



ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION

(A Statutory body of the Government of Andhra Pradesh)

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SYLLABUS OF

INSURANCE PROMOTION

**AS PART OF SKILL DEVELOPMENT COURSES
UNDER CBCS FRAMEWORK WITH EFFECT FROM 2020-21**

PROGRAMME: THREE-YEAR UG PROGRAMME

A.P. STATE COUNCIL OF HIGHER EDUCATION

B A, B Com & B Sc Programmes

Revised CBCS w.e.f. 2020-21

SKILL DEVELOPMENT COURSES

To be Offered from Semesters I to IV

COMMERCE STREAM

Syllabus of

INSURANCE PROMOTION

Total 30 hrs (02h/wk), 02 Credits & Max 50 Marks

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 the risks*
- 2. Comprehend pertaining skills and their application for promoting insurance coverage*
- 3. Prepare better for the Insurance Agent examination conducted by IRDA*
- 4. Plan 'promoting insurance coverage practice' as one of the career options.*

SYLLABUS:

Section I: 06 Hrs

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

Section II: 10 Hrs

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 to customers.

Section III : 10 Hrs

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: (4 hrs)

1. Collection of pamphlets of various insurance forms and procedures
2. Invited Lectures by Development Officers concerned

3. Mock practice of selling of insurance products
4. Preparation of working documents
5. Assignments, Group discussion, Quiz etc.

Reference books:

1. Principles of Insurance, Himalaya publishing House
2. Principles and Practice of Insurance, "
3. Fundamentals of insurance, "
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

MODEL QUESTION PAPER FORMAT

Max. Marks: 50

Time: 1 1/2 hrs (90 Minutes)

SECTION A (Total: 4x5=20 Marks)

(Answer any four questions. Each answer carries 5 marks
(At least 1 question should be given from each Unit)

1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	

SECTION B

(Total: 3x10 = 30 Marks)

(Answer any three questions. Each answer carries 10 marks
(At least 1 question should be given from each Unit)

1.	
2.	
3.	
4.	
5.	

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