

## Eligibility & Admission Procedure:

Intermediate in any discipline with a minimum of 40 percent marks. Candidate should not be of above 25 years as on 1<sup>st</sup> January, 2013

Admission will be on the basis of marks secured in the Intermediate Examination.

## Certificate Course in Insurance Marketing

### Structure of the course

Paper	Subject	Marks
Paper 1.1	Insurance Market & Financial System	100
Paper 1.2	Principles and Practices of Insurance	100
Paper 1.3	Accounting Concept of Insurance	100


### PAPER- 1.1

### Insurance Market & Financial System

- Unit 1 : Meaning of Financial System, Financial System and Economic Development, overview of Financial Markets-Financial Institutions-Financial Instruments and Financial Service.
- Unit 2 : Financial Markets-classification of financial markets-money market, capital market-primary and secondary market, Insurance market in India.
- Unit 3 : Intermediaries of Insurance Business- Qualification, Appointment and Duties of Insurance Agent.
- Unit 4 : Insurance Marketing-the concept, users of Insurance, market Segmentation, Marketing of Insurance Products.

### Books Recommended:

1. Indian Financial System-Bharathi Pathak, Pearson Education.
2. Indian Financial System-M Y Khan, Tata Mc Graw Hill Publishing Co. Ltd.
3. Financial Markets-L M Bhole, Tata Mc Graw Hill Publishing Co Ltd.
4. The Indian Financial System and Development -Vasant Desai, Himalaya Publishing House.
5. Principles of Management: L M Prasad, Sultan Chand & Sons, New Delhi.

  
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PAPER-1.2Principles and Practices of Insurance

- Unit 1 : Insurance: Meaning and its nature, benefits of insurance, Types of insurance-life and non-life insurance, Principles of insurance-utmost good faith, insurable interest, indemnity, proximate cause, subrogation and contribution.
- Unit 2 : Life Insurance: Meaning and nature. Types of Life Insurance Policies, riders, group insurance, annuities, Unit Link Policy.
- Unit 3 : Non-life Insurance-principles of insurance and their application to fire and marine insurance, Various types of fire and marine policies, Miscellaneous Insurance: motor insurance policies and third party insurance, health insurance, burglary insurance, Bancassurance
- Unit 4 : Claim Procedure: Life Insurance: Maturity claims, survival benefits, Death claims-claim concession, post maturity options, settlement of claims; Non-life Insurance: Preliminary Procedure, investigation and assessment, role of surveyors and assessors, Arbitration-limitation, settlement of claims.

Books Recommended:

1. Principles and Practices of Insurance, M Mishra, S Chand & Co., New Delhi,
2. Insurance for Everyone, L Patukale, Macmillan India Ltd., New Delhi,
3. Principles of Insurance management, Neelam C. Gulati, Excel Books, New Delhi,
4. Principles and Practices of Life Insurance, G Krishnaswamy, Excel Books, New Delhi.

PAPER-1.3Accounting Concept of Insurance

- Unit 1 : Financial Accounting, Concept, importance and scope, Double Entry System, Journals, subsidiary books, bank reconciliation statement, trial balance, Trading and Profit & Loss Account, Balance sheet.
- Unit 2 : Financial Statements of Life Insurance Companies and General Insurance companies, Forms and contents of Revenue Accounts, Profit & Loss Account, Balance sheet, Schedules to the Accounts.
- Unit 3 : Management Accounting: concept and need of budget and budgetary control.

Books Recommended:

1. Accounting & Finance for Managers, Taxmann Publication, New Delhi.
2. Advanced Accounting-Shukla and Grewal, S. Chand & Co., New Delhi.
3. Financial Accounting-P C Tulsian, Pearson Education, Delhi.
4. Accounting & Finance for Managers - N Balwani, Excel Books.

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