

SARDAR PATEL UNIVERSITY
Master of Vocation (MVOC)
Insurance & Financial Marketing
Semester I (CBCS)

	Sr No.	Paper Code	Name of Paper	Credit	Internal	External
General component	1	PB01IFMG01	Accounting for Insurance	4	12/30	28/70
	2	PB01IFMG02	Marketing of insurance services	4	12/30	28/70
	3	PB01IFMG03	Regulations for Insurance Sector	4	12/30	28/70
Skill component	1	PB01IFMS01	Risk Management and Insurance	6	12/30	28/70
	2	PB01IFMS02	Information Technology in Insurance	6	12/30	28/70
Total				30	180	168/350

Paper Code:	Total Credit:
Title of Paper: Accounting for Insurance	

Unit	Description in detail	Weighting (%)
1.	Insurance company General, various types of insurance, Various terms, Regulation of insurance business, final account, Life insurance business, General insurance business, Reserve for Unexpired Risks	25%
2.	Bank Legal Provision, Form of business, Non-Banking Assets, management, minimum capital reserve, floating charge, Restrictions on Dividend, Statutory reserve, Cash reserve and statutory liquidity reserve, restriction on loan and advance, subsidiary companies, Guide line of RBI, capital adequacy norms, income from non-Performing assets, Classification of bank advance	25%
3.	Computerized accounting system Meaning, Features, Codification and grouping of accounts, Spread-sheet software, Customized accounting software, Enterprise resource planning(ERP) software, Outsourcing of accounting function, Choice of alternative	25%
4.	Criticism of financial Statement Criticism, form in which accounts drawn up, Reliability of information, Critical appreciation, presentation, signal column or vertical statement, method of preparing such statement, common measurement statement	25%

Reference books

1. Advanced accounts, Volume II, M.C.Shukla&T.S.Grewal, S.Chand& Company ltd.2011.
2. Gupta R.L and Radhaswamy m: Advance accountancy, sultan chand,newdelhi.
3. Ambrish Gupta: Financial Accounting for Amangement, Person, New Delhi
4. Bhattacharya Elements of Financial Accounting, PHI Learning Pvt Ltd, New Delhi, 2009.

Paper Code:	Total Credit:
Title of Paper: Marketing of insurance services	

Unit	Description in detail	Weighting (%)
1.	Field of Services: The service Economy Service Sector, Economic Development in Different Waves, Pre and Post Industrial society, Growth of services, Urbanization, Women in the workforce, National Specialization, international Specialization, State of Services, Services failures: Reasons, Need of Marketing, Paradigm shift	25%
2.	Nature of Services Meaning, Product, goods, services, Characteristics of Service-Intangibility, Insparability, variability, Perishability, Managerial challenges, Summing Up	25%
3.	Service Customer Behaviour Need to know Customer, Customer as a decision maker, The decision-making perspective, customer purchase involve risk, Search-Experience and Credence, Service buying, consumer decision process, Consumer expectation, Zone of Tolerance	25%
4.	Market Analysis Commoditization, Strategy for Differentiation, Customer analysis, Segment identification, Coverage Strategies, Customer Benefit and Motivation, Motivation grouping, Relative Importance, Competitor analysis	25%

Reference books

- 1) Harsh V. Verma, Services Marketing, Pearson Education: New Delhi.
- 2) Vinnie Jauhari, Services: Marketing & Management, Oxford University Press: Mumbai.
- 3) Course Book: IC-31, Insurance Salesmanship, Insurance Institute of India: Mumbai.
- 4) S.M.Jha, Services Marketing, Himalaya Publishing House

Paper Code:	Total Credit:
Title of Paper: Regulations for Insurance Sector	

Unit	Description in detail	Weighting (%)
1.	Regulation of the Insurance Industry The way of govt. regulation of Insurance, Regulation Today, Area regulated-Solvency and market Regulation , Regulation of rates, Risk Retention Group, State versus federal regulation, The Availability/affordability debate	25%
2.	The Legal Framework Insurance and Law of contract-General requirement, Void and Voidable, Special legal Characteristics of insurance Contract, Insurance is a contract of indemnity, personal contract, unilateral contract, conditional contract, contract of adhesion, aleatory contract, The insurance contract, Policy Construction.	25%
3.	The actuarial basis of life insurance Life insurance premium computation, mortality, interest, the net single premium, the net level premium, Reserves on life insurance policies, Benefit-Certain and benefit.	25%
4.	The Life Insurance Contract General Provision Inception of the life insurance contract, general provision of life insurance-Entire contract clause, Beneficiary clause, Incontestable clause, Misstatement of age clause, grace period, Reinstatement, Suicide Clause, Aviation Exclusion, War Clause, Settlement Option	25%

Reference books

1. Emmett J. Vaughan and Therese Vaughan, Fundamental of Risk and Insurance, 9th Edition(2010), Sharda Offset Press, Delhi

Paper Code:	Total Credit:
Title of Paper: Risk Management and Insurance	

Unit	Description in detail	Weighting (%)
1.	Introduction Understanding Risk: Types of risk – Risk management - Objectives - Risk identification and measurement - Pooling arrangements and diversification of risk.	25%
2.	Risk aversion and Insurance Risk aversion and demand for insurance – By individuals- By corporations- Insurability of risk- contractual provisions- Legal doctrine- - Loss control – Risk retention and reduction decisions.	25%
3.	Insolvencies, Solvency Rating and Solvency Regulation Insurer Insolvencies, Solvency Rating, overview of solvency regulation, Regulatory Monitoring of Insurer Insolvency Risk, Restriction on Insurers ‘Capital and Assets State Guaranty System’	25%
4.	Insurance Pricing Insurance Costs and fair premium, Expected Claim cost, Investment income and the timing of claim payment, Administrative Cost, Profit Loading, Capital shocks and underwriting cycle, Price regulation	25%

Reference books

1. Harrington. Niehaus: Risk Management & Insurance, McGraw Hill: New York.
2. P.K. Gupta: Insurance & Risk Management, Himalaya Publishing House: Mumbai.
3. Insurance Institute of India – IC 86 – Risk Management

Paper Code:	Total Credit:
Title of Paper:Information Technology in Insurance	

Unit	Description in detail	Weighting (%)
1.	Local Area Network and Telephone Everywhere Introduction, motivation, Interchangeable media, A computer Consist of circuit Boards, LAN technology, Connecting a computer to a LAN, The importance of LAN Technology, Relationship to the internet Introduction of telephone Everywhere, communication service, Selling communication, Limited Asses, Relevance to the internet	25%
2.	Broadband and Wireless Access Introduction, Internet service Providers and fees, Customer Connections from the last mile, Leased Circuits are Expensive, Dial-up Access, Broadband connection, Continuous Connectivity, Instantaneous access change use, Modern Technology, Wireless Access is Available, Wi-Fi and 3G Technology	25%
3.	Electronic Mail Introduction, Description of Functionality, The best of all world, Mail Box, Sending Email, Notification, Reading, Browser Used, Email Interoffice, Header Information, Email work, Email In PC, Mailbox address, Abbreviations make email, Sending, Public Mailing, Mailing List.	25%
4.	Browsing the WWW Introduction, Description of Functionality, Browsing Vs. Information retrieval, Early Browsing services, menu, Browser work, point and click interface, combining menu item, importance, Embedded links, multimedia, Video and audio references, world wide web	25%

Reference books

1. The Internet, Douglas E. Comer, 4th Edition (2009), PHP Publication, New Delhi.
2. Data Communication and Networking, Behrouz A. Forouzan, 2nd Edition (2002), Tata Mcgraw-Hill Publoication Company Limited, New Delhi.

SARDAR PATEL UNIVERSITY
Master of Vocation (MVOC)
Insurance & Financial Marketing
Semester II (CBCS)

	Sr No.	Paper Code	Name of Paper	Credit	Internal	External
General component	1	PB02IFMG01	Strategic Financial Management	4	12/30	28/70
	2	PB02IFMG02	Regulations of financial markets & services	4	12/30	28/70
	3	PB02IFMG03	Indian Insurance sector	4	12/30	28/70
Skill component	1	PB02IFMS01	Fundamentals of E Commerce	6	12/30	28/70
	2	PB02IFMS02	Insurance of Business interruption	6	12/30	28/70
Total				30	180	168/350

Paper Code:	Total Credit:
Title of Paper: Strategic Financial Management	

Unit	Description in detail	Weighting (%)
1.	Introduction of Strategic Financial Management Introduction, meaning, Definition, Importance of Strategic management, Purpose of Strategic management, Strategic Decision making, Strategic Management process, Scope and inter-linkages in strategic decision making, Constraints to Strategic Management	25%
2.	Strategic Planning Introduction, meaning, Definition, Characteristics of Successful planning, Strategic Planning or Strategic Intent, Component of Strategic Planning, Process and benefits of Strategic Planning, Constraints to Strategic Planning	25%
3.	Corporate strategy & High technology investment Introduction, meaning of corporate Strategy, Meaning of High Technology, Corporate strategy & High technology investment, Prerequisites or Features of High technology Strategic investment, Obstacles/ Limitation of High technology Strategic investment	25%
4.	Financial Analysis Introduction, Meaning and Definition of Financial Analysis, Evolution of Financial Analysis, Objective/Significance of Financial Analysis, Source of Information, Parties interested in Financial Analysis, Limitation of Financial Analysis, Methods of Financial analysis	25%

Reference books

1. Sofat Rajni & Hiro Preeti , Strategic Financial Management, PHI learning private limited, edition- 2011.
2. Van Horne James.C & Wachowicz John M. Jr., Fundamentals of financial management, 13th edition – 2009.
3. Sridhar A. N. – Strategic Financial Management – Shroff publishers & Distributors pvt. Ltd., 6th edition 2011.

Paper Code:	Total Credit:
Title of Paper:Regulations of financial markets & services	

Unit	Description in detail	Weighting (%)
1.	Regulatory framework of financial markets and services. Introduction – Regulatory role of RBI, Department of banking services – Regulations of indianapital market (Stock market) , Regulatory framework for insurance industry	25%
2.	Regulation of Insurance Business. Formulation of the insurance industry in India – Nationalization of the insurance business in India – Entry of private players - IRDA ,Tariff advisory committee and other regulatory bodies – Regulatory framework: Deposits, investment, valuation of assets liabilities and solvency margins, Submission of returns, actuary – Insurance advertisements : obligations to a rural and social sector, Assignment and nomination, foreign exchange laws, taxation laws, , stamp duty.	25%
3.	IRDA Regulations IRDA (Insurance Advertisement & Disclosure) Regulations IRDA (Licensing of Insurance Agent’s) Regulations IRDA (Assets, Liabilities & Solvency Margin of Insurance) Regulations IRDA (Protection of Policy holders’ Interest) Regulations IRDA (Insurance Brokers) Regulations Redressal of Public Grievances Rules	25%
4.	Insurance Contract and the Insurance Act, 1938. Introduction – provision applicable to insurers : who are involved , Registration process , Renewal of registration, who are not able to registered, capital requirements, Requirement of documents, Insurance business in rural or social sector, Amalgamation and transfer of insurance business, Licensing process of insurance agent, Concelation of contract nd agreements, Winding up by court, reinsurance	25%

Reference books

1. IRDA Reports
2. Manual of Insurance Laws, Ravi Palani, Bharat – Taxmann Allied Services Pvt. Ltd.
3. New Insurance Laws, Brijnandan Singh – The University Book Agency, Allahabad.
4. Handbook of Insurance Laws; Kumar; Law Publishers.

Paper Code:	Total Credit:
Title of Paper: Indian Insurance sector	

Unit	Description in detail	Weighting (%)
1.	Insurance services in India Introduction – Insurance industry in India – Essentials of life insurance contract - Essentials of general insurance contract – General insurance products – Reforms in insurance industry in India – Review of performance of insurance industry.	25%
2.	Indian life insurance – changing market structure and emerging opportunities Introduction – Life insurance in pre nationalization period – Life insurance in post nationalization period – Life insurance in post deregulation period – Scope for expansion of life insurance market in India	25%
3.	Managing life insurance investment Introduction – Strategic issues in investment management in life insurance companies – Investment management by life insurance companies – Risk management in life insurance :Issues and practices	25%
4.	Issues in life insurance governance Introduction – Governance through regulations , supervision and risk capital – Business ethics and life insurance selling : best practices and market conduct – Corporate governance and life insurance – corporate social responsibility and life insurance	25%

Reference books

1. Financial Service In India, Rajesh Kothari, 2010, SAGE Publications India Pvt. Ltd
2. Life insurance in india, H Sadhak, 2010, SAGE Publications India Pvt. Ltd

Paper Code:	Total Credit:
Title of Paper: Fundamentals of E Commerce	

Unit	Description in detail	Weighting (%)
1.	Introduction Definitions – History of E commerce - Benefits and limitations of E commerce - Electronic marketing process – Driving forces of E Commerce – new world of business, Business pressures, organizational responses, Business process reengineering Impact of E commerce : everything will be changed	25%
2.	Retailing in Electronic Commerce Overview of E marketing structure – Forecast of the B2C electronic Marketing – Business models of E Marketing – Direct Marketing – online customer service – Electronic intermediaries – Reactive electronic department stores – regional shopping service – procedure for internet shopping : the consumer’s perspective	25%
3.	Internet consumers and Market research Building customer relationships – The consumer behavior model – Personal characteristics and the demographics of internet surfers – Consumer purchasing decision making – One to one and relationship marketing – Delivering customer service in cyberspace - Market research for E commerce	25%
4.	Electronic commerce for service industries Ordering journals electronically – Broker based services – Travel and tourism services – Employment placement and the job market – Real estate: From virtual realtors to virtual reality – Trading stocks online – Cyberbanking and personal finance – Auctions : From theory to practice	25%

Reference books

1. Gary P. Schneider, Electronic Commerce, Thomson: Singapore.
2. Albert Napier H, Rivers N Ollie , Wagner W Stuart And Napier JB , E-Business - Creating Awinning , ,Cengage learning India Pvt. Ltd, New Delhi
3. Bharat Bhaskar , Electronic Commerce –Frame work, Technologies and Application , Tata McGraw Hill Publishing company Ltd, New Delhi ,
4. Chaffey Dave , E-Business And E-commerce Management, 3rd edition , Pearson education ,New Delhi
5. Murthy C.S.V.,E-commerce –concepts ,models , strategies , Himalaya publishing House ,Mumbai,2009
6. Efraim turbon , Jae lee , David king , H.Michael chung , Electronic Commerce – A managerial perspective , Pearson education , New Delhi, 2005

Paper Code:	Total Credit:
Title of Paper: Insurance of Business interruption	

Unit	Description in detail	Weighting (%)
1.	Introduction Business Interruption (BI) Insurance – Physical loss or damage to the Property at the premises described – policy covers to Individuals, Groups, professionals and business of all kinds.	25%
2.	Business Interruption Insurance and other parties Contingent Business Interruption – Interruption of business at customer – Suppliers- Interruption by civil or military authority – Ingress/Egress.	25%
3.	Service Interruption and Liability insurance Service Interruption – Utility services – off premises utility equipments – Extensions of scover –Highly Protected Risk- earning lost – Manuscript policies – broadcast policies Liability insurance – The scope of employer’s liability- Public liability – products’ liability- professional indemnity policy.	25%
4.	Financial aspects of Business Interruption Insurance Financial aspects of BI Insurance : Method of assessing exposure – estimated maximum loss – Bases of fixing sum Insured and limits of indemnity – estimating and reserving claims - Extra expenses – reimbursement of lost profit – theft – other business risks.	25%

Reference books

1. Insurance Institute of India – IC 35 – Consequential Loss (Fire) Insurance
2. Frank S Glendening, Business Interruption Insurance, National Underwriter Co. .
3. Kennett Woodson Withers, Business interruption insurance: coverage and adjustment, The University of Michigan.
4. R.M. Walmsley, Business interruption insurance: law and practice, Witherby &Co.