


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

To Pass: 1. At Least 40% Marks in the University Examination in each paper  
2. At Least 40% Marks in the Individual Head of Passing

	Sr No.	Paper Code	Name of Paper	Credit	Internal	External
General component	1	PB02IFMG01	Strategic Financial Management	6	12/30	28/70
	2	PB02IFMG02	Regulations of financial markets & services	6	12/30	28/70
	3	PB02IFMG03	Indian Insurance sector	6	12/30	28/70
Skill component (Any Two)	1	PB02IFMS01	Fundamentals of E Commerce	6	12/30	28/70
	2	PB02IFMS02	Insurance of Business interruption	6	12/30	28/70
	3	PB02IFMS03	Insurance Salesmanship	6	12/30	28/70
<b>Total</b>				30	60/150	140/350




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**SEMESTER – II**

Syllabus with effect from:

<b>Paper Code: PB02IFMG01</b>	<b>Total Credit: 6</b>
<b>Title of Paper: Strategic Financial Management</b>	

<b>Unit</b>	<b>Description in detail</b>	<b>Weighting (%)</b>
<b>1.</b>	<b>Introduction of Strategic Financial Management</b> 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	<b>25%</b>
<b>2.</b>	<b>Strategic Planning</b> 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	<b>25%</b>
<b>3.</b>	<b>Corporate strategy &amp; High technology investment</b> 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	<b>25%</b>
<b>4.</b>	<b>Financial Analysis</b> 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	<b>25%</b>

**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, 13<sup>th</sup> edition – 2009.
3. Sridhar A. N. – Strategic Financial Management – Shroff publishers & Distributors pvt. Ltd., 6<sup>th</sup> edition 2011.

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Syllabus with effect from:

Paper Code: PB02IFMG02	Total Credit:
Title of Paper: Regulations of financial markets & services	6

Unit	Description in detail	Weighting (%)
1.	<b>Regulatory framework of financial markets and services.</b> Introduction – Regulatory role of RBI, Department of banking services – Regulations of Indian capital market (Stock market), Regulatory framework for insurance industry	25%
2.	<b>Regulation of Insurance Business.</b> 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.	<b>IRDA Regulations</b> 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.	<b>Insurance Contract and the Insurance Act, 1938.</b> 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 - Cancellation of contract and 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.



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Syllabus with effect from:

<b>Paper Code: PB02IFMG03</b>	<b>Total Credit:</b>
<b>Title of Paper: Indian Insurance sector</b>	<b>6</b>

<b>Unit</b>	<b>Description in detail</b>	<b>Weighting (%)</b>
<b>1.</b>	<b>Insurance services in India</b> 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.	<b>25%</b>
<b>2.</b>	<b>Indian life insurance – changing market structure and emerging opportunities</b> 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	<b>25%</b>
<b>3.</b>	<b>Managing life insurance investment</b> Introduction – Strategic issues in investment management in life insurance companies – Investment management by life insurance companies – Risk management in life insurance :Issues and practices	<b>25%</b>
<b>4.</b>	<b>Issues in life insurance governance</b> 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	<b>25%</b>

**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
3. Kanika Mishra, Fundamentals of Life Insurance: Theories and Applications, Prentice Hall of India:New Delhi.
4. Kutty, S.K., Managing Life Insurance, Prentice Hall of India: New Delhi
5. Black, Jr. Kenneth and Harold Skipper Jr., Life and Health Insurance, Prentice Hall, Inc., England.
6. K.C. Mishra and C.S. Kumar, Life Insurance: Principles and Practice, Cengage Learning: New Delhi.
7. Module I, Principles and Practice of General Insurance, The Institute of Chartered Accountants of India: New Delhi.
8. H Narayanan, Indian Insurance: A Profile, Jaico Publishing House: Mumbai.
9. K.C. Mishra and G.E. Thomas, General Insurance - Principles and Practice, Cengage Learning: New Delhi.

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**SEMESTER – II**

Syllabus with effect from:

<b>Paper Code: PB02IFMS01</b>	<b>Total Credit:</b>
<b>Title of Paper: Fundamentals of E Commerce</b>	<b>6</b>

<b>Unit</b>	<b>Description in detail</b>	<b>Weighting (%)</b>
<b>1.</b>	<b>Introduction</b> 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	<b>25%</b>
<b>2.</b>	<b>Retailing in Electronic Commerce</b> 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	<b>25%</b>
<b>3.</b>	<b>Internet consumers and Market research</b> 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	<b>25%</b>
<b>4.</b>	<b>Electronic commerce for service industries</b> 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	<b>25%</b>

**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

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**SEMESTER – II**

Syllabus with effect from:

<b>Paper Code: PB02IFMS02</b>	<b>Total Credit: 6</b>
<b>Title of Paper: Insurance of Business interruption</b>	

<b>Unit</b>	<b>Description in detail</b>	<b>Weighting (%)</b>
<b>1.</b>	<b>Introduction</b> 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.	<b>25%</b>
<b>2.</b>	<b>Business Interruption Insurance and other parties</b> Contingent Business Interruption – Interruption of business at customer – Suppliers- Interruption by civil or military authority – Ingress/Egress.	<b>25%</b>
<b>3.</b>	<b>Service Interruption and Liability insurance</b> 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.	<b>25%</b>
<b>4.</b>	<b>Financial aspects of Business Interruption Insurance</b> 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.	<b>25%</b>

**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.



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**SEMESTER – II**

<b>Paper Code: PB02IFMS03</b>	<b>Total Credit:</b>
<b>Title of Paper: Insurance Salesmanship</b>	

<b>Unit</b>	<b>Description In Detail</b>	<b>Weight age</b>
1	<b>Introduction</b> Salesmanship - An introduction - Persuading customers - Customer satisfaction - Product knowledge -Salesman - Customer relationship - Flexibility in approach - Kinds of salesmanship - Basic Principles - Product Variations - Risks - Determination of value - Human life values -Protection - Indemnity - Good faith - Sharing - Underwriter - Planning - Limitations - Faith in product.	25%
2	<b>Prospecting</b> Prospecting Attitude - Sources for names: Nest, Centers of Influence, Referred Leads, Orphaned policyholders, Claimants, Cold Canvass - Qualifying of names - Basics - The Selling Process - Steps (a) Pre-approach (b) Approach (c) Interview (d) Objection - Close - Pre-approach - Using information to the advantage - Preparation - Approach in an appointment interview - Approach to a preferred lead - Approach in the endless chain method - Interview - Planned Presentation - Uncovering the need - Motivation - The Closing efforts - The Standard Close - Automatic Close - Challenge Close -Circumstantial Close.	25%
3	<b>Segmentation</b> Objections - Opportunity - Ways of meeting objections - Objection during approach - Objections in closing - Segment-wise Selling - Division of market into segments - Service - No substitute - Making after sale service calls - Review - Better value - Reassurance - Beneficial cycle - Strong bonds.	25%
4	<b>Corporate bodies</b> Difference in corporate bodies and individuals - Tough Customers - Prospecting - Pre approach- Approach - Interview - Tact - Knowledge - Caution - Service - Human life values and life insurance - Definition of Human Life Value and the Significance of the Concept - Characteristics of Human Life Value - Possibility of loss of human life value - Capitalization and indemnification of human life value.	25%

**REFERENCES**

1. Havaldar, Krishna. K, Sales and Distribution Management: Text and Cases, Tata McGrawHills: New Delhi.
2. Barnhart, W.L., Practical Salesmanship, Ronald Press Company: New York.
3. Derek R. Allen, Customer Satisfaction Research Management, Pearson Power: New Delhi
4. Insurance Institute of India -C-31- Insurance Salesmanship



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