



**JSS COLLEGE OF ARTS COMMERCE &
SCIENCE**

(Autonomous)

Ooty Road, Mysuru – 25

**DEPARTMENT OF COMMERCE AND
MANAGEMENT**

**ADD-ON-COURSE
INSURANCE MANAGEMENT**

2022-23

JSS COLLEGE FOR ARTS, COMMERCE & SCIENCE

(AUTONOMOUS)

OOTY ROAD, MYSORE-25

DEPARTMENT OF COMMERCE & MANGEMENT

Career Oriented Course

Insurance Management

Course Structure

Semester	Paper		Hours/Week	Duration of exam	Maximum Marks
Certificate Course					
I	1.1	Fundamentals of Risk & Insurance	04	3	100
II	1.2	Life Insurance Management	04	3	100
Diploma					
III	2.1	General Insurance Management	04	3	100
IV	2.2	Management of Insurance Business	04	3	100
Advanced Diploma					
V	3.1	Insurance Marketing	04	3	100
VI	3.2	Accounting for Insurance	04	3	100

Note:

i) Composition of Marks:

Theory : 70 Marks

Skill Development : 20 marks (10 Examination + 10 Record)

Internal Assessment : 10 Marks (5 Test + 5 viva)

ii) **Regulations:**

1) Intake : 60 Students

iii) **Eligibility:**

- All the students of our college are eligible to seek admission to Certificate Course
- Those who complete Certificate Course are eligible to seek admission to Diploma Course
- Those who complete Diploma course are eligible to seek admission to Advanced Diploma Course

iv) **Attendance:** As per college regulations

v) **Results:** As per college regulations.

Note:

1. For papers 2,3,4,5,6 teaching will be 1 hour theory and 2 hours practical per batch of 20 students
2. Composition of marks will be as below

Sl. No	Total	Theory	Practical	Internal Assessment
1	100	70	-	30*
2	100	40	40	10+10
3	100	70	-	30*
4	100	40	40	10+10
5	100	40	40	10+10
6	100	40	40	10+10

Composition of Internal assessment marks for paper 1 and 3(Test – 5 Marks + Viva – 5 Marks + S. D Exam -15 Marks + Record -5 Marks = 30 marks)

Regulations

- I. Intake: 30 students
- II. Eligibility:
 - All the students of our college are eligible to seek admission to certificate course
 - Those who complete certificate course are eligible to seek admission to Diploma Course
 - Those who complete Diploma Course are eligible to seek admission to Advanced Diploma Course.
- III. Attendance: As per college regulations
- IV. Results: As per college regulations

Outcomes of ADD-ON-COURSE – INSURANCE MANAGEMENT:

1. Demonstrate the knowledge of insurance contracts and provisions.
2. Understand the Concept of Risk and Risk Management.
3. Develop proficiency in Principles of Insurance.
4. Attain skills of Insurance Business in India.

**CERTIFICATE COURSE IN INSURANCE MANAGEMENT (CCIM)
FIRST SEMESTER**

1.1 Fundamentals of Risk & Insurance

Course outcomes:

Co1: It demonstrate knowledge of the operation and management of insurance entities

Co2: It Demonstrate knowledge of insurance contracts and provisions, and the features of property-liability insurance, life and health insurance, and employee benefit plans

UNIT-1 Insurance: introduction, origin & growth, meaning & definition.
Objectives of Insurance Types of Insurance: Life Insurance & General Insurance (A brief study only)

UNIT-2 Concept of Risk- Meaning & Nature of Risk-Risk v/s Uncertainty-
Types of Risk; Controllable & Uncontrollable Risk, Financial & Non-Financial Risk, Pure & Speculative Risk

UNIT-3 Risk Management Strategies- Meaning of Risk Management, Risk Management Process-Risk

Management Strategies; Avoidance, Transfer, Retention, Control, Hedging. Underwriting insurance.

UNIT-4 Principles of Insurance-Utmost Good Faith- Insurable Interest, Indemnity. Subrogation.

Contribution, Causa-Proxima, Disclosure of Material facts.

UNIT-5 Subject matter of Insurance

Concept of Bank assurance & Alternative Channels

Re-Insurance - Meaning & Objectives- Techniques of Re-Insurance-role of Re-insurer.

**CERTIFICATE COURSE IN INSURANCE MANAGEMENT (CCIM)
SECOND SEMESTER**

1.2: Life Insurance Management:

Course outcomes:

Co 1: Evaluate the growth and Development of Insurance Business.

Co2: Understand the working and functioning of the Insurance Sector.

Unit - 1 Life Insurance - Concept - Need for Life Insurance- Insurance as Collateral Security and

Investment.

Unit-2 Life Insurance Contract (Policy Bond) - Conditions and Privileges - Nature of Life Insurance

Contracts

Unit-3 Types of Life Insurance Policies - Endowment - Whole Life, Money Back, Unit Linked Policy, Health Policy. Any six latest Life Insurance Plans of any one Company

Unit-4 Policy Assignment, Nomination, Loans on Life Policies, Surrender of Policies.

Unit-5 Procedure for Life Insurance Claims: Maturity Claims and Death Claims, Survival Benefit.

A brief study of Life Insurance Business in India including Postal Life Insurance.

DIPLOMA IN INSURANCE MANAGEMENT (DIM)
THIRD SEMESTER

2.1 General Insurance Management

Course outcomes:

Co1: Study the inter-relationship between Insurance & Risk Management.

Co2: Analyze the Role of Insurance Business Intermediarie

UNIT-1 General Insurance Business in India- Evolution, Growth & Prospects.

UNIT-2 General Insurance & its Relevance to Business Terms & Conditions of General Insurance Contract.

UNIT-3 Fire Insurance- Determination of Value risk premium- hazards not covered under Fire Insurance. Fire Claim Procedure.

UNIT-4 Motor Vehicle Insurance-Special features-determinations of premium & Policy Conditions- motor vehicle insurance claims & Procedure.

UNIT-5 Other Types of General Insurance- Features of Marine Insurance, Medical Insurance, Crop Insurance, Livestock Insurance.

DIPLOMA IN INSURANCE MANAGEMENT (DIM)

FOURTH SEMESTER

2.2 Management of Insurance Business

Course Outcomes:

Co1: Compare various kinds of insurance plans as well as the importance of contract in Customers.

Co2: Create valuable insights into overview of Life Insurance and General Insurance Products.

UNIT-1 Management functions in Insurance Business Planning, Organizing, Staffing, Directing &

Controlling.

UNIT-2 Challenges of Life Insurance Business & General Insurance Business.

UNIT-3 Frauds in Insurance Determination of False Claims Procedure for establishing false claims general

protection available to Insurance business companies against frauds.

UNIT-4 A study salient feature of insurance Act, 1938, LIC Act of 1956, GIC Act of 1972, INDA Act of 1999

& Employee State Insurance Act of 1965.

UNIT-5 Insurance Regulatory & Development Authority of India Constitution, Powers & Functions.

ADVANCED DIPLOMA IN INSURANCE MANAGEMENT (ADIM)
FIFTH SEMESTER

3.1 Insurance Marketing

Course outcomes:

Co1: Analyse the role and operation of marketing in the insurance industry.

Co2: Analyse insurance product and service development and positioning

UNIT-1 Marketing- Meaning & Definition, Marketing V/s Selling- Marketing of Goods & Services.

UNIT-2 Marketing of Insurance Market segmentation-selling process Insurance Agents, Development

Officers & Direct selling Agent Appointment, Training & Duties-Qualities of A good Marketing

Professional.

UNIT-3 Insurance Advertising Media Selection- Budget, Effectiveness- Sales Promotional tools.

UNIT-4 Customer Grievances & Redressal-Provisions of customer protection Act applicable to Insurance.

UNIT-5 Marketing Strategies for Insurance- Product, Pricing, Promotion & Distribution

Recent trends in Insurance-Social Insurance Group Insurance, Rural Insurance, Micro Insurance

(Meaning, Need & Features)

ADVANCED DIPLOMA IN INSURANCE MANAGEMENT (ADIM)
SIXTH SEMESTER

3.2 Accounting for Insurance

Course Outcomes:

Co1: Evaluate the distribution of insurance products and services.

Co2: Analyse the role of communication in the marketing of insurance products and services.

Unit 1: General Insurance Accounting Process & Techniques.

Unit 2: Insurance Accounting Regulations.

Unit 3: Preparation & Presentation of Financial Statements.

Unit 4: Reinsurance Accounting.

Unit 5: Accounting Methods & Process of Special Accounting Transactions

Books for reference:

- 1) Modern concepts of Insurance-M.N. Mishra
- 2) Principles and practice of Insurance - Dr. P. Perisamy
- 3) Insurance and . P.K.Gupta
- 4) Risk Management and Insurance - Dr. G.Kotreshwar