

SARDAR PATEL UNIVERSITY
Programme: Bachelor of Vocation (Insurance & Financial Marketing)
Semester: I
Syllabus with effect from: June 2015

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| Paper Code: UB01CBVI03 | Total Credits: 5 |
| Title Of Paper: Practices of General Insurance | |

| Unit | Description in detail | Weightage (%) |
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| 1 | Introduction to General Insurance: 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 General insurance act 1972 GIC Structure in India Functions of GIC Progress of GIC | 25% |
| 3 | Policy Documents and forms: Insurance contract & elements Components of an insurance policy Contents of insurance proposal form Claim forms | 25% |
| 4 | Claims: Preliminary procedure Process of claim management Modes of settlement Recoveries Identifying claim | 25% |

Basic Text & Reference Books:

- Principle of marketing – Philip Kotler
- Financial services – Shahshi K Gupta & Nisha Agarwal
- Services Marketing – Christopher Lovelock & John Wirtz
- Services Marketing – Valarie A Zeithaml Etal

