

SARDAR PATEL UNIVERSITY
PROGRAMME: BACHELOR OF VOCATION (Insurance & Financial Marketing)
SEMESTER – IV
Syllabus with effect from: JUNE 2016

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> Meaning & Definition of Industrial Disputes Causes of Industrial Disputes Prevention of Industrial Disputes</p>	25%
4	<u>Occupational Health and Safety</u>	25%

	Concept of Occupational Health Significance of Occupational hazards and diseases Issues in Employee Health & Safety Employee safety Significance of Industrial Safety	
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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.

Programme: B.voc (SEM IV)

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.

Programme: B.voc (Sem IV)

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

Programme: B.voc (Sem IV)

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 contracts, 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.

B.Voc Semester IV

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.
- ❖ John J. Hampton, Essentials of Risk Management and Insurance, (1993), American Management Association (amacom).
- ❖ Julia Holyoake & Bill Weipers, Insurance, (2002), Institute of Financial Services, U. K. (AITBS Publishers & Distributors (Regd.), Delhi-51.
- ❖ Mark S. Dorfman, Introduction to Risk Management and Insurance, Eighth Ed. , Prentice- Hall.
- ❖ Kshitiz Patukale, Insurance for Everyone, (2009), Macmillan India Ltd.

Note: Latest Edition of Text books may be used.

Programme: B.voc (Sem IV)

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.

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

B.Voc Semester IV

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.

Programme: B.voc (Sem IV)

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