

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

Paper Code: UB02CBVI01	Total Credits: 5
Title Of Paper: Insurance & Financial Marketing – II	

Unit	Description in detail	Weightage (%)
1	Introduction 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 Introduction Sources of Risk Risk Identification "Insurance Policy" as a financial product	25 %
3	Organizing an Insurance Business Introduction Types of Organizations Procedure for setting up an insurance business	25 %
4	OPERATIONAL ASPECTS OF INSURANCE BUSINESS Introduction Marketing insurance products including E-Marketing Actuarial Meaning & Definition Actuarial role	25 %

Basic Text & Reference Books:

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

