MBA INSURANCE MANAGEMENT

(A Pioneering industry oriented Two-Year full time Management Programme in Insurance Management)

MBA Insurance Management Course structure and syllabus

DEPARTMENT OF MANAGEMENT STUDIES
PONDICHERRY UNIVERSITY
KARAikal CAMPUS
Visitor
Smt. PRATIBHA DEVI SINGH PATIL

Chancellor
Shri. MOHAMMAD HAMID ANSARI

Chief Rector
Dr. IQBAL SINGH

Vice- Chancellor
Prof. J.A.K. TAREEN

Director (Special Educational Innovation and Rural Reconstruction) and
Dean, School of Management
Prof. M. RAMADASS

Registrar
Shri S. LOGANATHAN

Finance Officer
Shri S. RAGHAVAN, IA & AS

Controller of Examinations
Dr. J. SAMPATH

Head, Department of Management Studies
Prof. R. PRABAKARA RAYA

Professor of DMS, Karaikal Campus
Dr. LALITHA RAMAKRISHNAN
M.B.A. INSURANCE MANAGEMENT PROGRAMME

REGULATIONS (2011)

1. Duration of the Course: Two years (Four semesters)
2. This M.B.A. Insurance Management programme is offered by the Department of Management Studies, Pondicherry University, Karaikal campus.

Course structure:

The course structure comprises of 20 core papers, 3 papers on soft skills, computer training laboratories and 5 electives. In the third and fourth semesters the student has an option to choose electives from the given options. The total number of credits for each paper is 3 and for soft skills and laboratory is 2. A comprehensive viva voce will carry 2 credits each and will be conducted at the end of each semester. The project viva for the summer project of eight weeks and major project of ten weeks will be held at the end of third and fourth semesters respectively. The summer and major projects will carry 5 and 6 credits respectively.

Examinations:

Choice Based Credit System (CBCS) is followed in the department. Grading is used for performance evaluation. Grades are awarded in the final assessment taking into consideration cumulative grade point averages. Evaluation of students is done two ways:

(i) **Internal assessment:** Internal assessment is continuous and is awarded out of 40 marks in each paper by the teacher concerned. The assessment is based on tests, and other participatory pedagogy (case analysis, field based projects, term papers, case discussions, class room participation, web assignments, brain storming, simulation, role plays, mini projects, industrial visit reports, quizzes etc.,).

(ii) **End semester examination:** The examinations comprise question paper setting by external experts and double valuation - one by the course teacher and another by external examiner. If the difference between the two valuations is more than 15%, the script will be evaluated jointly by the HOD, an internal examiner and a subject expert from the university, and the marks awarded will be the final.

3. Proportion of marks between internal and external evaluation for all subjects: 40:60
4. Question paper pattern for end semester examination:

Time: 3 Hours       Maximum Marks: 100

PART A: $6 \times 5 = 30$ Marks
Questions 1 to 10 (Maximum 50 words)
Answer any SIX Questions out of TEN Questions
Each Question carries FIVE marks

PART B: $5 \times 10 = 50$ Marks
Questions 11 to 15 (Maximum 200 words)
Each Question carries TEN marks
- Question 11 (a) or (b)
- Question 12 (a) or (b)
- Question 13 (a) or (b)
- Question 14 (a) or (b)
- Question 15 (a) or (b)

PART C (1 × 20 = 20 Marks)
Question 16: COMPULSORY (Maximum 300 words)
(Case Study/Problem depending upon the subject)

5. Marks for project works and viva:
   (a) Project works
The students are expected to do one project in an insured company and another one in an insurance company or insurance verticals of consultancy firms.
   Note: Students are encouraged to pursue both the projects in the same organization to the extent possible for a comprehensive understanding.
   - Summer project - The duration of the project is eight weeks and will be assessed for 150 marks.
   - Major project – It will be of ten weeks duration and for 200 marks.
In both the cases, marks will be given by the respective guides and external examiner in the ratio of 40:60.

The internal evaluation marks (40%) will be awarded based on the project presentation in the class room by the candidates. The presentation involves preparation of synopsis and its distribution to students and faculty in advance and a power point presentation in the class room. The student has to defend his objectives, methodology, findings and their managerial implications.
(b) Project viva

It will be for 60% marks. The project viva marks will be awarded by the guide, external examiner and executive examiner jointly and the average is considered for the final marks. The external examiner shall be the Chairperson of the viva board.

6. Passing condition: The students should have a minimum of 50% marks in semester end examination and a minimum total of 50% marks in the University Examinations each in theory subject. There are no minimum pass marks in internals assessment examinations.

7. Maximum number of years permitted after completion of Semester IV and to write arrear subjects:

Two years under the new regulation and this will come into effect from July, 2011.

8. Attendance:

The minimum attendance requirement is 70 % in each semester to recommend the student for writing the end semester examinations. The students are permitted to proceed to the succeeding semesters without break.

9. Supplementary examinations

A failed student who meets the attendance requirement and has a minimum of 40 % internal assessment marks may be permitted to take up a supplementary exam:

a) immediately within a month of declaration of results, or

b) register for next end-semester examination in the following semester itself.

Students who have failed due to insufficient attendance and / or less than 40 % Internal assessment marks should repeat the course as and when it is offered.

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**MBA (Insurance Management)**

**Course structure**

**First Semester**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
<th>Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>MBA-I-411</td>
<td>Principles and Practice of Life insurance</td>
<td>3</td>
<td>100</td>
</tr>
<tr>
<td>MBA-I-412</td>
<td>Principles and Practice of General insurance</td>
<td>3</td>
<td>100</td>
</tr>
<tr>
<td>MBA-I-413</td>
<td>Risk Management and Insurance</td>
<td>3</td>
<td>100</td>
</tr>
<tr>
<td>MBA-I-414</td>
<td>Management and Organizational Behavior</td>
<td>3</td>
<td>100</td>
</tr>
<tr>
<td>MBA-I-415</td>
<td>Managerial Economic Forecasting</td>
<td>3</td>
<td>100</td>
</tr>
<tr>
<td>MBA-I-416</td>
<td>Accounting for Insurance</td>
<td>3</td>
<td>100</td>
</tr>
<tr>
<td>MBA-I-417</td>
<td>Statistics for Insurance</td>
<td>3</td>
<td>100</td>
</tr>
<tr>
<td>MBA-I-418</td>
<td>Computers for Managers</td>
<td>2</td>
<td>50</td>
</tr>
<tr>
<td>MBA-I-419</td>
<td>Comprehensive Viva-voce</td>
<td>2</td>
<td>50</td>
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</table>

**Second Semester**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
<th>Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>MBA-I-421</td>
<td>Insurance Law and Regulation</td>
<td>3</td>
<td>100</td>
</tr>
<tr>
<td>MBA-I-422</td>
<td>Bank and Risk management</td>
<td>3</td>
<td>100</td>
</tr>
<tr>
<td>MBA-I-423</td>
<td>Marketing Management</td>
<td>3</td>
<td>100</td>
</tr>
<tr>
<td>MBA-I-424</td>
<td>Financial Management</td>
<td>3</td>
<td>100</td>
</tr>
<tr>
<td>MBA-I-425</td>
<td>Human Resources Management</td>
<td>3</td>
<td>100</td>
</tr>
<tr>
<td>MBA-I-426</td>
<td>Business Research Methods</td>
<td>3</td>
<td>100</td>
</tr>
<tr>
<td>MBA-I-427</td>
<td>Business Communication</td>
<td>3</td>
<td>100</td>
</tr>
<tr>
<td>MBA-I-428</td>
<td>Personality and Career Development</td>
<td>2</td>
<td>50</td>
</tr>
<tr>
<td>MBA-I-429</td>
<td>Comprehensive Viva-voce</td>
<td>2</td>
<td>50</td>
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**Total Credits/Marks** 25 800
# Third Semester

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
<th>Marks</th>
</tr>
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<tbody>
<tr>
<td>MBA-I-511</td>
<td>Marine and Rural Insurance</td>
<td>3</td>
<td>100</td>
</tr>
<tr>
<td>MBA-I-512</td>
<td>Fire and Motor Insurance</td>
<td>3</td>
<td>100</td>
</tr>
<tr>
<td>MBA-I-513</td>
<td>Marketing of Insurance Services</td>
<td>3</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>Elective – I</td>
<td>3</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>Elective – II</td>
<td>3</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>Elective - III</td>
<td>3</td>
<td>100</td>
</tr>
<tr>
<td>MBA-I-514</td>
<td>Interpersonal skills and Team management</td>
<td>2</td>
<td>50</td>
</tr>
<tr>
<td>MBA-I-515</td>
<td>Comprehensive Viva-voce</td>
<td>2</td>
<td>50</td>
</tr>
<tr>
<td>MBA-I-516</td>
<td>Summer Project and Viva-voce (8 Weeks)</td>
<td>5</td>
<td>150</td>
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<tr>
<td></td>
<td>(100 marks for the report and 50 marks for viva-voce )</td>
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**Total Credits/Marks**  
27 850

List of Electives in Third Semester  
(Select any THREE Papers)

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
<th>Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>MBA-I-531</td>
<td>Entrepreneurship and Service Management</td>
<td>3</td>
<td>100</td>
</tr>
<tr>
<td>MBA-I-532</td>
<td>Security analysis and Portfolio Management</td>
<td>3</td>
<td>100</td>
</tr>
<tr>
<td>MBA-I-533</td>
<td>Actuarial Mathematics and Services</td>
<td>3</td>
<td>100</td>
</tr>
<tr>
<td>MBA-I-534</td>
<td>Innovation and knowledge Management</td>
<td>3</td>
<td>100</td>
</tr>
<tr>
<td>MBA-I-535</td>
<td>E-commerce</td>
<td>3</td>
<td>100</td>
</tr>
<tr>
<td>MBA-I-536</td>
<td>Business Interruption Insurance</td>
<td>3</td>
<td>100</td>
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### Fourth Semester

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
<th>Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>MBA-I-521</td>
<td>Health &amp; Miscellaneous Insurance</td>
<td>3</td>
<td>100</td>
</tr>
<tr>
<td>MBA-I-522</td>
<td>Strategic Management</td>
<td>3</td>
<td>100</td>
</tr>
<tr>
<td>MBA-I-523</td>
<td>International Business Management</td>
<td>3</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>Elective – IV</td>
<td>3</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>Elective – V</td>
<td>3</td>
<td>100</td>
</tr>
<tr>
<td>MBA-I-524</td>
<td>Comprehensive Viva-voce</td>
<td>2</td>
<td>50</td>
</tr>
<tr>
<td>MBA-I-525</td>
<td>Major Project and Viva-voce (10 Weeks)</td>
<td>6</td>
<td>200</td>
</tr>
<tr>
<td></td>
<td>(150 marks for the report and 50 marks for viva-voce)</td>
<td></td>
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</tbody>
</table>

**Total Credits/Marks**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
<th>Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>MBA-I-541</td>
<td>Engineering &amp; Liability Insurance</td>
<td>3</td>
<td>100</td>
</tr>
<tr>
<td>MBA-I-542</td>
<td>Reinsurance</td>
<td>3</td>
<td>100</td>
</tr>
<tr>
<td>MBA-I-543</td>
<td>Enterprise Risk Management</td>
<td>3</td>
<td>100</td>
</tr>
<tr>
<td>MBA-I-544</td>
<td>Database Management Systems</td>
<td>3</td>
<td>100</td>
</tr>
<tr>
<td>MBA-I-545</td>
<td>Business Intelligence Systems</td>
<td>3</td>
<td>100</td>
</tr>
<tr>
<td>MBA-I-546</td>
<td>Insurance Salesmanship</td>
<td>3</td>
<td>100</td>
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</table>

**List of Electives in Fourth Semester**

*(Select any TWO Papers)*

<table>
<thead>
<tr>
<th>Code</th>
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<th>Credits</th>
<th>Marks</th>
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</thead>
<tbody>
<tr>
<td>MBA-I-521</td>
<td>Health &amp; Miscellaneous Insurance</td>
<td>3</td>
<td>100</td>
</tr>
<tr>
<td>MBA-I-522</td>
<td>Strategic Management</td>
<td>3</td>
<td>100</td>
</tr>
<tr>
<td>MBA-I-523</td>
<td>International Business Management</td>
<td>3</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>Elective – IV</td>
<td>3</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>Elective – V</td>
<td>3</td>
<td>100</td>
</tr>
<tr>
<td>MBA-I-524</td>
<td>Comprehensive Viva-voce</td>
<td>2</td>
<td>50</td>
</tr>
<tr>
<td>MBA-I-525</td>
<td>Major Project and Viva-voce (10 Weeks)</td>
<td>6</td>
<td>200</td>
</tr>
<tr>
<td></td>
<td>(150 marks for the report and 50 marks for viva-voce)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Total Number of Credits** : 100
**Total Marks** : 3200
FIRST SEMESTER

MBA I– 411

PRINCIPLES AND PRACTICE OF LIFE INSURANCE

Objectives:

- To make the student understand Life Insurance Market in India.
- To discuss the issues related to risk management in view of life insurance.

UNIT-I


UNIT-II


UNIT-III


UNIT-IV


UNIT-V


TEXT BOOK

Insurance Institute of India- IC 23- Application of Life Assurance

REFERENCES
1. Insurance Institute of India – IC 30 – Practice of Life Assurance
2. Insurance Institute of India – IC 33 – Life Assurance

WEB RESOURCES
1. www.licindia.com
2. www.insurancepandit.com
3. www.insurancebrokerindia.com
4. www.insuranceinstituteofindia.com
5. www.insureatclick.com

JOURNALS & MAGAZINES
1. Journal of the Insurance Institute of India
2. Insurance Chronicle
3. Life Insurance Today
4. Premium
5. Journal of Insurance Regulations

MBA I -412

PRINCIPLES AND PRACTICE OF GENERAL INSURANCE

Objectives:

• To help students understand general Insurance Market in India.
• To examine the issues related to risk management in view of insurance.
• To acquaint the student with different policies of general insurance.

UNIT-I


UNIT-II


UNIT-III

Non life miscellaneous insurances: Personal Accident Insurance, Health Insurance and Mediclaim policies, Liability Insurance, Burglary Insurance other Miscellaneous Insurances, Rural Insurance covers, Engineering Insurance and its Consequential loss covers, Aviation hull and Aviation liability.
UNIT-IV


UNIT-V


TEXT BOOK

Insurance Institute of India – IC 32- Practice of General Insurance

REFERENCES

1. Insurance Institute of India – IC 34 – General Insurance
2. Insurance Institute of India – IC 45- General Insurance Underwriting

WEB RESOURCES

1. www.gicofindia.com
2. www.insurancepandit.com
3. www.insurancebrokerindia.com
4. www.insuranceinstituteofindia.com
5. www.insureatclick.com
6. www.apnainsurance.com

JOURNALS & MAGAZINES

1. Journal of the Insurance Institute of India
2. IRDA Journal
3. BimaQuest
4. Insurance Chronicle
5. Journal of Insurance Regulations

MBA I-413

RISK MANAGEMENT AND INSURANCE

Objectives:

• To develop an understanding of what risk is, how it can be measured and transferred.
• To familiarize student with insurance business and its environment in India.
UNIT – I


UNIT – II

Risk aversion and demand for insurance – By individuals- By corporations- Insurability of risk- contractual provisions- Legal doctrine- - Loss control –Risk retention and reduction decisions.

UNIT – III

Analytical tools used in corporate risk management — products liability – Environmental liability – Directors and Officers liability-Issues in liability risk and management.

UNIT IV


UNIT – V


TEXT BOOK:


REFERENCES:

3. Insurance Institute of India – IC 86 – Risk Management

WEB RESOURCES

1. www.licindia.comwww.insurancepandit.com
2. www.insurancebrokerindia.com
3. www.irda.gov.in
4. www.insuranceinstituteofindia.com
5. www.niapune.com
6. www.insureatclick.com

JOURNALS & MAGAZINES

1. Journal of the Insurance Institute of India
2. IRDA Journal
3. BimaQuest
4. Insurance Chronicle
MANAGEMENT AND ORGANISATIONAL BEHAVIOUR

Objective

- To familiarize students with the concepts, tools and applications of management
- To provide insights into challenges managers faced today and equip them with skills to make decisions.

UNIT –I

Concept and nature of management- Levels in Management - Managerial Skills.
Schools of thought and Value based management – Tasks of professional manager- Ethics and Social Responsibilities of Business.

UNIT –II

Planning – Concept and types- Steps in planning Process – Elements of planning(Objectives, policies, procedures, programs, rules and budgets) – Decision Making – process and techniques - Management by Objectives (MBO).

UNIT –III


UNIT – IV


UNIT – V

Controlling-concept, types and process- management by exception- Manager and environment - Strategic management- Comparative management: US and Japanese styles of management- - Indian ethos for management.

TEXT BOOKS:


REFERENCES:

1. Peter F. Drucker: Practice of Management, Pan books, London.

WEB RESOURCES

1. www.bettermanagement.com
2. www.best-management-practice.com
MBA I-415

MANAGERIAL ECONOMIC FORECASTING

Objectives

1. To provide an understanding of the techniques of economic forecasting for insurance

2. To familiarize the students with the applications of economic techniques in decision making.

UNIT – I


UNIT – II


UNIT – III

Cost analysis – types of costs and their impact on management – Behaviour of short and average cost curves – Behavior of long and average cost curve – cost production functions – types of production functions – Linear, Quadrate, cubic, power and cob Douglas – Managerial use of cost and production function – IRDA requirements of product pricing.
UNIT – IV


UNIT – V


Text Books

1. KENNETH J.ARROW -Foundation of utility and Risk theory with Application
2. KENNETH J.ARROW and W.BRAIN ARTHUR- Increasing returns and path dependence in economy.

References

1. ERANS, MICHOEL K. -Practical business forecasting, Blackwell publishing company, 2003
2. HANKE, JOH. E, Dean W.WICHEES and author G. REITSCH,- Business forecasting Prentice Hall, 2001
3. GEORGES DIONNE -Contribution of insurance economic, university of MONTRIAL, KLUEER Academic Publishing
4. VARSHINEY and MAHESWARI Managerial Economics, Sultan Chand New Delhi
5. FRANCIS X. Diebold, Cengage learning India edition, 2007

WEB RESOURCES

1. www.iupindia.in
2. www.wiley.com
3. cje.oxfordjournals.org
4. www.economywatch.com
5. www.gov.mu

JOURNALS & MAGAZINES

1. The economic journals
2. Journal of Applied econometrics
3. Journal of economic growth
4. Economic and political weekly
5. Journal of business and economics studies
ACCOUNTING FOR INSURANCE

Objective:

- To familiarize the students with principles of accounting and to develop their skills in making financial statements.
- To equip the students with skills of using accounting tools in decision making.

UNIT- I


UNIT – II


UNIT –III


UNIT – IV


UNIT – V

Computerization of Accounts: Advantages – Disadvantages – Accounting information system – Use of Tally packages - IRDA requirements on Accounting, Audit and Investment.

TEXT BOOK


REFERENCES:


WEB RESOURCES:

1. www.accountingtoday.com/
JOURNALS & MAGAZINES

1. The Accounting Review
2. Internal Audit Magazines
3. The journal of accountancy
4. Strategic finance Magazine
5. The journal of government financial management

MBA I-417

STATISTICS FOR INSURANCE

Objectives

• To acquire the knowledge of statistics for quantitative decision making analysis.
• To use the statistical techniques for analysis of research data.

UNIT I


UNIT II


UNIT III


UNIT IV


UNIT V

Tests of Significance – Student t-test for means (independent samples) – Paired t-test – Chi-square test for independence of attributes – Contingency tables – Normal test for proportions – ANOVA for one-way and two-way classified data – Simple problems relating to data analysis.

TEXT BOOK


REFERENCES

WEB- RESOURCES

1. www.statsoft.com
2. www.statisticstutors.com
3. www.website-hit-counters.com
4. www.emarketer.com
5. www.buseco.monash.edu.au

JOURNALS & MAGAZINES

2. Journal of Statistical Computation and Simulation
3. Journal of Statistics Education
4. Statistics and Computing Journal
5. STATS - Magazine for Students of Statistics

MBA I-418

COMPUTERS FOR MANAGERS

Objectives

- To familiarize students with the concepts of computers.
- To provide hands on experience in employing MS-office for data presentation and analysis

UNIT – I


UNIT – II


UNIT-III


UNIT-IV
UNIT- V


TEXT BOOK

ITL Education solutions Limited, Introduction to Information Technology, Pearson Education

REFERENCES

1. ITL Education, Introduction to Computer Sciences, Pearson New Delhi
3. Frenzel, Management of Information Technology, Cengage Learning India Ltd. 4th edition, Delhi
4. Pannerselvam, Database Management System, PHI Learning India Ltd, new Delhi
5. Prabhu, Data Warehousing, concepts, Techniques, Product applications, PHI Learning India Ltd, new Delhi, 3rd edition

WEB RESOURCES

1. www.springerlink.com
2. doi.ieeeecomputersociety.org
3. www.sciencedaily.com
4. www.nou.edu.ng
5. www.highbeam.com

JOURNALS AND MAGAZINES

1. ACCST Research journal
2. Computer times
3. Computer today
4. Comsomath
5. Interface

MBA I – 419
COMPREHENSIVE VIVA-VOCE

SECOND SEMESTER

MBA I-421

INSURANCE LAW AND REGULATION

Objectives:

- To introduce the student with insurance laws and regulations.
- To make them understand the controlling authorities existing in insurance industry.

UNIT – I

UNIT – II


UNIT – III


UNIT – IV


UNIT – V


TEXT BOOK

Indian Institute of Insurance – IC 24 – Legal Aspects of Life Assurance

REFERENCES

2. M. N Srinivasan, ‘Principles Of Insurance Law (Life - Fire - Marine - Motor And Accident)’,
3. KSN Murthy & Dr KVS Sarma, ‘Modern Law Of Insurance’

WEB RESOURCES
MBA-I - 422

BANK AND RISK MANAGEMENT

Objectives

- To provide an understanding of the functions and role of banks
- To familiarize students with the risk management approaches of commercial banks

UNIT-I


UNIT- II


UNIT-III


UNIT-IV

UNIT-V


TEXT BOOK


REFERENCES

4. Risk Management in Banks – Institute of Bank Management and Research

WEB RESOURCES

1. www.theindianbanker.co.in
2. www.rbi.org.in
3. www.icai.org
4. www.iibm.ac.in
5. www.nibmindia.org
6. www.banknetindia.com
7. www.icrier.org

JOURNALS AND MAGAZINES

1. Risk Management
2. ABA Banking Journal
3. Journal of banking studies
4. The Banker
5. Journal of e-banking

MBA I-423

MARKETING MANAGEMENT

Objective:
- To familiarize the students with the concept, decision areas and tools of marketing
- To help understand the contemporary environmental forces and competitive practices of enterprises.
- To provide insights to marketing strategies and help evolve strategies for competing firms.

UNIT – I
Concept and Scope of Marketing- Choosing right orientation: Production, product, selling, marketing and societal orientations- Product vs services marketing- Consumer vs Industrial marketing- Domestic vs International marketing.

Marketing planning – Macro and micro Environmental forces– Analytical tools –Product market grid- BCG matrix- Marketing mix- Developing marketing plan.

Deliverables:
1. Market orientation of one consumer product and Service Company.
2. Environment analysis of one consumer product and Service Company.
3. Marketing plan for one consumer product and Service Company.

UNIT II

Deliverables:
1. Product/service purchase process survey report.
2. Demand forecasting for a product/service.
3. Market Intelligence report for an insurance firm.

UNIT III

Deliverables:
1. Differentiation strategy product and service firms.
2. Customization strategies of product and service firms.

UNIT IV

Deliverables:
1. Differentiation strategy product and service firms.
2. Customization strategies of product and service firms.

UNIT V
Promotion strategy - Managing Sales Force –Integrated communication and promotion strategy: Advertising and Sales promotion- Ethics in marketing - Green marketing.

Deliverables:
1. Promotion strategy product and service firms.
2. Green marketing strategies of product and service firms.
3. Advertisement design for an product/service.

TEXT BOOK
1. Philip Kotler and Kevin Lane Keller, *Principles of Marketing*, Pearson, New Delhi
REFERENCES

2. Lamb, Hair, Mc Danniell, "Marketting", Thomson

WEB RESOURCES

1. www.businessindia.com
2. www.managementparadise.com
3. www.cyberinvestmentguide.com
4. www.allbusiness.com
5. www.retailindustry.about.com

JOURNALS & MAGAZINES

1. Business India
2. Asian Journal of Marketing
3. Vikalpa IIMA Journal
4. Journal of Services Marketing
5. Journal of Financial Services

MBA I-424

FINANCIAL MANAGEMENT

Objectives:

- To help understand the goals and functions of financial managers
- To familiarize with the techniques used in decision making by financial management.

UNIT – I


UNIT –II

Financing decision - Capitalization – Under vs over capitalization- Sources of funds - Cost of Capital - Optimal capital structure design.

UNIT-III


UNIT-IV

Investment decision - Capital budgeting – Concept and significance- Capital rationing and cut off rate- Traditional Techniques: Pay-back and Accounting rate of return- DCF methods: PV and IRR techniques
UNIT – V


TEXT BOOK


REFERENCES


WEB RESOURCES

1. www.ifmr.ac.in
2. www.nifm.ac.in
3. www.cfm-india.com
4. www.financialanalyst.org
5. www.nseindia.com
6. www.bseindia.com

JOURNALS & MAGAZINES

1. Journal of Finance
2. The IUP Journal of Applied Finance
3. Indian Journal of Finance
4. Journal of Accounting & Finance
5. The Management Accountant

MBA I-425

HUMAN RESOURCES MANAGEMENT

Objectives

- To acquaint students with the concepts and tools of HRM
- To impart skills in decision making with refers to people management

UNIT – I

HRM- Definition, scope, goals and functions – Organizing HR function- HR function in Services sector - Challenges to HR managers
UNIT – II


UNIT – II


UNIT – III

Performance measurement and appraisal- Mentoring -Counseling - Reward management-Promotion and transfer.

UNIT – IV


UNIT – V

Organization climate- dimensions – Organizational culture – Types – Developing right culture-. Work place jealousies and politics -Workplace spirituality for cooperation and peace.

TEXT BOOKS


REFERENCES

6. Uday Kumar Haldar, Udai Pareek – Leadership and Team Building.

WEB RESOURCES:

1. www.hrmguide.net
2. www.hr-guide.com/
3. www.topsite.com
4. www.hr2hr.com
5. www.citehr.com

JOURNALS & MAGAZINES
MBA I-426

BUSINESS RESEARCH METHODS

Objectives

- To understand the concept and process of research in business environment
- To know the tools and techniques of research in management organization.

UNIT- I


UNIT- II


UNIT- III


UNIT- IV


UNIT- V


TEXT BOOK

Donald R. Cooper and Pamela S. Schindler, "Business Research Methods", Tata Mcgraw Hill

REFERENCES
1. Leedy, Paul D “Practical Research: Planning & Design”,

WEB RESOURCES

1. www.statsoft.com
2. www.socialresearchmethods.net
3. www.scribd.com
4. www.cyberessays.com
5. www.marketresearch.com

JOURNALS AND MAGAZINES

1. Journal of Business Research Methods
3. Magazine of business research methods
5. Journal of Business Research

MBA I -427

BUSINESS COMMUNICATION

Objectives

• To sensitize students with communication challenges of managers.
• To develop skills in oral, written and nonverbal communication necessary for managers.

UNIT – I


UNIT –II

Oral Communication – Speaking skills- Listening skills- Conversation- Telephone etiquette - Interviews: Job interviews –Stress interview- Interviews for conducting research - Suggested exercises: Just-a minute, Talk on a chosen topic, Conversation, interviews and preparation of speech and research questionnaire – Body language.

UNIT –III


UNIT –IV
Intrapersonal communication– Reading skills- Interpersonal communication— Styles of Communication-
Communication audit - Suggested exercises: Rapid reading and communication log.

UNIT-V

Group communication – Planning and conducting of meetings, group discussions and conferences-
Presentations: Power-point presentations- Use of Nonverbal communication - Suggested exercises: meeting (notice, discussion and minutes), group discussion and power point presentation,

TEXT BOOK

Krishnamacharyulu and Lalitha, Business communication, Himalaya Publishing House, Mumbai.

REFERENCES


WEB RESOURCES

1. www.helpself.com
2. www.diplomacy.edu
3. www.exforsys.com
4. www.leehopkins.net
5. www.communicationideas.com

JOURNALS & MAGAZINES

1. Journal of Business Communication
2. Journal of communication Management
3. Strategic communication Management
4. Harvard Management Communication letter
5. Management communication

MBA I – 428

PERSONALITY AND CAREER DEVELOPMENT

Objectives:

- To help students develop soft skills for pleasing and winning attitudes.
- To guide students in shaping their personality for professional career.

UNIT-I


UNIT-II
Managing success- Motivation-Time management -Speed reading- Managing meetings-Stress management -Success Management

UNIT-III

Career management -Concept of career -Boundaryless careers and career success - Career planning - Life stages- Job search- Career counseling- Recruiting and consulting agencies-Career fairs- Campus interviews-. Resume preparation- -Transmission -Job interviews -Interview process - Tips for interviews.

UNIT-IV


TEXT BOOK:


REFERENCES


WEB- RESOURCES

1. www.training-classes.com
2. www.info.shine.com
3. www.indianindustry.com
4. www.ultimateinsurancejobs.com

JOURNALS & MAGAZINES

1. The IUP Journal of Soft Skills
2. Effective Executive (IUP Magazine)
4. Career Development for Exceptional Individuals (Sage Publishers)
5. Journal of Career Assessment (Sage Publishers)

MBA I – 429

COMPREHENSIVE VIVA-VOCE

THIRD SEMESTER
MBA-I-511

MARINE AND RURAL INSURANCE

Objective:
- To provide conceptual understanding of marine and rural insurance.
- To familiarize the student with different laws relating to marine and rural insurance.

UNIT – I

History of Marine Insurance (U.K.) Market in India – Parties to a contract and role of intermediaries – Contracts of Sale - Incoterms – Finance for trade (bill of exchange, documentary credits etc. - Marine Insurance Act, 1963 - The Indian Carriage of Goods by Sea Act, 1925 - The Indian Railways Act, 1890 (as amended), Indian Carriage by Air Act, Merchant Shipping Act - Multi-modal Transportation Act, etc.

UNIT – II

Scope & Policy Terms & Conditions for Cargo Insurance – Underwriting and rating factors in Cargo Insurance – Containers – Pallets and multi-modal transport systems and the particular characteristics of these systems - Types of Losses and the measure of indemnity applicable to them – Presentation – adjustment and settlement of claims in respect of Cargo, Hulls, Freight, Collision liabilities, General Average, salvage and salvage charges, particular charges including sue and labour.

UNIT – III

Scope & Functions of Insurance Surveyors & Average Adjusters - Exchange control regulations regarding payment of claims - Purpose – Scope - Application – Effect on claims settlements of abandonment – Subrogation – Recoveries - Common types of vessels including their operating and risk characteristics – Types of policies to cover shipowner's insurable interests – Salient features of Institute time Clauses Hulls (1.10.83) – Hull underwriting and rating – P & I cover in general freight insurance – Types of maritime frauds and precautionary measures for their prevention – Insurance of Sailing and Fishing Vessels.

UNIT – IV


UNIT – V


TEXT BOOKS
1. Insurance Institute of India – IC 67- Marine Insurance
MBA-I-512

FIRE AND MOTOR INSURANCE

Objectives

• To provide the conceptual understanding of fire and motor insurance.
• To familiarize the student with claims procedures and related regulations in fire and motor policies.

UNIT – I

UNIT – II


UNIT – III


UNIT – IV


UNIT – V


TEXT BOOKS

1. Insurance Institute of India - IC-57- Fire and Consequential Loss Insurance.
2. Insurance Institute of India - IC-72 -Motor Insurance

REFERENCES

1. Insurance Institute of India - IC-51- Hazards of Specific Industries
2. Insurance Institute of India - IC-52- General Fire Hazards
3. Insurance Institute of India - IC-54- Fire Insurance Underwriting
MBA I -513

MARKETING OF INSURANCE SERVICES

Objectives:
- To familiarize the students with the concept and tools of marketing
- To provide skills for evaluating competition and develop strategies of marketing

UNIT – I


UNIT – II


UNIT – III

Market Segmentation- Factors Influencing Segmentation - Segmentation approaches Targeting: Differentiated and undifferentiated marketing- Positioning: concept and approaches - Repositioning.

UNIT – IV


UNIT – V

Service Quality for Competitive Advantage - Customer relationship management - Marketing Strategies for different insurance services and businesses – e-selling of insurance and other advancements.
TEXT BOOKS
Lovelock, Christopher et al., Services Marketing, Pearson Education: New Delhi.

REFERENCES:
4. S.M.Jha, Services Marketing, Himalaya Publishing House

WEBSITES:
1. www.icmrindia.org
2. www.gremler.net
3. www.wiley.com
4. www.palgrave.com
5. www.emeraldinsight.com

JOURNALS & MAGAZINES
1. Emerald-Journal of services marketing
2. Sage –journal of Marketing & services
3. Journal of financial services Marketing
4. Marketology
5. Journal of marketing

MBA I – 514
INTERPERSONAL SKILLS AND TEAM MANAGEMENT

Objectives:
• To train students for acquisition of inter-personal skills.
• To involve students in team work and help develop team leadership.

UNIT-I
Interpersonal skills - Determinants of interpersonal behavior- Self-concept- -Interpersonal orientation- Interpersonal attraction- Forming impressions-Developing mutual expectations - Increasing Interpersonal Awareness: The Johari Window- Transactional analysis.

UNIT -II
Goal Setting and Time Management; Goals – importance of goal setting- periodicity in goal setting – short, medium, long term-methods to achieve set goals – Activity in goal setting- Time management – prioritization of activities – awareness of time wasters and how to avoid them.

UNIT-III

UNIT-IV

Concept of leadership- Styles of leadership - Group dynamics -High performance team building.

TEXT BOOKS


REFERENCES

5. Dr. Eric Berne – Games People Play
6. Muriel James ad Dorothy Jongeward – Born to Win
7. Thomas A. Harris – I am OK – You are OK
8. Amy B. Harris & Thomas A. Harris – Staying OK

WEB-BASED RESOURCES

1. www.skillsoft.com
2. www.khake.com
3. www.topsite.com
4. www.bettersoftskills.com
5. www.mentortraining.com

JOURNALS & MAGAZINES

1. Six Soft Skills
2. ICFAI Journal of Soft skills
3. Human capital
4. Prabandhan
5. Indian Journal of Industrial Relations

MBA I – 515

COMPREHENSIVE VIVA-VOCE
LIST OF ELECTIVES IN THIRD SEMESTER

MBA I -531
ENTRRENEURSHIP AND SERVICE MANAGEMENT

Objectives:

• To create inspiration and insights into entrepreneurship in Indian context
• To impart skills in of managing small business.

UNIT – I


UNIT-II


UNIT –III

Service facility location - Process analysis and layout decisions — Types of layout –Ventilation and lighting- Green buildings and offices- Ergonomics-Project management:- Nature and techniques (Gantt chart, CPM and PERT).

UNIT – IV

Managing operations: Rate making-Underwriting- Production – Claim settlement Reinsurance- Investments – Other functions- Forecasting demand for services – Managing capacity and demand - Managing waiting lines.
UNIT – V

Services marketing strategy- Service quality – Service Logistics and supply chain management- Productivity enhancements.

TEXT BOOKS


REFERENCES:


WEBRESOURCES

1. www.ediindia.org
2. www.internationalentrepreneurship.com
3. www.startupdunia.com
4. www.yuvaentrepreneurs.com
5. www.indiastat.com
6. www.entrepreneur.com

JOURNALS & MAGAZINES

1. Journal of Entrepreneurship
2. Intelligent Entrepreneur (A Magazine of Network18)
3. Entrepreneur India (Magazine)
4. The Journal of Asia Entrepreneurship and Sustainability
5. The IUP Journal of Entrepreneurship Development

MBA I- 532

SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Objective:

- To familiarize the students with the concept securities and portfolio management.
- To familiarize student with financial markets and policy variations in socio-economic factors.
UNIT I

Investment – Financial and Economic meaning – Characteristics and objectives – Types – alternatives – Risk and return concepts

UNIT – II


UNIT – III


UNIT – IV

Technical analysis – Fundamental analysis vs. Technical analysis – Market indicators – Trend reversals patterns - Efficient market theory

UNIT – V

Portfolio Management – Portfolio analysis – portfolio selection – Capital asset pricing model – portfolio revision – Portfolio evaluation

TEXT BOOK:


REFERENCES


WEBRESOURCES:

4. www.thefreedictionary.com
5. www.indiastudychannel.com
6. https://www.sbidfhi.com/Products-Services
7. rbidocs.rbi.org.in
8. www.imf.org
JOURNALS & MAGAZINES

1. The Journal of Portfolio Management
2. Finance India
4. Journal of Investment Management

MBA-I-533

ACTUARIAL MATHEMATICS AND SERVICES

Objectives:

- To develop the knowledge of the theoretical basis of certain actuarial models.
- To acquire the application of actuarial models to insurance and risk management.

UNIT I


UNIT II


UNIT III


UNIT IV

Life Annuities – Continuous, Temporary and Deferred Life Annuities and their Actuarial Present values – Discrete Life Annuities and its classifications – Annuities due and Annuities immediate – Present value of random variables – Life annuities with m-thly payments.

UNIT V


TEXT BOOK

Bowers, Gerber, Hickman, Jones and Nesbitt, Actuarial Mathematics, Society of Actuaries: USA.
REFERENCES

4. Insurance Institute of India – IC 28- Foundation of Actuarial Science

WEBRESOURCES

1. www.actuariesindia.org
2. www.actuaries.in
3. www.actuaryjobs.com
4. www.actuary.com
5. www.theactuarialdigest.com

JOURNALS AND MAGAZINES

1. The Actuary (Magazine)
2. Journal of the Institute of Actuaries and Assurance (Magazine)
3. Actuarial Digest (Magazine)
4. Journal of Property Finance
5. Scandinavian Actuarial Journal
6. The Actuary India
7. British Actuarial Journal

MBA I - 534

INNOVATION AND KNOWLEDGE MANAGEMENT

Objectives:

- To provide insights into operations and innovation challenges faced by managers.
- To provide skills of creativity by introducing the techniques used in creative thinking process.

UNIT – I

Concept and significance of Innovation – Incremental vs Radical – Creative thinking process – Characteristics of creative persons-Characteristics of innovative organisations.

UNIT – II

Creative thinking techniques: Random-stimulus- Redefinition technique- Attribute listing - Brainstorming – Synectics- Nominal groups- Thinking Hats- Quality Circles-Suggestion systems.
UNIT-III


UNIT-IV

Knowledge management – Blocks to creativity - Culture of innovation – Knowledge management processes and methods- Patents and copyrights.

UNIT – V

Innovation in practice- Process innovations- Product/Service innovations - Creative bench marking- Innovations in insurance, banking and financial services.

TEXT BOOKS


REFERENCES


WEB-BASED RESOURCES

1. www.knowledgecommission.gov.in
2. www.innovationtools.com
3. www.creativeclass.com
4. www.kmindia.in

JOURNALS & MAGAZINES

1. Journal of Knowledge Management
2. Creative Review
3. Creativity
4. Indian Management (Journal of AIMA)
5. Business India

MBA- I-535

E-COMMERCE

Objectives:

- To sensitize the students to the recent developments in using e-commerce for insurance industry.
- To provide necessary skills to use technology in insurance business
UNIT-I
Concept of electronic commerce- Advantages and disadvantages- Emergence of E-commerce - Mobile commerce- Growth and application-E-commerce adoption by product and service firms.

UNIT-II
E-commerce: Opportunities and Readiness study of Indian firms - Information and Technology acts - Business Models of e-commerce.

UNIT-III
E-strategy – Dimensions of E-commerce strategy- Planning an E-commerce project – Strategies of website development-Intelligent web design-

UNIT-IV
E-commerce operations – E-supply chain management — E-payment systems- E-security.

UNIT_V
E-marketing- E-buying – E- advertisements and promotion- E-customer relationship management - Case studies of insurance firms.

TEXT BOOK

REFERENCES
3. Bharat Bhaskar , Electronic Commerce –Frame work, Technologies and Application, Tata Mc Graw Hill Publishing company Ltd, New Delhi,

WEB RESOURCES
1. www.searchcio.techtarget.com
2. www.ecommerceltimes.com
3. www.ecommerce-guide.com
4. www.gatewayforindia.com
5. www.cyberwebglobal.com

JOURNALS & MAGAZINES
1. International Journal of Electronic Commerce and Business Media
2. International Journal of Electronic Commerce
3. Journal of Computer Mediated Communication
4. Roger Clark's Electronic Commerce
MBA I-536
BUSINESS INTERRUPTION INSURANCE

Objectives:

- To provide insights into cover provided by business interruption policies.
- To provide knowledge and understanding of the structure of the main risks to commercial property

UNIT – I

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.

UNIT – II

Contingent Business Interruption – Interruption of business at customer – Suppliers- Interruption by civil or military authority – Ingress/Egress.

UNIT-III

Service Interruption – Utility services – off premises utility equipments – Extensions of scover -Highly Protected Risk- earning lost – Manuscript policies – broadcast policies

UNIT-IV

Liability insurance – The scope of employer’s liability- Public liability – products’ liability- professional indemnity policy.

UNIT – V


TEXT BOOKS

Clyde McCarty Kahler, Business Interruption Insurance, University of Pennsylvania.

REFERENCES

1. Insurance Institute of India – IC 35 – Consequential Loss (Fire) Insurance
2. Frank S Glendening, Business Interruption Insurance, National Underwriter Co.
WEB- RESOURCES
1. www.iua.com.au
2. www.indiainsure.com
3. www.businessinsure.about.com
4. www.sbinfo canada.about.com

JOURNALS & MAGAZINES
1. Risk Management Magazine
2. Indian Management (Journal of AIMA)
3. India Insurance
4. Insurance Chronicle
5. Bima Quest

FOURTH SEMESTER
MBA-I-521
HEALTH & MISCELLANEOUS INSURANCE

Objective:

• To provide the students with the ability to imitate and carry out principles pertaining to Health insurance.
• To make them aware and clear of wide spectrum of miscellaneous policies.

UNIT – I

Introduction to Health Insurance – concept of Health insurance – Health Insurance in India—Health services: Public/Private – Adverse Selection and Moral Hazard issues in Health insurance – concept of Health financing – Health Financing in India – Health financing models.

UNIT – II


UNIT – III


UNIT – IV

UNIT – V

TEXT BOOK
1. Insurance Institute of India – IC 27- Health Insurance
2. Insurance Institute of India - IC 78 - Miscellaneous Insurance

REFERENCES
1. Edwin Jerome Faulkner,  Health insurance, McGraw-Hill insurance series
3. Aiviva Roh, Brain Abel Smith, and Givanni Trmburi , Health Insurance in developing countries, Hall of India Private Limited, New Delhi
4. Ammer Narain Agarwala, Health insurance in India, East End

WEB- RESOURCES
4. http://www.irdaindia.gov.in
5. http://www.insurancetime.co.uk

JOURNALS & MAGAZINES
1. Insurance Chronicle
2. The Insurance times
3. IRDA Journal
4. AIMA e-Journal

MBA I- 522
STRATEGIC MANAGEMENT

Objectives:
• To familiarize students with the framework and process of strategic management
• To develop an understanding of tools and techniques of strategic management.

UNIT – I


UNIT – II

Environment and Strategy interface- Scanning external environment – Industry Analysis- Opportunities and threats analysis- Internal Analysis-core competencies- SWOT Matrix - Porter’s Five Forces Model- Mckinsey’s 7s frame work.

UNIT – III

Strategic alternatives- BCG and GE Models- Concepts of Synergy- Corporate, Business and Functional Level Strategies- Generic (Overall cost leadership, Focus and differentiation) and Grand Strategies-Growth strategies (Diversification and integration) -Turnaround strategy - Outsourcing.

UNIT – IV

Strategy Implementation — Structure – Power politics and Leadership – Culture- Values and ethics - Managing change

UNIT-V

Strategic Control: Guiding and Evaluating the Strategy – Role of Board of Directors- Planning and Resource allocation -Corporate Governance – Corporate Social Responsibility.

TEXT BOOK


REFERENCES

4. R Srinivasan, Strategic Management : The Indian Context, Prentice Hall India:

WEB- RESOURCES

1. www.quickmba.com/strategy
2. www.1000ventures.com
3. www.palgrave.com/business
4. www.startup-books.com
5. www.articledashboard.com

JOURNALS & MAGAZINES

1. International Journal of Strategic Management

47
MBA I -523

INTERNATIONAL BUSINESS MANAGEMENT

Objectives:

- To develop and understand the aspects and issues related to international business operations.
- To impart skills in decision making areas of international business.

UNIT – I


UNIT-II

Strategy of international business- Alliances – Organization of international business – Entry strategy and strategic alliances – E-business Strategy – International Insurance Companies- mergers and acquisition (M&A) -Implication for India for the practice of global leadership in business – Role of Indian MNC’s in International Business

UNIT – III


UNIT – IV

Global production and outsourcing – Global marketing – Cross-cultural management –Etiquette and Ethics in International business with reference to select countries (France, USA, China, UK and Japan)

UNIT-V:

Global Supply Chain Management: International Logistics and Distribution — Insuring in international situations like air and sea travel- insurance of international cargos- insurance of intellectual properties in the international context.

TEXT BOOK


REFERENCES

WEB- RESOURCES

1. www.icmrindia.org
2. www.business.mapsofindia.com
3. www.economywatch.com
4. www.inderscience.com
5. www.casestudyinc.com

JOURNALS & MAGAZINES

1. Journal of Applied International Business
2. Journal of International Business studies
3. International journal of Business & management
4. International Management Review
5. Indian journal of management

MBA I -524

COMPREHENSIVE VIVA-VOCE

MBA I -525

MAJOR PROJECT AND VIVA-VOCE
(10 Weeks)

LIST OF ELECTIVES IN FOURTH SEMESTER

MBA I – 541

ENGINEERING & LIABILITY INSURANCE

UNIT- I

Liability Insurance- Introduction- Historical Background- Basic Principles of Insurance- Insurable Interest- Indemnity- Utmost Good Faith- Scope of Liability Insurance- Special Features of Liability Insurance-

UNIT- II


UNIT- III

UNIT- IV


UNIT- V

Operational Phase Or annual policies - Machinery insurance – Electronic equipment - Boiler and Pleasure plant insurance – Civil engineering completed Risk – Machinery loss of profits insurance – Advance laws of Profit insurance - Detoriation of stock insurance - General aspect of engineering insurance – Industrial all risks

TEXT BOOK

Insurance Institute of India- IC-79- Engineering and Liability Insurance

REFERENCES

1. Insurance Institute of India- IC-74 - Liability Insurance
2. Insurance Institute of India -IC-77- Engineering Insurance

WEBRESOURCES

1. www.insurancebrokerindia.com
2. www.irda.gov.in
3. www.insuranceinstituteofindia.com
4. www.niapune.com
5. www.easyinsuranceindia.com

MBA I – 542

REINSURANCE

Objectives:
- To provide the conceptual basis of reinsurance to the students in general.
- To familiarize the student with the practice of reinsurance in Indian context.

UNIT - I

Introduction – Brief historical background - Nature of reinsurance – Functions of reinsurance - Methods of reinsurance - Proportional: Quote share – Surplus – Facultative obligatory - Non-Proportional: Excess of
Loss – per Risk – Catastrophe Stop Loss / Aggregate Excess of Loss


UNIT – II

UNIT - III

UNIT – IV

UNIT – V

TEXT BOOK

Insurance Institute of India- IC-85- Reinsurance Management

REFERENCES

WEB- RESOURCES
1. www.einsuranceprofessional.com
2. www.irda.gov.in
3. www.insuranceinstituteofindia.com
4. www.insurancepandit.com
5. www.icmrindia.org

JOURNALS & MAGAZINES
1. Journal of the Insurance Institute of India
2. IRDA Journal
3. BimaQuest
4. Marketing Mastermind
5. Insurance Chronicle

MBA I – 543
ENTERPRISE RISK MANAGEMENT

Objectives:
- To make the student understand risk management in Indian enterprises.
- To discuss the issues various risks in the context of insurance enterprises.

UNIT – I

UNIT – II
UNIT – III


UNIT – IV

Legal Risk: Definition, Scope, benefits and implementation of legal risk management - Business law - Companies - Intellectual property - Employment Law - Contracts - Criminal liability in business - Computer misuse - Political Risk: Definition, Scope, benefits and implementation of political risk management - Contracts – Indian economy – fiscal policy - Pressure groups - Terrorism and blackmail - Responding to political risk.

UNIT – V


TEXT BOOK


REFERENCES


WEBRESOURCES

1. www.assocham.org
2. www.icmrindia.org
3. www.icai.org
MBA I -544

DATABASE MANAGEMENT SYSTEMS

Objectives:
• To provide the concepts of Database Management Systems
• To excel the operational techniques of database system

UNIT I


UNIT II


UNIT III


UNIT IV


UNIT V
Data Warehouse and Data Mining: Basic Concepts – Data Mining Functionality – Data Warehouse and OLAP technology- Data Warehouse Architecture – Case Studies- Design of Data Warehouse and data mining to Insurance, Banking and Sales Applications.

TEXT BOOK


REFERENCES

4. Jiawei Han and Micheline Kamber, “Data Mining- Concepts and Techniques” Morgan Kaufmann.

WEBRESOURCES

1. www.wisegeek.com
2. www.computer today.com
3. www.dbms.com

JOURNALS & MAGAZINES

1. Journal of Digital Information Management
2. DBMS Magazine

MBA I-545

BUSINESS INTELLIGENCE SYSTEM

Objectives:

• To develop and understand the concepts and techniques of data mining and data warehousing with emphasis on building business intelligence,
• The course introduced will also helps to understand concept, principle, architecture, design, implementation, application of data warehousing and data mining. Some systems for data warehousing and/or data mining.

UNIT-I


UNIT –II
Decision Making and information system –Herbert Simon model of Decision making process- Criteria for Decision Making –Behavioral models of decision Making –Optimization model –Decision support system and expert systems-Relevance of decision making concepts for information systems

UNIT-III

Effective BIS found in company’s functional areas-Strategic Intelligence in corporate Planning-Tactical Intelligence in Marketing-Operational Intelligence in Manufacturing-Financial Intelligence in Accounts-Case Studies.

UNIT-IV

Improving Decision making effectiveness using BI- Introduction to effective BIS - Creativity underlies effective BIS-Case Studies.-Structure of Effective BIS- Effective Decision making in BI environment- Effective system and software found in BIS- Data Warehousing and computer networks found in BIS-Case Studies-Building effective BIS, Development and implementation Successful BIS-Case Studies

UNIT-V

Introduction to data warehousing, multidimensional database, online analytical Processing and survey of data mining methods that extract useful information from data Warehouses: (e.g., decision tree, Business applications emphasized-Case Studies) Data mining primitives, languages and systems, Descriptive data mining: characterization And comparison, Association analysis, Classification and prediction, Cluster analysis, Mining complex types of data, Applications and trends in data mining

TEXT BOOK:

1. Ephrain Turban and Jay Aronson , Decision support system and intelligence system, Prentice Hall,2001

REFERENCES:

1. Efraim Turban ,Jay .E.Aronson, ting-pong liang and Ramesh sharda, , Decision support and Business intelligence system , Prentice Hall, 8th edition
2. Alex Berson & Stephen smith , Data warehousing , data mining and OLAP, McGraw Hill
3. Larissa T.Mossand shaku atre , Business intelligence Road map, the complete project life cycle for decision support application, Addison –wesley ,2003

WEB RESOURCES

1. www.soe.ucsc.edu
2. www.salmarch.com
3. press.teleinteractive.net
4. magiclopedia.com

JOURNALS & MAGAZINE
MBA I – 546

INSURANCE SALESMA NSHIP

Objectives:
- To provide the conceptual basis of sales management in general.
- To familiarize the student with the practice of salesmanship in insurance sector.

UNIT – I


UNIT – II

Prospecting - Prospecting Attitude - Sources for names: Nest, Centres 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.

UNIT – III


UNIT – IV

Corporate bodies - 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.

UNIT – V

Tax laws and Life insurance - Specialised selling under Tax Law - Key man insurance, Partnership Insurance, Employer - Employee Scheme - On being a professional - Importance of training - The

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2. www.selling-techniques.com
3. www.salesforce.com/in
4. www.insuranceinstituteofindia.com
5. www.insurancepandit.com

JOURNALS & MAGAZINES

1. Journal of the Insurance Institute of India
2. IRDA Journal
3. Bima Quest
4. Marketing Mastermind
5. Insurance Chronicle