

POST GRADUATE DIPLOMA IN INSURANCE MANAGEMENT

(PGDIM)

PROGRAMME CURRICULUM Semester –I

1. Principles and Practices of Management
2. Principles of Insurance Including IT
3. Legal Aspects of Insurance
4. Indian Insurance Environment
5. Business Communication

1. Principles and Practices of Management

1. Business - the Purpose of Management
2. Designing Organization for Business
3. Need for Managing Organization and Business
4. Management of Standard Functions
5. Managing Resources
6. Planning
7. Decision Making
8. Organizing
9. Staffing
10. Leading: Directing • Communicating • Motivating
11. Controlling
12. Coordinating (Synchronizing)
13. Evolution of Management Thought
14. Pursuing Managerial Career

2. Principles of Insurance Including IT

1. Concept of Risk
2. Theory of Probability and Functions of Insurance
3. History and Development of Insurance
4. The Basic Principles
6. Indemnity
7. Insurable Interest
8. Principles of Subrogation and Contribution
9. Proximate Cause
10. Reinsurance
11. Introduction to Computers
12. Applications of Computers
13. Information and Information Technology
14. Programming Concepts and System Development
15. Technology Applications in Insurance - I

16. Technology Applications in Insurance – II

17. Networking and E-Business

3. Legal Aspects of Insurance

1. Needs for Law in Insurance
2. Laws for Insurance Firms
3. Laws for Insurance Contract
4. Laws for Insurance as a Special Contract
5. Laws governing Insurance of Properties
6. Laws governing Insurance against Damage out of Performance
7. Laws governing Insurance of Person (Health, Injury, Disability, Death) and of Society
8. Acts governing Insurance Underwriting and Marketing
9. Laws governing Insurance Claims
10. Laws governing Claimants, Consumers' Grievances

4. Indian Insurance Environment

1. Indian Insurance Environment
2. Physical Environment
3. Legal Environment
4. Social Environment
5. Political Environment
6. Economic Environment
7. Commercial Environment
8. Financial Environment
9. Technological Environment
10. Educational Environment

5. Business Communication

1. Communication in Business
2. Process of Communication
3. Psychological and Cultural Dimensions of Business Communication
4. Listening
5. The Writing Process – Planning
6. Writing Process: Organizing, Composing and Revising Business Messages
7. Writing Routine, Good News and Goodwill Messages
8. Writing Indirect Messages
9. Short and Long Reports
10. Developing and Delivering Effective Presentations
11. Interviews and Meetings
12. Group Communication Strategies

13. Resumes and Employment Letters
14. Communicating with Technology
15. Formats for Business Documents

Semester II: General Insurance Specialization

1. Practices of General Insurance Including Insurance Accounting
2. Property and Liability Insurance
3. Marketing of General Insurance
4. Risk Management in general Insurance
5. Personal and Health Insurance

1. Practices of General Insurance Including Insurance Accounting

1. Introduction
2. Insurance Legislation
3. Conceptual Framework of Risk
4. Essential Features and Fundamentals of General Insurance
5. Insurance Coverages
6. Insurance Documents
7. Analysis of Insurance Transaction and Underwriting of Policies
8. Premium Rating
9. Claims
10. Financial Aspects of Insurance
11. Basics of Accounting
12. Preparation of Final Accounts
13. Errors in Accounting and Bank Reconciliation
14. Books of Accounts and Accounting Modules
15. Legal Framework

2. Property and Liability Insurance

1. Introduction to Property Insurance
2. Fire Insurance - I
3. Fire Insurance - II
4. Marine Insurance
5. Motor Insurance
6. Engineering Insurance - I
7. Engineering Insurance - II
8. Miscellaneous Insurance
9. Underwriting and Claims

10. Liability Insurance - I

11. Liability Insurance - II

3. Marketing of General Insurance

1. Brief History of Indian General Insurance Business
2. Marketing Infrastructure in General Insurance Business
3. Marketing
4. Marketing Strategy
5. Marketing Roles in Services and Insurance
6. Product Development
7. Pricing and Promotions
8. Distribution and Servicing
9. Advertisement, Publicity and Public Relations
10. Various Marketing Problems

4. Risk Management in General Insurance

1. Basic Concept of Risk Management
2. The Process of Risk Management
3. Risk Identification - I
4. Risk Identification - II
5. Risk Measurement
6. Exposures
7. Risk Control - I
8. Insurance: A Risk Financing Tool
9. Types of Insurance Covers
10. Retention
11. Emerging Trends in Risk Management

5. Personal and Health Insurance

1. Personal Insurance
2. Personal Accident Insurance
3. Insurance of Persons: Other Insurance Policies
4. Insurance of Personal Properties
5. Householders' Insurances
6. Property Insurance for Commercial Establishments
7. Health Insurance Cover in India
8. Health Insurance Cover when Overseas
9. Motor Vehicle Insurance
10. Rural Insurance
11. Liability Insurance
12. Strategies in Marketing of Personal Insurances

Semester II: Life Insurance Specialization

1. Underwriting and Claims Management
2. Practices and Applications of Life Insurance
3. Life Insurance Marketing
4. Risk Management in Life Insurance
5. Life Insurance Products

1. Underwriting and Claims Management

1. Basic Elements of Life Insurance
2. Introduction to Underwriting
3. Genetics and related Underwriting Studies
4. Genetics and related Underwriting Studies
5. Technology in Underwriting
6. Financial Underwriting
7. Non-Income Underwriting
8. Underwriting Document
9. Physiological Factors and Related Underwriting Issues
10. Physiological Factors and Special Category Underwriting
11. Claims Management: An Introduction
12. Claims Management
13. Life Insurance Claims: Forms and Procedures
14. Claims: Redressal of Grievances
15. Consumer Protection: Court Decisions and Case Laws

2. Practices and Applications of Life Insurance

1. Concept of Life Insurance
2. History of Life Insurance in India - Part I
3. History of Life Insurance in India - Part II
4. Important Aspects of Life Insurance
5. Practical Aspects of Life Insurance
6. Principles of Life Insurance
7. Distribution Channels
8. Organizational Set Up of Insurance Companies
9. Application and Acceptance of Life Insurance
10. Policy Conditions
11. Other Important Points of Life Insurance Contract
12. Policy Claims
13. Some Popular Life Insurance Plans and Riders

3. Life Insurance Marketing

1. Introduction to Life Insurance

2. Introduction to Marketing
3. Traditional Channels of Life Insurance Distribution: Advantages and Limitations
4. Alternative Channels of Distribution
5. Bancassurance: Convergence of Banking and Insurance
6. Alternate Channels: Regulations and Conflicts
7. Micro-Insurance and Rural Market
8. Impact of Consumerism & Spending Habits on Insurance Marketing
9. Product Development
10. Role of Internet in Insurance Distribution
11. Marketing of Unit Linked Insurance Plans
12. Consumer Satisfaction and Business Ethics
13. Distribution Channel Models for the Future

4. Risk Management in Life Insurance

1. Introduction to Risk
2. The Nature and Theory of Risk
3. Need for Risk Management
4. Life Insurance - An Overview
5. Risk Management Process
6. Exposures: Life, Health and Loss of Income
7. Integrated Risk Management
8. Non-Insurance Methods of Risk Management
9. Insurance for Rural and Social Sectors
10. Risk Management Applications: Employee Benefits through group Insurance Schemes
11. Government Regulation of Insurance and Risk Management
12. Risk Capital and Risk Hedging
13. Scenario Analysis and Risk Management
14. Reinsurance
15. Risk Management: Alternative Risk Transfer (ART)

5. Life Insurance Products

1. Introduction to Life Insurance
2. Life Insurance Industry: An Overview
3. Traditional Life Insurance Products
4. Term Insurance - Types and Significance
5. Whole Life and Endowment Plans
6. Annuity Plans
7. Consumer Need Analysis and Insurance Planning
8. Group Insurance
9. Insurance for Rural and Social Sectors

10. Unit Linked Insurance Plans
11. Life Insurance - Laws & Regulations
12. Life Insurance Plans - Comparative Analysis

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