

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

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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 × 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 × 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.

**MBA (Insurance Management)
Course structure**

First Semester

Code	Title	Credits	Marks
MBA-I-411	Principles and Practice of Life insurance	3	100
MBA-I-412	Principles and Practice of General insurance	3	100
MBA-I-413	Risk Management and Insurance	3	100
MBA-I-414	Management and Organizational Behavior	3	100
MBA-I-415	Managerial Economic Forecasting	3	100
MBA-I-416	Accounting for Insurance	3	100
MBA-I-417	Statistics for Insurance	3	100
MBA-I-418	Computers for Managers	2	50
MBA-I-419	<i>Comprehensive Viva-voce</i>	2	50
Total Credits/Marks		25	800

Second Semester

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

Third Semester

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

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

Code	Title	Credits	Marks
MBA-I-531	Entrepreneurship and Service Management	3	100
MBA-I-532	Security analysis and Portfolio Management	3	100
MBA-I-533	Actuarial Mathematics and Services	3	100
MBA-I-534	Innovation and knowledge Management	3	100
MBA-I-535	E-commerce	3	100
MBA-I-536	Business Interruption Insurance	3	100

Fourth Semester

Code	Title	Credits	Marks
MBA-I-521	Health & Miscellaneous Insurance	3	100
MBA-I-522	Strategic Management	3	100
MBA-I-523	International Business Management	3	100
	Elective – IV	3	100
	Elective – V	3	100
MBA-I-524	<i>Comprehensive Viva-voce</i>	2	50
MBA-I-525	Major Project and Viva-voce (10 Weeks) (150 marks for the report and 50 marks for viva-voce)	6	200
Total Credits/Marks		23	750

**List of Electives in Fourth Semester
(Select any TWO Papers)**

Code	Title	Credits	Marks
MBA-I-541	Engineering & Liability Insurance	3	100
MBA-I-542	Reinsurance	3	100
MBA-I-543	Enterprise Risk Management	3	100
MBA-I-544	Database Management Systems	3	100
MBA-I-545	Business Intelligence Systems	3	100
MBA-I-546	Insurance Salesmanship	3	100

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

Meaning of Life Insurance – The Evolution and Growth of Life Insurance – Basic Principles of Insurance – Life Insurance Organizations in India-- Competition and Regulation of Life Insurance.

UNIT-II

Types of Life Insurance Policies – Term Life Insurance – Whole Life insurance – Endowment Life Insurance – Unit Linked Policies with or without Profit Policies –Customer Evaluation – Policy Evaluation – Cost and Benefit – Group and Pension Insurance Policies – Special features of Group Insurance / Super Annuation Schemes – Group Gratuity Schemes – Super Annuation schemes.

UNIT-III

Computation of Premiums and Settlement of claims: Premium defined – Premium Calculation Including Rebates – Mode of Rebates – Large sum assured Rebates – Premium Loading – Rider Premiums – Computation of Benefits – Surrender value – Paid up value – Settlement of claims: Intimation procedure, documents and settlement procedures.

UNIT-IV

Underwriting: The need for underwriting – Guiding principles of Underwriting – Factors affecting Insurability – Methods of Life Classification – Laws affecting Underwriting.

UNIT-V

Financial Planning and taxation: Savings – Insurance vis-à-vis- Investment in the Units Mutual Funds, Capital Markets – Life Insurance in Individual Financial Planning – Implications in IT treatment.

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
3. Module II, Principles and Practice of Life Insurance, The Institute of Chartered Accountants of India: New Delhi

4. Kanika Mishra, Fundamentals of Life Insurance: Theories and Applications, Prentice Hall of India: New Delhi.
5. Kutty, S.K., Managing Life Insurance, Prentice Hall of India: New Delhi
6. Black, Jr. Kenneth and Harold Skipper Jr., Life and Health Insurance, Prentice Hall, Inc., England.
7. K.C. Mishra and C.S. Kumar, Life Insurance: Principles and Practice, Cengage Learning: New Delhi.
8. H. Sadhak, Life Insurance in India, Respose Books: New Delhi

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

Meaning of General Insurance – The Evolution and Growth of General Insurance – Types of General Insurance – Fundamentals of General Insurance –Recent innovations. Organization and Management of General Insurance Companies – Regulatory Framework for General Insurance in India.

UNIT-II

Fire Insurance: Standard policies – Fire Insurance coverage – Consequential loss (fire) Insurance policies – Declaration policies, Marine Insurance: Marine Cargo policies – Hull policies – Institute cargo clauses – Institute hull clauses – Open policies – Accumulation of risk per location -Motor Insurance: Types of policies – Third party Insurance – Comprehensive coverage – Conditions and Exclusions – premium.

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

Underwriting and Settlement of Claims: Proposal forms – Cover notes – Certificates of Insurance – Endorsements – Moral and Physical Hazards – Statistics – Spreading of Risks – Premium Rating – Premium Loading –

UNIT-V

Settlement of Claims: Claim procedure – TPAs – Claim forms – Investigation / Assessment – Essential Claim Documents – Settlement Limitation, Arbitration, Loss Minimization and Salvage.

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
3. Module I, *Principles and Practice of General Insurance*, The Institute of Chartered Accountants of India: New Delhi.
4. H Narayanan, *Indian Insurance: A Profile*, Jaico Publishing House: Mumbai.
5. K.C. Mishra and G.E. Thomas, *General Insurance - Principles and Practice*, Cengage Learning: New Delhi.

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

Understanding Risk: Types of risk – Risk management - Objectives - Risk identification and measurement - Pooling arrangements and diversification of risk.

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

Definition of Insurance – Insurable risk – Principles of insurance – Kinds of insurance – Costs and benefits of insurance – Pooling in insurance – Factors that limit the insurability of risk – Reinsurance.

UNIT – V

Insurance business in India – Framework of insurance business – privatization of insurance business – Insurance Regulatory and Development Authority (IRDA) – Govt. Policy on insurance sector.

TEXT BOOK:

George E. Rejda: Principles of Risk Management & Insurance, Pearson: New Delhi.

REFERENCES:

1. Harrington. Niehaus: Risk Management & Insurance, McGraw Hill: New York.
2. P.K. Gupta: Insurance & Risk Management, Himalaya Publishing House: Mumbai.
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

Organising- Formal and Informal Organization- Process of organizing – Organizational Structures: Line, Line & Staff, Committee, Project, and Matrix types– Delegation of Authority —Decentralization process- Impact of technology on structures –Virtual organisations.

UNIT – IV

Organizational Behaviour - Definition - SOBC model- Personality and Individual Differences - Perception - Learning– Values, Attitudes and Beliefs – Motivation theories –Maslow, Herzberg,and McClelland - Leadership –Concept - Rensis Likert management patterns- Transactional, transformational, visionary and principled leadership styles.

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:

- 1.Koontz & Weirich: Management, McGraw-Hil, NewYork.
- 2.Stephen P. Robbins Organizational Behaviour , Prentice Hall International.

REFERENCES:

1. Peter F. Drucker: Practice of Management, Pan books, London.
2. Davis and Newstorm, Human Behaviour at work, McG raw -Hill, New York.
3. Fred Luthans,Organisational Behaviour,Mc Graw Hill.
4. Keith Davis, Human behavior at Work, Mc Graw hill.

WEB RESOURCES

1. www.bettermanagement.com
2. www.best-management-practice.com

3. www.selfgrowth.com
4. www.pearsoned.co.uk
5. www.abeuk.com

JOURNALS & MAGAZINES

1. Abhigyan
2. The Journal of Indian Management & Strategy
3. Indian Journal of Management
4. Management Review
5. Vikalpa
6. Decision

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 – 1

Nature – scope and significance of managerial economics – tools and techniques of analysis – theory of firms – objectives of firm – functions of economist – economic factors influencing and decision making – Consumer behaviour – consumer preferences and utility – utility maximization – seasonal variation – economic models – Contribution of KENNETH J.ARROW to utility and risk – behavior under uncertainty and implication for policy – frequency, probability and chance – utility analysis – Probabilistic forecast – use of subjective economic analysis – Concepts of equilibrium – resource allocation – probabilities in game theory.

UNIT – II

Demand Analysis – Demand functions – Law of demand – types of demand – supply analysis – supply functions – Significant of elasticity of demand – pricing decisions – Equilibrium price under different market structures – Non price competition – demand forecasting techniques– significance of elasticity of supply – Insurance forecasting – Application to Insurance – Modeling cycle –MA model – AR model- ARMA model - Applications – forecast – chain rule of forecasting ARMA process – Application.

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, Quadratic, cubic, power and Cobb Douglas – Managerial use of cost and production function – IRDA requirements of product pricing.

UNIT – IV

Structure of competitions –perfect competitions imperfect competitions –monopoly –oligopoly – monopolistic completions – price and output in different competitive situations – pricing methods– subsidies – trends towards monopolistic competitions – emerging scenario of oligopoly – mergers and acquisitions in insurance market - competition act 2000 – Impact of on insurance Sector.

UNIT –V

Profit Analysis — profit earnings vs profiteering – profit for control- profit performance chart – Du Pont control chart – profit policies – National income concepts – Business cycles – Decisions under risk and uncertainty.

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

MBA I-416

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

Accounting as a managerial discipline- Objectives of Financial Accounting – Accounting principles and standards – Application of accounting standards in insurance industry – Journal – Ledger – Trail Balance – Cash Book – Subsidiary Books BRS – Rectification of Errors – Final Accounts

UNIT – II

Financial Statements – Purpose of Financial Analysis – Ratio Analysis – Solvency Analysis in insurance companies – Financial analysis of non-life insurance companies – valuation of assets and liabilities – financial control – budgeting – distress analysis.

UNIT –III

Capital and Revenue Expenditure – Deferred Revenue Expenditure – Capital and Revenue Receipts – Depreciation – Methods of Calculating Depreciation: Straight Line Method and Written Down Value Method.

UNIT – IV

Provisions Relating to Capital Rising –Procedure and Guide lines for issue of different types of shares, debentures and bonds – Prospectus and memorandum- – Accounting for issue of shares debentures and bonds- Accounting for dividends- Financial Reporting -Provisions Relating to Audit Report.

UNIT – V

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

TEXT BOOK

Maheswari S.N: Advanced Accountancy, Vikas, New Delhi.

REFERENCES:

1. Gupta R.L. and Radhaswamy M : Advanced Accountancy ,Sultan Chand,New Delhi.
2. Ambrish Gupta: Financial Accounting for Management, Pearson, New Delhi.
3. Bhattacharyya ,Elements of Financial Accounting ,PHI Learning Pvt Ltd, New Delhi , 2009
4. K.C. Mishra and R.c. Guria , Financial Management and Insurance Accounting, Insurance Education series, Cengage Learning India Pvt.Ltd, New Delhi
5. Pandey , Finance : A management Guide for Managing Company funds and profits , PHI, New Delhi

WEB RESOURCES:

1. www.accountingtoday.com/

2. www.icaew.com
3. www.icaai.org
4. www.philadelphia.edu
5. ww2.lse.ac.uk

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

Primary and Secondary Data – Frequency distribution – Histogram – Measures of Location – Mean, Median, Mode – Ogives – Measures of dispersion – Standard Deviation – Coefficient of Variation – Lorenz curve – Simple applications for Insurance Problems.

UNIT II

Correlation Analysis – Types of Correlation – Scatter Diagram – Karl Pearson's Co-efficient of correlation – Spearman's rank correlation – Properties of correlation – Regression Analysis – Lines of regression – Properties and uses – Applications to Business Problems.

UNIT III

Probability – Features – Additive and Multiplicative Laws – Conditional Probability – Decision making Problems – Mathematical Expectation – Properties - Calculation of Mean and Variance – Concepts and Applications for Management problems.

UNIT IV

Probability Distributions – Properties – Discrete and Continuous – Binomial, Negative Binomial, Poisson, Normal, Standard Normal, Gamma and Uniform distributions – Characteristics – Mean and Variance – Concept and Applications to Actuarial services.

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

Richard I. Levin and David S. Rubin. "Statistics for Management", 2009.

REFERENCES

1. Beri, G.C. (2006) 'Business Statistics', McGraw Hill, New Delhi.
2. Gupta. S.P. (2009) "Statistical Methods", Sultan Chand & Sons, New Delhi.
3. R.S.N. Pillai & V. Bhagavathi (2008). " STATISTICS – Theory and Practice", S.Chand & Co. Ltd., New Delhi.
4. Gupta S.C & Kapoor V.K., (2009) "Fundamentals of Mathematical Statistics". Sultan Chand & Sons, New Delhi.

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

1. Journal of Business & Economic Statistics
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

Computer: Features – Applications – Generations – Types of Computers – Hardware and Software – Types of Software – Storage Devices – Data Representation for Computers- Computer networks: Types of Net Works–LAN–WAN–MAN

Word Processing – Basics – Common tools – Page Setup – Editing and Formatting – Tables – Charts – Macros – Mail Merge– Index– Printing.

UNIT – II

Power Point: – Features – Slides – Slide Layouts – Design Templates– Slide Master– Animation – Timings – Action Buttons.

Basics – Formulae - Moving – Editing –Formatting – Charts – Naming of Charts – Hyperlink – Databases – Forms – Sort – Filter – Goal Seek– Scenarios – Solver – Functions – Pivot Table and Chart.

UNIT-III

Ms Excel – Creating excel sheet – Tables – Creating graphs – labeling the graphs – transforming the excel sheets – macros – report generation – shorting – indexing – formulas.

UNIT-IV

MS-Access – Tables –Queries –Forms –Reports .Structure Query Language – concepts – DDL – DML – commands – Querying Multiple tables – Nesting selected statements – Data base management

UNIT- V

Emerging trends in IT- Internet – Evolution of internet –Internet Applications - Data over Internet – Internet tools –web Browser – Electronic mails – search engines – Instant Messaging –User Identification and Authentication – security awareness and policies

TEXT BOOK

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

REFERENCES

1. ITL Education, *Introduction to Computer Sciences* , Pearson New Delhi
2. Microsoft Corporation: *Microsoft office Resource Kit*, Prentice Hall, New Delhi
3. Frenzel , *Management of Information Technology* , Cengage Learning India Ltd. 4th edition , Delhi
4. Pannerselvam, *Database Management System*, PHI Learning Indai ltd, new Delhi
5. Prabhu, *Data Warehousing,- concepts , Techniques, Product applications* , PHI Learning Indai ltd, new Delhi, 3rd edition

WEB RESOURCES

1. www.springerlink.com
2. doi.ieeecomputersociety.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

Definition and sources of Law – Judicial set up in India — Insurance as a contract -Legal principles: Principle of indemnity, Insurable interest, Subrogation, and Utmost good faith History of Insurance Legislation in India — Life Insurance Corporation Act 1956 – General Insurance Business Nationalization Act 1973-.

UNIT – II

Current Legal Environment – Insurance Act 1938 (as amended) & Insurance Regulatory & Development Act.- An Overview – Insurance Sector Reforms - The Insurance Regulatory Development Authority (IRDA) Act, 1999 – IRDA (Investment) Regulations 2000 – IRDA Guidelines for Insurance Brokers Securities and Exchange Board of India (SEBI) Act, 1992 – SEBI Guidelines.

UNIT – III

Insurance Intermediaries - Regulations issued by IRDA for Insurance Agents & Brokers - Agency Contract – License to act as insurance agent – Authority of a life Insurance Agent rights and responsibilities agent's compensation and hereditary commission termination of agency – nomination facility – Licensing of Insurance Brokers – Role & Responsibilities of Insurance Brokers.

UNIT – IV

Legal Aspects of Life Assurance - Mortgage of Life Policies – Different kinds of Proofs of Death - Various forms of Evidence of Testate – and Intestate Succession – Presumption of Death – Indemnity & Guarantee – Attachments and Prohibitory Orders – Provisions of Limitation Act as applicable to Insurance Contracts.

UNIT – V

Exchange Control Regulations as applicable to General Insurance – IRDA Directions for protections of policy holders – Consumer Protection Act 1986 – Arbitration & conciliation Act –1996 vigilance set up Insurance Ombudsman.

TEXT BOOK

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

REFERENCES

1. K.C.Mishra and M.Bakshi , Legal and Regulatory Aspects of Insurance, CENGAGE learning, Delhi.
2. M. N Srinivasan, 'Principles Of Insurance Law (Life - Fire - Marine - Motor And Accident)',
3. KSN Murthy & Dr KVS Sarma, 'Modern Law Of Insurance'
4. Kenneth A. Abraham ,http://www.textbooks.com/ISBN/9781587788826/Kenneth-A-Abraham/Insurance-Law-and-Regulation-Cases-and-Materials_-1587788829.php?CSID=D3ATO2SW3JMOOKAMDMUMU22BKenneth S. Abraham http://www.textbooks.com/ISBN/9781599417974/Kenneth-S-Abraham/Insurance-Law-and-Regulation-Cases-and-Materials_-1599417979.php?CSID=D3ATO2SW3JMOOKAMDMUMU22BInsurance Law and Regulation: Cases and Materials)
5. Vijayaraghavan. NC & Pradeep – General Insurance Claims through arbitration.

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2. www.irda.gov.in
3. www.legalworkplace.com
4. www.library.hku.hk
5. www.textbooks.com
6. www.vakilno1.com

JOURNALS & MAGAZINES

1. IRDA Journal
2. Journal of Insurance regulation
3. Journal of risk and insurance
4. Journal of financial regulation
5. Journal of Indian Institute of Insurance and finance

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

Concept and Definition of Banking- Relationship between Banker and Customer —Evolution of Banking in India — Functions of Commercial Banks — Types of Banks —Role of Banks in Economic Development-Recent Trends in Banking: Branch Expansion — Banking Liquidation, Amalgamations and Mergers Rural Banking - Priority Sector Lending — Social Banking — Bank Assurance -Community Banking — Tele-Banking — e-Banking.

UNIT- II

Credit and Investment Management: Instruments and classification of Credit — Credit Appraisal Techniques— Credit Monitoring Arrangement — Investment (Portfolio) Management by Banks-Balance Sheets — SWOT Analysis: Shifts in Policy Perceptions — Non-Performing Assets and Income Recognition Norms - Management of Balance Sheet Activities.

UNIT-III

RBI Guidelines and Risk management: Regulatory Framework- Capital Adequacy requirements- Risk Weighted Assets- The New Basel Capital Accord, Board for Financial Supervision- Risk Based Supervision- Risk Profiling – Strategy and Environment Risk- Organization Risk and Management Risk-Constitution of Risk Management System in Banks.

UNIT-IV

Types of Risk: Market Risk, Liquidity Risk and Interest Rate Risk, Credit Risk and Operational Risk and their regulation- Models; Hedging; Sensitivity Analysis; Credit Scoring- Measurement of Operational Risk-Asset Liability Management (ALM) : RBI Guidelines- Volatility- Product Innovation- Purpose of ALM – ALM Information System.

UNIT-V

Risk Management tools and Derivatives: Securities Contracts - Foreign Exchange Transactions - Forward Contracts- Repurchase Agreements - Swaps – Options – Futures – Alternative Risk Transfer Products - Currency Swaps – Currency options and Futures – Exchange Traded Funds.

TEXT BOOK

Vasant C. Joshi and Vinay V Joshi (1998), *Managing Indian Banks: The Challenges Ahead*, Response Books, New Delhi.

REFERENCES

1. Maheswari, S N and Maheswari S K , *Banking - Law & Practice*, Kalyani Publishers, New Delhi.
2. D. Muralidharan, *Modern Banking*, Prentice Hall of India: New Delhi.
3. Jyotsna Sethi and Nishwan Bhatia, *Elements of Banking and Insurance*, Prentice Hall of India: New Delhi.
4. Risk Management in Banks – Institute of Bank Management and Research
5. O.P. Agarwal, *Banking and Insurance*, Himalaya Publications: Mumbai.
6. Eddie Cade, *Managing Banking Risks*, Woodhead Publishing Ltd., in association with The Chartered Institute of Bankers, England.

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2. www.rbi.org.in
3. www.icaai.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

Consumer Behavior — Purchase process model- Factors Influencing purchase decisions- Market Information System – Meaning –Components: Internal Record System – Marketing Intelligence System – Marketing Research System - Marketing Decision Support System- Demand Forecasting methods .

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

Market Segmentation: Bases of segmentation - Factors Influencing Segmentation- Targeting: Differentiation and customization strategies - Positioning strategies- Product vs services - Product attributes- Branding as a strategy – Packaging as a strategy- Product life cycle- New product development.

Deliverables:

1. Differentiation strategy product and service firms
2. Customization strategies of product and service firms
3. New product /service innovations and their performance

UNIT –IV

Pricing Decisions: Pricing methods - Value Based, Cost Based, Market Based, Competitor Based- New Product Pricing- Pricing strategy of product and service firms- Distribution – Channels of distribution- e-selling.

Deliverables:

1. Differentiation strategy product and service firms
2. Customization strategies of product and service firms
3. New product /service innovations and their performance

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

1. M J Etzel, B J Walker, William J Stanton ,”Fundamentals of Marketing Management” TMH, 13th Edition, 2005
2. Lamb, Hair, Mc Danniel, ”Marketing”, Thomson
3. Evans & Berman ,’Marketing”,, Biztantra, New Delhi.

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

Concept, scope and functions of financial management - Objectives of Financial Management – Risk-return trade off- Financial Analysis- Types of Financial Analysis: Horizontal and Vertical Analysis – Techniques of Financial Analysis: Comparative Statement Analysis : Common Size Statement Analysis and Trend Analysis- Funds Flow Analysis –Ratio Analysis –Financial Forecasting.

UNIT –II

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

UNIT-III

Working Capital Management — Need for Working Capital – Determinants of Working Capital – Cash management- Receivable management – Inventory management.

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

–Techniques associated with risk.: Risk –adjusted return, Certainty equivalents, Decision tree, pay off matrix and sensitivity analysis- IRDA Regulation on Investment by Insurance Companies.

UNIT –V

Dividend decision - Dividend theories - MM Hypothesis, Walter's Model, and Gordon's Model -Dividend Policy –Dividend Payout Ratio –Forms of Dividends Practical Considerations in Dividend Policy-. Valuation models - Insurance Company Valuation Cases.

TEXT BOOK

I.M. Pandey, *Financial Management*, Vikas Publishers, New Delhi.

REFERENCES

1. K.C. Mishra and R.C. Guria: *Financial Management and Insurance Accounting*, Cengage Learning: New Delhi.
2. John J. Hampton, *Financial Management of Insurance Companies*, AMACOM Books.
3. Prasanna Chandra, *Financial Management: Theory and Practice*, TMH: New Delhi.
4. Kahn and Jain , *Financial Management: Tata McGraw-Hill*, New Delhi.
5. Study Material: Volume 1 - *Cost Accounting and Financial Management*, The Institute of Chartered Accountants of India: New Delhi.

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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
6. Journal of Financial Management & Analysis

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

Man power Planning – Job analysis and job design – Recruitment – and selection strategies – Placement and Induction-Motivation and morale- Getting commitment to Job- Separation – Downsizing – Retraining and rehabilitation..

UNIT – II

Empowerment – Training and Development – Career development – Participative management – Quality circles –Gender mainstreaming.

UNIT – III

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

UNIT – IV

Conflict management – Grievance redressal- Industrial relations- Settlement and prevention of industrial disputes-Discipline -Tackling absenteeism–Trade unions – collective bargaining.

UNIT – V

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

TEXT BOOKS

John M Ivancevich: Human Resource Management, McGraw Hill: New Delhi.

REFERENCES

1. K. Aswathappa, *Human Resource Management*, TMH: New Delhi.
2. P. Jyothi and D.N. Venkatesh: *Human Resource Management*, Oxford: New Delhi.
3. Venkata Ratnam C.S. & Srivatsava B.K, *Personnel Management and Human resources*,TMH.
4. Bohlander, Snell, Sherman, *Managing Human Resources* ,Thomson – South Western.
5. P. Subba Rao :*Personnel and Human Resource Management* ,Himalaya: Mumbai
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

1. Human Capital
2. Indian Journal of Industrial Relations
3. HR Magazine
4. Human Resource Executive
5. Journal of HRM

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

Research – Meaning – Objectives – Types - Criteria of good research in Insurance Industry – Ethical issues in Insurance Research – Research Process – Steps involved in Insurance Research Plan – Insurance Research Design – Exploratory , Descriptive and Casual Research – Limitations of applying scientific methods in Insurance Research Problems.

UNIT- II

Primary and Secondary Data – Sources – Advantages and Disadvantages – Data collection Methods – Census and Sample surveys – Questionnaire Design-Characteristics of a good Questionnaire- Sampling Design –Meaning – Steps in Sampling Process – Types of sampling – Probability and Non-Probability Sampling – Errors in Sampling – Research Design – Various types of Experimental Designs-Types of errors affecting Research Design.

UNIT- III

Compilation of Data – Classification and Tabulation – Editing and Coding – Representation of Data – Charts and Diagrams – Bar diagram and Pie charts – Scaling and Measurement Technique – Criteria for good measurement – Attitude measurement – Nominal, ordinal , Rating, Interview and Ratio Scales – Likert's Scale – Semantic Differential Scale – Multi Dimensional Scaling (MDS).

UNIT- IV

Testing of Hypothesis – Meaning – Types – Formulation of hypothesis – Errors in hypothesis testing – Size and Power of a test – Level of significance – test statistic – Parametric and Non-parametric tests – Distinctions – Advantages and Disadvantages of non-parametric test – t, Z, F & Chi -Square tests – Mann – Whitney U test , Rank Sum test and Kruskal – Wallis test- Simple applications for Business Research.

UNIT- V

Statistical Analysis of Business Research – Multivariate techniques – Factor Analysis, Cluster Analysis , Discriminant Analysis, Conjoint Analysis– Multivariate ANOVA (MANOVA) - Theory only – Research Report – Oral and Written Reports – Advantageous and disadvantageous – Components and Format of written research reports – Application of SPSS for Project Management .

TEXT BOOK

Donold R. Cooper and Pamela S. Schindler, “ Business Research Methods”., Tata Mcgraw Hill

REFERENCES

1. Leedy, Paul D "Practical Research: Planning & Design",
2. Kotheri. C.R. "Research Methodology", New Age International Publishers.
3. O.R. Krishnasamy & Ranganathan " Research Methodology" Himalaya Publishers New Delhi.
4. Anderson, T.W, " An introduction to Multivariate Analysis" John Wiley & Sons, New York.

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
2. Journal of International Business Research.
3. Magazine of business research methods
4. Journal of Business-to-Business Research
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

Communication – Concept- Process and barriers to communication –Media (oral, written and non-verbal) – Organizational communication - Downward Vs. Upward Communication – Formal vs Informal Communication- Impact of technology on Communication - Suggested exercises: Self introduction, Introduction of guest, Course expectations and Career choices.

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

Written communication – Principles of letter writing – Job applications – Internal communication –e-mails- Memos – Minutes – Notices – Writing proposals - Suggested exercises: Writing letters, e-mails, memos and proposal.

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

1. Asha Kaul, *Effective Business Communication*, Prentice Hall of India, New Delhi.
2. Mary Munter, *Guide to Managerial Communication: Effective Business Writing and Speaking*, Prentice Hall: New Delhi.
3. Shirley Taylor : *Communication for Business*, Pearson, New Delhi.
4. Lesikar, Raymond V., & Flatley, Marie E , "Basic Business Communication – Skills for Empowering the Internet Generation" , , Tata McGraw Hill, New Delhi.

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

Personality -Concept and significance- - determinants of Personality -Structure of personality -Personality assessment models - Development of personality -Self development - Self-improvement - Self-consciousness -Self – esteem-Self - confidence (efficacy) - Self- monitoring - Locus of control - Emotional intelligence-Assertiveness- Building a pleasing Personality.

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

Career development-Roles in career management - Individual approach: Self -Analysis – Skill inventory – Career Anchors – Life Scripts-Inventory of career development practices: Career Discussion – Counseling – Mentoring.

TEXT BOOK:

1. Krishnamacharyulu and Lalitha, Personality Development, Interpersonal Relations and Career Management, Himalaya Publishing House: Mumbai.

REFERENCES

1. Krishnamacharyulu and Lalitha, Soft skills for Personality development. Himalaya Publishing House: Mumbai.
2. R.M. Onkar, Personality Development and Career Management: A Pragmatic Perspective, S. Chand & Co: New Delhi.
3. Wallace, Harold R., & Master, L, Personality Development, Cengage Learning Private Limited: New Delhi.
4. Shiv Khera, You Can Win, Macmillan Publications: New Delhi.

WEB- RESOURCES

1. www.training-classes.com
2. www.info.shine.com
3. www.indianindustry.com
4. www.ultimateinsurancejobs.com
5. www.careers-in-finance.com

JOURNALS & MAGAZINES

1. The IUP Journal of Soft Skills
2. Effective Executive (IUP Magazine)
3. International Journal of Career Management
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

Types of agricultural insurance – Organizations transacting agricultural insurance - Crop insurance underwriting and settlement of claims- Hail insurance - Problems of crop insurance- Farmers Package policy – Cattle wealth in Indian rural economy – Types of cattle and buffaloes – Valuation of cattle – premium rate structure methods of identification cattle insurance policy – Loss assessment and settlement of claims and - Loss minimization.

UNIT – V

Poultry insurance – Insurance of pigs, sheep and goats, camels et. – Other miscellaneous agricultural insurance – Aquaculture, Silkworm, Honeybees, Horticulture, Floriculture, Bio-gas, Animal driven cart – IRDA Regulations – Access through Co-operative Societies- Land & Agricultural Banks - SHG's – Training sales force.

TEXT BOOKS

1. Insurance Institute of India – IC 67- Marine Insurance

2. Insurance Institute of India - IC-71 Agricultural Insurance

REFERENCES

1. Insurance Institute of India – IC 65 – Marine Underwriting
2. Insurance Institute of India - IC-61 - Cargo Loss Prevention
3. Insurance Institute of India - IC-63 - Marine Clauses
4. Insurance Institute of India - IC-66 - Marine Insurance Claims
5. Hodges, 'Law of Marine Insurance', Pap Routledge Cavendish April 1996.
6. Hodges, 'Cases & Mats on Marine Insurance Law' Routledge Cavendish,

WEB- RESOURCES

1. www.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

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

Introduction: History of fire insurance - Nature and functions – Causes of fire – prevention of loss – application of basic principles - The Standard Fire and Special Perils Policy – General exclusions and conditions –Reinstatement value policies – Declaration policies – Tariff rules – Floating policies – various clauses - Fire hazards: Originating hazards – Contributory hazards – Arising from construction – Miscellaneous hazards - Fire prevention

UNIT – II

Fire Insurance documents - Underwriting and Re-insurance - Indian fire reinsurance programme - Fire insurance claims - Legal Aspects Duties of the insured – Onus of proof – the Doctrine of Proximate Cause – Insured perils – Expected Perils – Rights of Insurers – Warranties – Ex-gratia payments – The amount of claims payable – Meaning of value - buildings, machinery etc. Fire insurance claims- Procedural Aspects: Surveys – examination of policies – Causes and assessment of loss.

UNIT – III

Consequential loss insurance: Basis of profits insurance – Measure of indemnity – the CL Policy – Insured standing charges – Some basic problems – Adjustment clause – Policy conditions – Losses not payable – Basis rate and CL rate – Insured's property at other locations – Examples of methods – Advantages of 'Dual Basis' – Lay-off compensation – New Business Clause – Claims procedure – Advance loss of profits cover and specialized policies and overseas practice.

UNIT – IV

History of Motor Insurance - Basic Principles - Types of Motor Vehicles – Introduction to Motor Vehicles Act 1939 & 1988 - Motor Policies – Standard form for Liability only policy – Liability to third parties - Package Policies for Private cars & two wheelers – Motor Policies – Scope of standard form for commercial vehicles 'Package' Policy – Loss or Damage – Risk covered – Protection & Removal Costs – Personal Accident cover for Owner - Motor Tariffs (Regulations)– Proposal Forms – Policy Forms Rating – Double Insurance – Class E, F and G – Underwriting– The vehicles – Moral Hazard– Claim Discount– Motor Insurance Statistics– Insurance & Road safety – Transfer of interest in motor insurance covers.

UNIT – V

Registration and Insurance –Tariff for commercial vehicles – Regulations – Scope – Rating Factors– Minimum values– Motor Vehicles Act – Passenger Risk – Limitations - Own Damage Claims – Preliminary – Assessment – Settlement – Claim discount–Types of loss –Third party Liability Claims procedural Aspects – Proof of Negligence – General damage for Death – General Damages for Disability – Property Damages claims – The Motor Accident Claims Tribunals – Judgements of Criminal Courts – Mediclaim – Form – Check List – Motor Claim minimization Measures & Loss Control programme.

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

4. Insurance Institute of India - IC-56- Fire Insurance Claims
5. Kenneth Cannar, Motor Insurance Theory & Practice' Hyperion Books.
6. Hickson, Motor vehicle insurance rating with pseudo emissions coverage' Elsevier.

WEB- RESOURCES

1. www.insuranceinstituteofindia.com
2. www.tac.org.in
3. www.fireinsurance.com
4. www.insurancepandit.com
5. www.insureatclick.com

JOURNALS & MAGAZINES

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

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

Concept and Scope of Marketing- Marketing Orientations: Production, product, selling, marketing and societal. - Concepts – Emergence and growth of services – Understanding the Marketing Environment – Marketing Mix for services - Developing marketing plan.

UNIT – II

Consumer Behaviour – factors influencing purchase decisions - Purchase process- Marketing research – Definition –steps- Research approaches and techniques – Forecasting Market Demand.

UNIT – III

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

UNIT –IV

Developing insurance services mix - Service product - Service pricing – Promotion – Distribution - Physical evidence – People - Service delivery process - Product/service Life Cycle – New service product Planning and Development – Understanding power of branding - Brand equity – Insurance salesmanship.

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:

1. Harsh V. Verma, *Services Marketing*, Pearson Education: New Delhi.
2. Vinnie Jauhari, *Services: Marketing & Management*, Oxford University Press: Mumbai.
3. Course Book: IC-31, *Insurance Salesmanship*, Insurance Institute of India: Mumbai.
4. S.M.Jha, *Services Marketing*, Himalaya Publishing House

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1. www.icmrindia.org
2. www.gremler.nets.
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

Emotional Intelligence – concepts and definitions – Elements of EI- conflict Management- Styles and outcomes- Stress Management: Definition– identification of the sources of stress – measure to manage stress – How to make and receive criticism.

UNIT-IV

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

TEXT BOOKS

Krishnamacharyulu and Lalitha, Soft skills for Personality development. Himalaya: Mumbai.

REFERENCES

1. Pareek, Udai. (2004). Understanding Organizational Behaviour. Oxford University Press.
2. Naper, Rodhey, W & Gershenfeld Mattik, (1996). Groups Theory & Experience, AITBS, India
3. McShane, S. L & Glinow M. A. V. (2001). Organizational Behaviour: Emerging Realities for the Workplace Revolution. Tata McGraw-Hill Publishing Company Ltd.
4. Hellriegel, D. & Slocum, J. W. (2004). Organizational Behaviour, Thomson Asia Pvt. Ltd., Singapore
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

MBA I – 516

**SUMMER PROJECT AND VIVA-VOCE
(Eight Weeks)**

LIST OF ELECTIVES IN THIRD SEMESTER

MBA I -531

ENTREPRENEURSHIP AND SERVICE MANAGEMENT

Objectives:

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

UNIT – I

Entrepreneurship- Characteristics and motivations- Institutional support: Technical, Financial, Marketing & Training Institutions. Taxation benefits- Global aspects of Entrepreneurship- Role of government in promoting entrepreneurship- Entrepreneurship training- Success stories of entrepreneurs.

UNIT-II

Formation of enterprise-- Opportunity analysis – Developing Project proposal- Ownership and finances – sources of finance- Project Financing & Evaluation methods- Micro finance- Venture Capital Finance – Process and methods of valuation, venture exit mechanism- International entrepreneurial finance – Issues and challenges- IRDA directions on incorporation of insurance companies.

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

1. P. Narayana Reddy, Entrepreneurship: Text and Cases, Cengage Learning: New Delhi.
2. Fitzsimmons and Fitzsimmons, Service Management, Tata McGraw Hills: New Delhi.

REFERENCES :

1. Vasant Desai, The Dynamics of Entrepreneurial Development and Management, Himalaya Publishing House: Mumbai.
2. S.S Khanka, Entrepreneurial Development, S. Chand & Company Limited: New Delhi.
3. Satish Taneja, Entrepreneur Development, Himalaya Publishing House: Mumbai.
4. Metters, King-Metters, Pullman and Walton, Successful Service Operations Management, Cengage Learning: New Delhi.
5. Haksever, et al., Service Management and Operations, Pearson Education: New Delhi.

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

Security Market – Financial market – Types – Segments – Participants in financial market – regulatory environment – Primary market – Stock exchanges in India – BSE, NSE, ISE – Regulations of Stock exchange - Trading system in stock exchanges – SEBI

UNIT –III

Fundamental Analysis – Economic analysis – Economic forecasting and stock investment decisions – Forecasting Techniques – Industry analysis: classification, life cycle – Company analysis – Measuring Earnings – Forecasting earnings – Applied valuation techniques

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:

1. V A Avadhani, "Securities Analysis and Portfolio Management", 12th edition, Himalaya Publishers.

REFERENCES

1. Donald E.Fischer & Ronald J.Jordan, Security Analysis & Portfolio Management, Pearson, Education 2009
2. Prasanna Chandra, Investment analysis and Portfolio Management, Tata McGraw Hill, 2008.
3. Kevin, Securities analysis and portfolio management, Prentice Hall of India, 2009

WEBSRESOURCES:

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
3. Journal of Financial Markets
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

Actuarial Models and Life Insurance – Survival Distributions – Survival function – Aggregate Survival models – Force of Mortality - Application of Actuarial models to Financial Risks – Individual Risk Model and Collective Risk Model; Curtate - Future – Lifetimes; Assumptions for Fractional Ages - Compound (Aggregate) Models.

UNIT II

Life Contingencies – Mortality table – Columns of mortality table – Completing an incomplete mortality table – Uses of mortality table- Expectations of life – Computing probabilities of survival and death using mortality tables.

UNIT III

Life Insurance – Insurances payable at the Moment of Death – Pure endowment , Term Insurance and Endowment Insurance - Whole Life Insurance – Deferred Insurance – Varying Benefit Insurance – Insurances payable at the End of the Year of Death - Relationship between Insurances payable at the moment of death and the end of the year of death.

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

Benefit Premiums – Premium principles – Equivalence principle – Fully continuous premiums - Percentile Premium – Fully Discrete Premiums- True m-thly payment premiums – Benefit Reserves – Fully Continuous and Discrete Benefit Reserves.

TEXT BOOK

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

REFERENCES

1. Dickson, D.C.M., Herby, M.R., and Waters, H.R., Actuarial Mathematics for Life Contingent Risks, Cambridge University Press: New York.
2. Hossack, I.B., Polard, J.H., and Zehnwrith, B. Introductory Statistics with Applications in General Insurance, Cambridge University Press: New York.
3. Jozef Teugels and Bjørn Sundt, Encyclopedia of Actuarial Science. John Wiley & Sons: England.
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 – Syntectics- Nominal groups- Thinking Hats- Quality Circles-Suggestion systems.

UNIT-III

Individual creativity- Creativity training programmes – Changing Mind sets – Techniques: Self awareness –Meditation- Dreaming –Doodling – Creativity focus.

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

1. Krishnamacharyulu and Lalitha, Innovation Management, Himalaya Publishing House: Mumbai.
2. Amrit Tiwana, Knowledge Management, Pearson Education: New Delhi.

REFERENCES

1. Paul E Plesk, Creativity Innovation and Quality, Prentice-Hall, New Delhi.
2. Pradip N-Khandawalla, Fourth Eye , A.H.Wheeler: New Delhi.
3. Awad and Ghaziri, Knowledge Management, Pearson Education: New Delhi.
4. Barnes Stuart, Knowledge Management Systems, Cengage Learning: New Delhi.
5. Charles Prather, Innovation and Creativity in Teams, McGraw Hill: New York.
6. Berger, Dutta, Raffel and Samuels, Innovation at the Top, Palgrave: Great Britain.

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 web site 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

P.T.Joseph: E-Commerce: A Managerial Perspective, PHI: New Delhi.

REFERENCES

1. Gary P. Schneider, Electronic Commerce, Thomson: Singapore.
2. Albert Napier H, Rivers N Ollie , Wagner W Stuart And Napier JB , E-Business -Creating A winning , ,Cengage learning India Pvt. Ltd, New Delhi
3. Bharat Bhaskar , Electronic Commerce –Frame work, Technologies and Application , Tata Mc Graw 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

WEB RESOURCES

1. www.searchcio.techtarget.com
2. www.ecommercetimes.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

5. E-Business Magazine
6. E-Commerce Times

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

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.

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. .
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.

WEB- RESOURCES

1. www.iaa.com.au
2. www.indiainsure.com
3. www.businessinsure.about.com
4. www.sbinfocanada.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

Health Insurance Products: Scope of Health Insurance Covers- Individual and Group indemnity plans— Medclaim Policy - Overseas Medical Insurance - Floater Plans- Benefit plans- Critical Illness plans- High Deductible plans- Comprehensive coverage plans- Long term care insurance — Travel Insurance- Micro Health Insurance—Health Insurance plans for Senior Citizens — Disease Management plans- Other Products – Benefits – Exclusions – Discounts – Conditions.

UNIT –III

Health Insurance Underwriting: Need for underwriting—Principles of underwriting Health insurance — The underwriting process - Claims Procedure & Documentation – Third Party Administrators (TPA's): - IRDA Regulations for TPA– Role and Responsibilities of TPA – Network Hospitals & Cash Less Facility - Special Policies for Critical Illnesses/Top-Up Cover

UNIT – IV

Personal Accident Insurance - Basic Principles - Coverage and Benefits - Provisos and Exclusions – Rating – Extensions – Discounts - Burglary Insurance – Scope – Types – Exclusions – Extensions - Money Insurance – Exclusions – conditions –Underwriting.

UNIT – V

Fidelity Guarantee – Coverage – Types – Conditions – Underwriting – Investigation - Other miscellaneous policies - Pedal cycle - Plate glass - Special contingency - Package Policies for Shopkeepers/ Householders/Offices & Service Industries. Special Type of Policies – Industrial all Risks for Large, Medium & Small Scale Manufacturing Units - Banker's Blanket, Oil & Gas Insurance, Aviation Insurance - Exclusions – Conditions – Rating.

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
2. Benjamin S. Warren, Health Insurance: Its Relation to the Public Health, Biblio Bazaar, 2009
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

1. <http://www.healthinsuranceindia.org>
2. <http://www.wikipedia.org/wiki/Health-Insurance>
3. <http://www.msn.co.in/business/Insurance/Health>
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 frame-work and process of strategic management
- To develop an understanding of tools and techniques of strategic management.

UNIT – I

Strategic Management – Concept and significance –Strategic Management Process – Components of strategic management model- Mission Vision and Objectives – Balanced score card of objectives.

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- Mc Kinsey'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

J A Pearce II and R B Robinson Jr: Strategic Management formulation, implementation and control , Tata McGraw Hill, New Delhi.

REFERENCES

1. Arthur Sharplin, Strategic Management, McGraw Hill, New York.
2. Wheelen and Hunger, Strategic Management, Pearson education, Singapore.
3. Upendra Kachru, Strategic Management, Excel Books, Mumbai.
4. R Srinivasan, Strategic Management :The Indian Context, Prentice Hall India:
5. Mishra R.K. & Geeta Rani D, Corporate governance Theory & Practice, Excel Books, New Delhi.

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

2. Strategic Management Journal
3. International Journal of Applied Strategic Management
4. International Journal of Applied Strategic Management
5. Academy of Strategic Management Journal

MBA I -523

INTERNATIONAL BUSINESS MANAGEMENT

Objectives:

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

UNIT – I

Globalization- Drivers of globalization – International business environment - International trade theory – Exporting, Importing and Counter trade-Balance of payments - Regional economic integration-International economic institutions and agencies and agreements –Impact -Regional trading Blocks –EU-NAFTA-IMF, world Bank ,UNCTAD, ILO-OPEC –GATT-WTO and trade agreements- theory of global competitiveness alignment, mapping competitiveness shifts-

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

International Financial Management – Foreign Exchange Rates: Basics, Transaction and Economic Exposure – Foreign Direct Investment- international marketing strategy-international HR management strategy-International operations management strategy-global standard quality management-porters model of competitive advantage

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

K.Aswhathappa: *International Business*, McGraw Hill, New Delhi. 2006

REFERENCES

1. Anand K.sundaram and I.Stewart Black : *The International Business Environment* Prentice Hall of India, New Delhi.1999
2. Subba Rao P., *International Business*, Himalaya Publishing, Mumbai,2009

3. Manab Adhikary –Global Business Management ,McMillan ,New delhi,2001
4. Justin Paul-International Business, PHI Learning Pvt, New Delhi
5. cherunilam , International Business Text & Cases,PHI learning ,New Delhi
6. Insurance Institute of India – IC 12 – Insurance Business Environment

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

Legal Background- Introduction- Employer's Liability for Negligence of Employees- Principal's Liability for Negligence of Contractors- The Law of Strict Liability- The Law of Absolute Liability- Director's & Officer's Personal Liability- Statutory Liability- The Consumer Protection Act, 1986.

UNIT- III

Compulsory Public Liability Insurance Act,1991- No Fault Liability- Compulsory Insurance- Claims Procedure- Operative Clause- Exclusions- Conditions- Product Liability Insurance- Legal Background- Risk Assessment Report- Rating- Premium Computation - Employer's Liability Insurance- Introduction- The Workmen's Compensation Act, 1923-Employer Liability for Compensation - Methods of Reinsurance

UNIT- IV

Origin & History of Engineering Insurance – Special features of Engineering Insurance – Project Insurance – Construction phase – Policies – Contractors all risk insurance – Storage cum erection insurance – contract work insurance – contractors plant & Machinery insurance

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 Law relating to reinsurance contracts - Fundamentals of Contract Law as applicable to reinsurance - Insurance and reinsurance contracts - Reinsurance documentation - Reinsurance - Special factors pertaining - Reinsurance Programme – Designing and Arranging. Setting Retentions – General considerations and factors that influence retention – determining retentions for various classes of business – Property – Liability – Marine – Aviation.

UNIT – II

Programme design - Analysing reinsurance needs – Needs based on business strategy – financial needs – needs based on management style and attitude – construction of reinsurance programme - Negotiation and placement of reinsurance – direct placement – placement through intermediaries – role of intermediaries – advantages and disadvantages of direct placement and dealing through intermediaries.

UNIT - III

Reinsurance clauses: Common clauses – Operative Clause – Commencement and Termination Clause – Access to Records Clause – Errors and Omissions Clause – Intermediary Clause – Offset Clause – Claims Settlement Clause – Accounting Clause - Certain Special Clauses – Net Retained Lines Clause – Retention and Limits Clause – Ultimate Net Loss Clause – Loss Occurrence Clause – Reinstatement Clause – Cut – through Endorsement.

UNIT – IV

Reinsurance Accounting – Special nature of reinsurance accounts – formats of reinsurance accounting – Taxation aspects – Special Characteristics of certain important reinsurance markets – Reinsurance Exchanges – pools - Reinsurer Financial Security – Importance - Managing reinsurer security – Selecting reinsurers – Establishing criteria for evaluation of security – Financial Strength Ratings – Major rating agencies.

UNIT – V

Alternatives to reinsurance – new forms of reinsurance – Finite Risk / Financial Reinsurance – Reinsurance of Futures and Securitisation of reinsurance contracts – New markets – Impact of captives and high self –retentions on the reinsurance mechanism – Emerging trends in global reinsurance markets - Inward Reinsurance Business – need for inward business – Objectives – Business Strategy – Retrocession arrangements – Reciprocal trading.

TEXT BOOK

Insurance Institute of India- IC-85- Reinsurance Management

REFERENCES

1. Module III, Risk Management and Reinsurance, The Institute of Chartered Accountants of India: New Delhi.
2. Module III (Supplementary Study Material), Risk Management and Reinsurance, The Institute of Chartered Accountants of India: New Delhi.
3. Ruth Gastel, Reinsurance: Fundamentals and New Challenges, Insurance Information Institute: New York.

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

Approach to risk management - Business growth through risk taking - Risk and opportunity - What is enterprise risk management (ERM) - Benefits of ERM – Framework - Appointment of Client - Interview with the client – proposal preparation and implementation. The Risk Management Process: Analysing the Business - Risk Identification - Risk Assessment - Risk Evaluation - Risk Planning - Risk Management.

UNIT – II

Financial Risk Management: Definition, Scope, benefits and implementation of financial risk - Liquidity risk - Credit risk - Default risk - Borrowing - Currency risk - Funding risk - Foreign investment risk – Derivatives. Operational Risk Management: definition, scope, benefits and implementation of operational risk - Strategy - People - Processes and systems - External events - Outsourcing - Measurement – Mitigation. Technological Risk: Definition, scope, benefits and implementation of technology risk management - Primary technology types - Responding to technology risk.

UNIT – III

Economic Risk: Definition, Scope, benefits and implementation of economic risk management - Microeconomics and macroeconomics - Macroeconomics - Government policy - Aggregate demand - Aggregate supply - Employment levels - Inflation - Interest rate risk - House prices - International trade and protection - Currency risk. Environmental Risk: Definition, Scope, benefits and implementation of environmental risk management - Energy sources – Use of resources - Pollution - Global warming - Response to global warming - Stimulation to environmental considerations - Environmental sustainability

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

Market Risk: Definition, Scope, benefits and implementation of market risk management - Market structure - Product lifecycle stage - Alternative strategic directions - Acquisition - Game theory - Price elasticity/sensitivity - Distribution strength - Measurement - Risk response planning. Social Risk: Definition, Scope, benefits and implementation of social risk management – Education - Population movements – demographic changes - Socio-cultural patterns and trends - Crime - Lifestyles and social attitudes.

TEXT BOOK

1. Robert J. Chapman, *Simple Tools and Techniques for Enterprise Risk Management*, John Wiley & Sons: England

REFERENCES

1. Duckert, G.H., *Practical Enterprise Risk Management: A Business Process Approach*, John Wiley & Sons: England.
2. John J. Hampton, *Fundamentals of Enterprise Risk Management, How Top Companies Assess Risk, Manage Exposures, and Seize Opportunities*, American Management Association: New York.
3. David L. Olson and Desheng Wu, *Enterprise Risk Management Models*, Springer: Singapore.
4. Harry Cendrowski and William C. Mair, *Enterprise Risk Management and COSO: A Guide for Directors, Executives and Practitioners*, John Wiley & Sons: USA.
5. Linda Spedding and Adam Rose, *Business Risk Management: A Sustainable Approach*, CIMA Publishing of ELSEVIER: USA.
6. A.C. Vedpuriswar, *Enterprise Risk Management*, Viva Books: New Delhi.

WEBRESOURCES

1. www.assochem.org
2. www.icmrindia.org
3. www.icaai.org

4. www.indiainsurancereview.com
5. www.caclubind

JOURNALS & MAGAZINES

1. Enterprise Risk (International)
2. The Financial Analyst (IUP Press)
3. Finance India
4. Risk Management Magazine (International)
5. The IUP Journal of Risk & Insurance
6. The IUP Journal of Financial Risk Management

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

Introduction: Database System Application – Purpose of database system – View of Data – Database languages – Relational databases – Database Design – Database Architecture, database users, and administrators.

UNIT II

Database Design : Structure of Relational Databases - Entity Relationship Model – Constraints – Entity Relationship Diagram – Entity Relationship Design issues- Weak entity sets- Database design for Insurance and Banking Enterprise – Reduction to Relational Schemas – Normalization – Functional Dependencies – First Normal Form , Second Normal Form, Third Normal Form.

UNIT III

SQL: Background – Data definition – Structure of SQL Queries – Set operations- Aggregate Functions- Null values – Nested Subqueries- Views – Modification of the Database - SQL Data types and Schemas – Integrity Constraints – Authorization – Queries related to Insurance Companies.

UNIT IV

Data Storage and Transaction: Over view of Physical Storage Media – RAID – Tertiary Storage – Storage Access – B trees – Static and Dynamic Hashing – Transaction Concepts – Transaction state – Concurrent Executions – Serializability – Recoverability.

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

Silberschatz,A., Korth, H.F and Sudarshan, S. (2006) “ Database System Concepts” 5th edition, McGraw Hill International Edition, New York.

REFERENCES

1. Panneerselvam. R., “Database Management Concepts, Prentice-Hall of India,New Delhi
2. James Martin, “Principles of Database Management”, Prentice-Hall of India, New De
3. Alexis Leon and Mathews Leon, “Essentials of Database Management Systems”. Vijay Nicole Imprints Pvt Ltd. Chennai.
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

Meaning –Evolution of MIS –Managers view of information systems –strategic planning –Management control –Using Information systems for competitive advantage –Value chain model –synergies –core competencies and network based strategies- Information technology and Business process Reengineering

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
4. Kenneth C Laudon and Jane P Laudon , Management Information system –managing the digital firm ,Pearson education , 2009
5. Murthy CVS ,Management Information system- Text & Applications , Himalaya Publishing House ,Mumbai,2009

WEB RESOURCES

1. www.soe.ucsc.edu
2. www.salmarch.com
3. press.teleinteractive.net
4. magiclopedia.com
5. <http://www.oracle.com>

JOURNALS & MAGAZINE

1. International journal of business intelligence system
2. RFID journal LIVE
3. International Journal of Business information system
4. Emerald-Journal of Business strategy
5. Intelligence technologies journal

MBA I – 546

INSURANCE SALESMANSHIP

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

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.

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

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.

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

Personality - Time Management - Self-Discipline - Agents Clubs - Gratuity & Term Insurance - Customer Satisfaction - Consumerism - Consumer Protection Act.

TEXT BOOK

Insurance Institute of India -C-31- Insurance Salesmanship

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

WEBRESOURCES

1. www.thehabitualsalesman.com
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