Taking insurance to rural India-strategies for rural push. Transparency in dealings.	25%
3	Promtion of insurance- Promotion - meaning and role. Integrated marketing communication -Promotional Mix- personal and impersonal- their use. Personal selling versus advertising. Factors influencing promotional mix.	25%
4	Brand building Brand building- product, corporate, and service. Promotional Marketing- meaning and uses. IRDA’s role. Insurance is the subject-matter of solicitation.	25%

Basic Text & Reference Books

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

Note: Latest Edition of Text books may be used.

SARDAR PATEL UNIVERSITY
BACHELOR OF VOCATION
SEMESTER – IV
Syllabus with effect from: JUNE 2015

Paper Code: UB04CBVI04	Total Credit: 5
Title Of Paper: Operation Management	

Unit	Description in detail	(%)
I	Fundamentals of Operations Management Operating System and operation management: Meaning of operating System; functions of manufacturing and operations (Transport, supply and service) - Meaning, scope and importance of operations management - Role and responsibility of operations managers in modern business environment.	25%
II	Production Process and Plant Layout Meaning, concept and types of production process (Job, Lot, Batch and Mass Production) - Features and comparison - Meaning and objectives of Plant layout - Factor affecting plant layout - Types of plant layout (Process, Product and Fix layout)	25%
III	Work Design Meaning and concept of work design - Techniques of work study - Method study: meaning, objective, basic procedure, Charts & Diagrams (Man-machine chart with examples, Flow process chart and String diagram) - Time study: Meaning, objectives and basic procedure - Tools of time study	25%
IV	Operation/Production Planning and Control Production Planning: Meaning, objectives, planning procedure, Routing, scheduling, dispatching and follow up – Production control: Meaning, objectives and importance of production control	25%

Basic Text & Reference Books:-

- Material Management by K. Shridhar Bhat, Himalaya publication
- Production Management by L.C. Jhamb, Everest Publication
- Production Management by Chunawalla and Patel
- Production and Operation Management by S.N. Chary, Tata McGrew Hill
- Modern Production Management by E.S.Buffa.

Note: Latest Edition of Text books may be used.

Practical's Exposure of Subjects Arrangement s will be taken care by Concerned Subjects Teacher

SARDAR PATEL UNIVERSITY
Programme: Bachelor of Vocation (Insurance & Financial Marketing)
Semester: V

Course Type	Course Code	Name Of Paper	T/P	Credit	Exam Duration in hrs	Contact Hrs Per Week	Component of Marks		
							Internal	External	Total
							Total/Passing	Total/Passing	Total/Passing
Foundation course	UB05FBVI01	Organization behavior-I	T	3	3	3	30/12	70/28	100/40
	UB05FBVI02	Self-development skills	T	3	3	3	30/12	70/28	100/40
	UB05FBVI03	Aspects of Computer	T	3	3	3	30/12	70/28	100/40
	UB05FBVI04	Entrepreneurship Development	T	3	3	5	30/12	70/28	100/40
Core Courses	UB05CBVI01	Financial Accounting-I	T	5	3	3	30/12	70/28	100/40
	UB05CBVI02	Insurance Marketing	T	5	3	5	30/12	70/28	100/40
	UB05CBVI03	E-Banking	T	5	3	5	30/12	70/28	100/40
	UB05CBVI04	Contemporary Research-I	T	3	3	6	30/12	70/28	100/40

SARDAR PATEL UNIVERSITY
BACHELOR OF VOCATION
Insurance & Financial Marketing SEMESTER – V
Syllabus with effect from: JUNE 2016

Paper Code: UB05FBVI01	Total Credit:
Title of Paper: Organization behavior-I	3

Unit	Description in detail	Weighting (%)
1	<p><u>Introduction</u></p> <ul style="list-style-type: none"> ➤ Conceptual foundations, Significance, ➤ Challenges ➤ Opportunities for OB. <p><u>Personality</u></p> <ul style="list-style-type: none"> ➤ Concept and determinants, The Big five model ➤ Type A and Type B personality ➤ Key personality attributes influencing OB 	25%
2	<p><u>Attitudes</u></p> <ul style="list-style-type: none"> ➤ Sources and types; Theories of attitude; Cognitive dissonance theory, Overview of Major job attitudes: ➤ Job satisfaction, ➤ Organizational commitment and prejudice. 	25%
3	<p><u>Emotions and Moods</u></p> <ul style="list-style-type: none"> ➤ Nature and types, Sources of emotions and moods, ➤ Managing emotions at work ➤ Emotional intelligence: Concept and dimensions. 	25%
4	<p><u>Perception</u></p> <ul style="list-style-type: none"> ➤ Nature and significance of perception, ➤ Factors influencing perception ➤ Perceptual process, Perceptual distortions and improving perception. 	25%

Basic Text & Reference Books

- ❖ Robbins, Stephen P.; Judge, Timothy A.; and Sanghi, Seema, “*Organisational Behaviour*”, Pearson Education, New Delhi.
- ❖ McShane, Steven L.; Glinow, Mary Ann Von; Sharma, Radha R,
- ❖ “*Organisational Behaviour*”, Tata McGraw Hill, New Delhi.
- ❖ Aswathappa, K., “*Organisational Behaviour, Text, Cases and Games*”, Himalaya Publishing, Delhi.
- ❖ Pareek, Udai, “*Understanding Organizational Behaviour*”, Oxford University Press, New Delhi.

Note: Latest Edition of Text books may be used.

SARDAR PATEL UNIVERSITY
BACHELOR OF VOCATION
Insurance & Financial Marketing SEMESTER – V
Syllabus with effect from: JUNE 2016

1.

Paper Code: UB05FBVI02	Total Credit: 3
Title Of Paper: Self-development skills	

2.

Unit	Description in detail	Weighting
1	Interpersonal skills <ul style="list-style-type: none"> ➤ Assertiveness, stress management, time management ➤ team development Skills i.e. team talk dynamics, ➤ communication in teams, leadership skills, giving feedback 	25 %
2	Attitude and emotional intelligence <ul style="list-style-type: none"> ➤ Importance of Attitude, ➤ Meaning of positive thinking and positive attitude ➤ Ways to build positive attitude, effects of negative attitude and measures to overcome in personal & professional life 	25 %
3	Vision, Goal setting & Time management <ul style="list-style-type: none"> ➤ Meaning of vision ➤ Doing things for the right purpose ➤ Setting and achieving goals ➤ Importance of goal setting ➤ Methods to achieve set goals ➤ General principles of stress management and time management 	25 %
4	Career planning <ul style="list-style-type: none"> ➤ Career of planning ➤ Awareness of different ➤ Sources of information ➤ Choosing a career and career counseling. 	25 %

Basic Text & Reference Books:

- Rajendra Pal and J S Korlahalli, Essentials of Business Communication, Sultan Chand & sons
- www.britishcouncil.com
- Chrissie Wright, Communication Skills, Jaico Publication
- Sunita Mishra and C.Murali Krishna, Communication Skills for Engineers, Pearson Education
- Meenakshi Raman & Sangita Sharma, Technical Communication; Principles and Practice , Oxford University Press
- On We Go, BBC's audio-visual course

Note: Latest Edition of Text books may be used.

SARDAR PATEL UNIVERSITY
BACHELOR OF VOCATION
Insurance & Financial Marketing SEMESTER – V
Syllabus with effect from: JUNE 2016

Paper Code: UB05FBVI03	Total Credit: 3
Title of Paper: Aspects of Computer	

Unit	Description in detail	Weighting (%)
1	<p>Components of a Computer System Computer hardware and Software, Difference between hardware and software Main components of a general purpose computer: CPU, main internal memory (Including RAM and ROM), input devices, output devices and Secondary/backing storage. Basics of Windows operating systems: Nature and Function of OS, Basic Commands.</p>	25%
2	<p>Input & Output Devices Input Devices: keyboards, numeric keypads, Pointing devices(mouse, touchpad), remote control, joysticks, touch screen, magnetic strip readers, chip readers, scanners, digital cameras, microphones, sensor, barcode reader, webcam, video camera etc Output Devices: Monitors(CRT, TFT, LCD), projectors, printers(laser, desk jet, dot matrix), plotters, speakers. Uses of output devices stating the advantage and disadvantage of each.</p>	25%
3	<p>Storage Devices I Common backing storage media (including CD and DVD (Rs and RWs), floppy disc, hard disc, memory sticks/pen drives, flash memory cards etc. Comparative advantages and disadvantages of using different backing storage media. Importance and need of backup.</p>	25%
4	<p>Storage Devices II Difference between main/internal memory and backing storage: relative benefits of each in terms of speed and permanence. Data Types Data Types: logical/Boolean, alphanumeric/text, numeric (real and integer), date, File, record, field and key field.</p>	25%

Basic Text & Reference Books

Note: Latest Edition of Text books may be used.

SARDAR PATEL UNIVERSITY
BACHELOR OF VOCATION
Insurance & Financial Marketing SEMESTER – V
Syllabus with effect from: JUNE 2016

Paper Code: UB05FBVI04	Total Credit:
Title of Paper: Entrepreneurship Development	3

Unit	Description in detail	Weighting (%)
1	<u>Concept of Entrepreneurship</u> <ul style="list-style-type: none"> ➤ Definition, nature, and characteristics of entrepreneurship ➤ Emergence of entrepreneurial ➤ women entrepreneurs ➤ Socio-economic environment and the entrepreneur 	25%
2	<u>Forms of Entrepreneurship</u> <ul style="list-style-type: none"> ➤ The concept of Joint Stock Company, Public company, Private Company, Government company, Partnership firm, Hindu undivided family. ➤ Characteristics of entrepreneur leadership, Risk taking, Decision making and business planning. ➤ Innovation and entrepreneurship, Entrepreneurial behavior and motivation. 	25%
3	<u>Entrepreneurial Development Programmes</u> <ul style="list-style-type: none"> ➤ Their relevance and achievements ➤ Role of government in organising such programmes. ➤ Critical Evaluation. 	25%
4	<u>Small Business as a Seed Bed of Entrepreneurship</u> <ul style="list-style-type: none"> ➤ Concept of business venture. The start-up process: Concept, Plan, Implementation, Initial Strategic Planning, Product and marketing scope ➤ Risk analysis and financial considerations. ➤ Profit planning in small enterprise, Growth strategies and diversification. 	25%

Basic Text & Reference Books

- ❖ Hal, B. Pricke; and Royce L. Brahamson, “Small Busines Management”.
- ❖ Keneth R., Van Vorthis, “Entrepreneurship and Small Busines Management”.
- ❖ Hans Scholhammer and Arthur H. Kuril “Entrepreneurship and Small Business Management”.
- ❖ Joseph R. Mancuso, “How to Start, Finance and Manage Your Own Small Busines”.
- ❖ Dhar, P.N. and Lydal H.F., “The Role of Small Enterprises in Indian Economic Development”.

Note: Latest Edition of Text books may be used.

SARDAR PATEL UNIVERSITY
BACHELOR OF VOCATION
Insurance & Financial Marketing SEMESTER – V
Syllabus with effect from: JUNE 2016

Paper Code: UB05CBVI01	Total Credit: 5
Title of Paper: Financial Accounting-I	

Unit	Description in detail	Weighting (%)
1	Financial Accounting (Theory only) Accounting: Definition and functions Branches of Accounting: Financial accounting and management accounting Difference between Financial accounting and management accounting Financial Accounting: Nature and scope, Limitations of Financial Accounting.	25%
2	IFRS 4 Insurance contracts Meaning, scope, Definition, Accounting policies Changes in accounting policies Remeasuring insurance liabilities Other issues.	25%
3	Depreciation Accounting Meaning of depreciation, causes, objects of providing depreciation Methods of recording depreciation (Merits & Demerits) Depreciation of different assets Accounting standard (AS 6)(Depreciation Accounting)	25%
4	Bank reconciliation statement Meaning, objective and importance Advantage of keeping bank account, Techniques of preparing bank reconciliation statement.	25%

Basic Text & Reference Books

- ❖ Financial Management, Fourth edition by S N Maheshwari and S K Maheshwari
- ❖ Berk, Jonathan and DeMarzo, Peter, “Financial Management”, Person Education, Dorling

Note: Latest Edition of Text books may be used.

SARDAR PATEL UNIVERSITY
BACHELOR OF VOCATION
Insurance & Financial Marketing SEMESTER – V
Syllabus with effect from: JUNE 2016

Paper Code: UB05CBVI02	Total Credit: 5
Title of Paper: Insurance Marketing	

Unit	Description in detail	Weighting (%)
1	Understand the role and operation of marketing in the insurance industry The role of the customer in marketing Definition Marketing and other related business functions within the insurance industry Creating a marketing strategy for insurance products and services Impact of external and internal factors on the marketing strategy	25%
2	Understand marketing theory and concepts and their application to the insurance industry Insurance customers and their buying patterns Supply and demand in the insurance industry (including insurance cycle) The marketing mix Segmentation of existing and prospective customers Competitive positioning SWOT analysis	25%
3	Analyze relevant information to develop a marketing strategy for insurance products and services Identifying segments in insurance customers Customer's attributes and behaviors Identifying competitors Value and supply chain analysis White labeling	25%
4	Implement and deliver a marketing strategy The marketing communications portfolio E-marketing Advertising Sales and account management, Public relations, Promotion, Sponsorship, Emergency communications plan Risk Assessment Indian Scenario	25%

SARDAR PATEL UNIVERSITY
BACHELOR OF VOCATION
Insurance & Financial Marketing SEMESTER – V
Syllabus with effect from: JUNE 2016

Paper Code: UB05CBVI03	Total Credit: 5
Title of Paper: E Banking	

Unit	Description in detail	Weighting (%)
1	<u>Electronic Banking</u> <ul style="list-style-type: none"> ➤ Meaning, Features, ➤ Benefits, Limitations ➤ Types of E-Banking ➤ Traditional banking Vs E banking 	25%
2	<u>On line Banking & Information Technology</u> <ul style="list-style-type: none"> ➤ Features and benefits of online banking ➤ SWIFT ➤ Current scenario Impact of Technology on Banks <ul style="list-style-type: none"> ➤ Impact of technology on Customers and service quality ➤ Indian scenario 	25%
3	<u>Risk and Security Issues in E-Banking</u> <ul style="list-style-type: none"> ➤ Risk concern areas ➤ Security problems of E-banking ➤ Types of threats, Control procedure. 	25%
4	<u>Regulatory Framework:</u> <ul style="list-style-type: none"> ➤ Recommendations of RBI group on internet banking, technology and security standards, Basel committee’s electronic banking group. ➤ Information System Security(ISS) – Need and objectives of ISS, Controls required in ISS 	25%

Basic Text & Reference Books

- ❖ Joshi, V.C. and Joshi, V.V., “*Managing Indian Banks*”, Sage Publications.
- ❖ IIBF, “*Principles and Practices of Banking*”, McMillian publishers.

Note: The students will be trained in the practical aspects of e-banking.

SARDAR PATEL UNIVERSITY
BACHELOR OF VOCATION
Insurance & Financial Marketing SEMESTER – V
Syllabus with effect from: JUNE 2016

Paper Code: UB05CBVI04	Total Credit: 3
Title of Paper: Contemporary Research-I	

Unit	Description in detail	Weighting (%)
	The students are required to prepare a research project based on any topic related to industries/insurance sector/Banking/financial services/ Supply chain distribution sectors.	
1.	Introduction: Meaning of research Objectives of research Motivation in research Types of research Significance of research Research methods v/s Research methodology Stages of the research process	
2.	Problem Identification: Defining the research problem Selecting the problem Techniques involved in defining a problem Necessity of defining the problem Research proposal	
3.	Research Design Meaning of research design Need for research design Features of a good design Important concepts relating to re Different research design Basic principles of experimental designs	
4.	Interpretation Meaning Importance of interpretation Techniques of interpretation Precautions in interpretation	

SARDAR PATEL UNIVERSITY
Programme: Bachelor of Vocation (Insurance & Financial Marketing)
Semester: VI

Course Type	Course Code	Name Of Paper	T/P	Credit	Exam Duration in hrs	Contact Hrs Per Week	Component of Marks		
							Internal	External	Total
							Total/Passing	Total/Passing	Total/Passing
Foundation course	UB06FBVI01	Organization behavior-II	T	3	3	3	30/12	70/28	100/40
	UB06FBVI02	Vibrant skills for Business	T	3	3	3	30/12	70/28	100/40
	UB06FBVI03	Advance aspects of Computer	T	3	3	3	30/12	70/28	100/40
	UB06FBVI04	Insurance & Financial marketing-	T	5	3	5	30/12	70/28	100/40
Core Courses	UB06CBVI01	Financial Accounting - II	T	3	3	3	30/12	70/28	100/40
	UB06CBVI02	Service Marketing	T	5	3	5	30/12	70/28	100/40
	UB06CBVI03	Investment Management	T	5	3	5	30/12	70/28	100/40
	UB06CBVI04	Contemporary Research-II	T	3	3	6	30/12	70/28	100/40

SARDAR PATEL UNIVERSITY
BACHELOR OF VOCATION
Insurance & Financial Marketing SEMESTER – VI
Syllabus with effect from: JUNE 2016

Paper Code: UB06FBVI01	Total Credit:
Title of Paper: Organization behavior-II	3

Unit	Description in detail	Weighting (%)
1	<u>Group and Team Dynamics</u> <ul style="list-style-type: none"> ➤ Defining and classifying groups ➤ Stages of group development, ➤ Group dynamics, Group decision making, Types of teams ➤ Contemporary issues in managing teams. 	25%
2	<u>Interpersonal Behaviour</u> <ul style="list-style-type: none"> ➤ Dynamics of interpersonal relationship; Psychological ➤ Contract: Concept and types ➤ Trust: Concept, Types and Building trust among employees. 	25%
3	<u>Organizational Citizenship Behaviour</u> <ul style="list-style-type: none"> ➤ Concept, Forms and suggestions for promoting organizational citizenship behaviour ➤ Whistle–Blowing ➤ Co-operation: Concept and determinants, 	25%
4	<u>Conflict & Transactional Analysis</u> <ul style="list-style-type: none"> ➤ Conflict: Concept, Consequences, Sources, Approaches of conflict management ➤ Deviant organizational behaviour: Concept, Dimensions And categories of deviant organizational behaviour. 	25%

Basic Text & Reference Books

- ❖ Robbins, Stephen P.; Judge, Timothy A.; and Sanghi, Seema, “*Organisational Behaviour*”, Pearson Education, New Delhi.
- ❖ McShane, Steven L.; Glinow, Mary Ann Von; Sharma, Radha R, “*Organisational Behaviour*”, Tata McGraw Hill, New Delhi.
- ❖ Aswathappa, K., “*Organisational Behaviour, Text, Cases and Games*”, Himalaya Publishing, Delhi.
- ❖ Pareek, Udai, “*Understanding Organizational Behaviour*”, Oxford University Press, New Delhi.

Note: Latest Edition of Text books may be used.

SARDAR PATEL UNIVERSITY
BACHELOR OF VOCATION
Insurance & Financial Marketing SEMESTER – VI
Syllabus with effect from: JUNE 2016

1.

Paper Code: UB06FBVI02	Total Credit: 3
Title Of Paper: vibrant skills for Business	

2.

Unit	Description in detail	Weighting
1	Problem solving <ul style="list-style-type: none"> ➤ Solve your problem of day to day life ➤ Meaning and definition Problem solving skill ➤ Problem solving process ➤ Importance of problem in business 	25 %
2	Leadership Skill <ul style="list-style-type: none"> ➤ General leadership skill ➤ Understanding the power ➤ Develop leadership skills ➤ Importance of leadership skill in Business 	25 %
3	Decision Making <ul style="list-style-type: none"> ➤ How to make better decision ➤ Definition and meaning of decision making ➤ Financial decision ➤ Importance of decision making skill ➤ Impact of ethics and values on decision 	25 %
4	Learning Skill <ul style="list-style-type: none"> ➤ Personal learning skill(Mind map, power of observation, note taking) ➤ Understanding how people learn ➤ Developing Environment to work with other ➤ Developing health relationship with other 	25 %

Basic Text & Reference Books:

- Rajendra Pal and J S Korlahalli, Essentials of Business Communication, Sultan Chand & sons
- Sunita Mishra and C.Murali Krishna, Communication Skills for Engineers, Pearson Education
- Meenakshi Raman & Sangita Sharma, Technical Communication; Principles and Practice , Oxford University Press On We Go, BBC's audio-visual course

Note: Latest Edition of Text books may be used.

SARDAR PATEL UNIVERSITY
BACHELOR OF VOCATION
Insurance & Financial Marketing SEMESTER – VI
Syllabus with effect from: JUNE 2016

Paper Code: UB06FBVI03	Total Credit: 3
Title of Paper: Advance Aspects of Computer	

Unit	Description in detail	Weighting (%)
1	Computer Networks Modem and its purpose, Difference between analog data and digital data Need for conversion between analog and digital data Advantage and disadvantages of using common network environment such as internet, User id and password: Purpose and Use Methods of communication such as fax, e-mail, bulletin boards and tele/video Conferencing	25%
2	Advanced Computer Networks Difference between Local Area Network (LAN), Wireless Local Area Network and Wide Area Network (WAN) Network topologies like star, ring, bus and hybrid The internet and intranets: Characteristics and purpose Issues of confidentiality and data security surrounding common network Environments Encryption and authentication techniques	25%
3	Introduction Multimedia and Internet:- Multimedia:- Text, Audio, Graphics, Image, video and Animation Classification of Multimedia, usage of Multimedia, Stages in Multimedia Production Introduction to Internet:-www,browser,Protocols,	25%
4	Current Trends And Technologies:- Emerging Trends in Computing Mobile Computing Wifi GPRS,3G and 4G,Bluetooth,Smartphones and Tablets, Satellite phone Emerging trends in object/Human Recognition:- RFID, Biometrics, Fingerprints Recognition , Iris ,Recognition,Voice And Recognition, GPS(Global Positioning System)	25%

Basic Text & Reference Books

Note: Latest Edition of Text books may be used.

SARDAR PATEL UNIVERSITY
BACHELOR OF VOCATION
Insurance & Financial Marketing SEMESTER – VI
Syllabus with effect from: JUNE 2016

Paper Code: UB06FBVI04	Total Credit: 3
Title of Paper: Insurance & Financial marketing-V	

Unit	Description in detail	Weighting (%)
1	Introduction to Marketing Management Introduction to service management Gaps model of service Quality Consumer behavior in service Segmentation targeting and positioning of services in competitive markets	25%
2	Marketing strategies Evolution of services firms Marketing strategies for customer services Marketing mix for banking with respect to insurance field Indian scenario	25%
3	Managing relationship and building loyalty: Customer relationship management Services quality productivity and customer perception Organizing for service leadership Financial and economic Impact of service	25%
4	Methodology Nature of information Selection of banks for insurance sector Need of documents to startup insurance sector Indian scenario	25%

Basic Text & Reference Books

Note: Latest Edition of Text books may be used.

SARDAR PATEL UNIVERSITY
BACHELOR OF VOCATION
Insurance & Financial Marketing SEMESTER – VI
Syllabus with effect from: JUNE 2016

Paper Code: UB06CBVI01	Total Credit: 3
Title of Paper: Financial Accounting-II	

Unit	Description in detail	Weighting (%)
1	Concept of Income Concept of income and measurement Realisation principle and income statement Accountant's and economists concepts of capital and income Indian scenario	25%
2	Rectification of Errors Classification of errors, location of errors, effect on profit Rectification of errors through capital account Indian scenario	25%
3	Insurance Claims Computation of loss of stock, Loss of profits or consequential loss Computation of claim Indian scenario	25%
4	Computer and Accounting Working of computer, features, role of computer in accounting Computer processes (Software packages) Software packages for accounting Indian scenario	25%

Basic Text & Reference Books

- ❖ Financial Management, Fourth edition by S N Maheshwari and S K Maheshwari
- ❖ Berk, Jonathan and DeMarzo, Peter, "Financial Management", Person Education, Dorling
- ❖ Williams, C. Arthur, Smith Michael, Young Peter, "Risk Management & Insurance"

Note: Latest Edition of Text books may be used.

**SARDAR PATEL UNIVERSITY
BACHELOR OF VOCATION
BANKING & FINANCIAL SERVICES
SEMESTER – VI**

Syllabus with effect from: JUNE 2016

Paper Code: UB06CBVI02	Total Credit:
Title of Paper: Service Marketing	3

Unit	Description in detail	Weighting (%)
1	Marketing and Selling- Marketing- evolution-the old and the new concept. Redefining the four P's of marketing. Marketing rules. Consumer insights. Selling-meaning and nature. Compare and contrast marketing and selling. Selling cycle. Relationship marketing. Experimental marketing. Promise based marketing. Digital marketing.	25%
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. Relationship marketing versus Relationship selling. Customer relationship management.	25%
3	Marketing of Services -Services-meaning, features, and type. Product versus Service. Financial and advisory services. Nature of insurance industry. Use of relationship marketing in insurance.. Marketing services requires sensitivity. Commoditisation of insurance. Factors determining service quality of an insurance company.	25%
4	Understanding of insurance market Insurance Market- meaning, composition, structure, and competition. Insurance outlook in India-insurance penetration and density. Changing profile of Indian insurance buyer. Strategies for marketing of insurance. The new rural and sub-urban market. Taking insurance to rural India-strategies for rural push. Transparency in dealings.	25%

Basic Text & Reference Books

- ❖ C. B. Gupta & N. Rajan Nair, Marketing Management, Fourth Ed., Sultan Chand and Sons.
- ❖ Gray Armstrong & Philip Kotler, Marketing – An Introduction, Fifth Ed., (2000), Pearson Education, Asia.
- ❖ Shukla A.K , Service Marketing, VaibhavLaxmiPrakashanVaranasi
- ❖ Adrian Payne, The Essence of Services Marketing, (2004), Prentice –Hall of India.

- ❖ K. Rama MohanaRao, Services Marketing, First Ed., (2005), Pearson Education.
- ❖ P. S.Palande, R. S. Shah & M. L. Lunawat, Insurance in India, (2003), Response Books.
- ❖ Insurance Institute of India, Mumbai:
- ❖ IC-12- Insurance Business Environment.
- ❖ IC-88- Marketing and Public Relations.
- ❖ Carl McDaniel, Charles W. Lamb, & Joseph F. Hair, Jr., Principles of Marketing, (2008), Cengagelearnings

Note: Latest Edition of Text books may be used.

SARDAR PATEL UNIVERSITY
BACHELOR OF VOCATION
Insurance & Financial Marketing SEMESTER – VI
Syllabus with effect from: JUNE 2016

Paper Code: UB06CBVI03	Total Credit: 3
Title of Paper: Investment Management	

Unit	Description in detail	Weighting (%)
1	Introduction <ul style="list-style-type: none"> ➤ What is investment? ➤ Investment and speculation ➤ Importance of investment 	25%
2	Investment programme <ul style="list-style-type: none"> ➤ Investment media ➤ Factors favourable for investment ➤ Features for an investment programme ➤ Indian scenario 	25%
3	Risk & Investment alternatives <ul style="list-style-type: none"> ➤ Risk: Concept, classification of Risks ➤ Investment alternatives: classification of investors, characteristics of Government securities. ➤ Indian scenario 	25%
4	Security valuation <ul style="list-style-type: none"> ➤ Concept ➤ Elements of investment ➤ Approaches to investment ➤ Basic valuation Models 	25%

Basic Text & Reference Books

- ❖ Singh, preeti, “Investment management-Security analysis and portfolio management”, Himalaya publication house.
- ❖ Sharpe, William F., Gordon J. Alexander and Jeffrey V. Bailey, Investments (Prentice Hall).
- ❖ Fabozzi, Frank Investment Management (Prentice Hall).
- ❖ Haugen, Robert A., The Inefficient Stock Market (Prentice Hall).
- ❖ Taggart, Robert A., Quantitative Analysis for Investment Management (Prentice Hall).
- ❖ Richard Brealey and Steward Myers, Principles of Corporate Finance, (McGraw Hill).
- ❖ Dimson, E. (ed.), Stock Market Anomalies (Cambridge : Cambridge University Press).
- ❖ Khan, M. Y., Financial Services, Tata McGraw Hill Publishing Company, New Delhi.

Note: Latest Edition of Text books may be used.

SARDAR PATEL UNIVERSITY
BACHELOR OF VOCATION
SEMESTER – VI
Syllabus with effect from: JUNE 2016

Paper Code: UB06CBVI04	Total Credit: 3
Title of Paper: Contemporary Research-II	

Unit	Description in detail	Weighting (%)
1.	Collection of data Primary data : Personal interview Telephone interview Mail & Self administered questionnaire Schedule v/s Questionnaire	
2.	Secondary data: Advantages of secondary data Sources of secondary data Classification & Limitations	
3.	Research Report Significance of research report Types of research report Steps of research report Precautions for research report Synopsis of research report Limitations of research report	
4.	Role of Computer in Research Introduction Characteristics Computer applications Computer and Researchers	