ST. JOSEPH’S COLLEGE FOR WOMEN (AUTONOMOUS) VISAKHAPATNAM

I SEMESTER **SKILL DEVELOPMENT COURSE** TIME:2HRS/WEEK IP 1001 (2) **INSURANCE PROMOTION** MAX.MARKS:50

(w.e.f: 2020-2021-‘20AH’)  **SYLLABUS**

## LEARNING OUTCOMES:

By successful completion of the course, students will be able to;

1. Understand the field level structure and functioning of insurance sector and it’s role in protecting therisks
2. Comprehend pertaining skills and their application for promoting insurancecoverage
3. Prepare better for the Insurance Agent examination conducted by IRDA.
4. Plan ‘promoting insurance coverage practice’ as one of the careeroptions.

## SYLLABUS:

**SECTION – I:**

Introduction of Insurance - Types of insurances. Growth of Insurance sector in India - Regulatory mechanism (IRDA) - Its functions

## SECTION – II:

Life Insurance plans. Health insurance plans.Products and features. Contents of documents– Sales Promotion methods - Finding prospective customers –Counselling – Helping customers in filing - Extending post-insurance service tocustomers.

## SECTION – III:

General Insurance - It's products (Motor, Marine, Machinery, Fire, Travel and Transportation) and features. Contents of documents. Dealing with customers – Explaining Products to Customers - Promoting Customer loyalty. Maintenance of Records.

## CO-CURRICULAR ACTIVITIES SUGGESTED:

1. Collection of pamphlets of various insurance forms and procedures
2. Invited Lectures by Development Officersconcerned
3. Mock practice of selling of insuranceproducts
4. Preparation of workingdocuments
5. Assignments, Group discussion, Quiz etc.

## REFERENCE BOOKS:

1. Principles of Insurance, Himalaya publishingHouse
2. Principles and PracticeofInsurance, "
3. Fundamentalsofinsurance, "
4. Life and General Insurance Management,"
5. Financial services, Tata McGraw hill
6. Insurance Principles and Practices, Sultan Chand&Sons
7. Websites on insurance promotion

\*\* \*\* \*\*