



MASTER OF BANKING & INSURANCE

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UNIVERSITY COLLEGE OF COMMERCE & MANAGEMENT STUDIES

MOHANLAL SUKHADIA UNIVERSITY, UDAIPUR

(NAAC Accredited "A" Grade)

Master of Banking and Insurance

COURSE CONTENTS

Course No.	Course Papers	Page
SEMESTER - I		
MBI 101	MARKETING MANAGEMENT & RESEARCH	03
MBI 102	PRINCIPLES OF MANAGEMENT & ORGANISATIONAL BEHAVIOUR	05
MBI 103	HUMAN RESOURCE MANAGEMENT	07
MBI 104	PRINCIPLES AND APPLICATIONS OF LIFE INSURANCE	09
MBI 105	PRACTICE OF GENERAL INSURANCE	11
MBI 106	MARINE & PERSONAL ACCIDENT INSURANCE	12
MBI 107	MANAGEMENT OF FINANCIAL SERVICES & MARKETS	13
SEMESTER - II		
MBI 201	E- BANKING & COMPUTER APPLICATIONS	15
MBI 202	STATISTICAL METHODS FOR BUSINESS DECISIONS	17
MBI 203	FINANCIAL & TREASURY MANAGEMENT	18
MBI 204	MONETARY THEORY & CENTRAL BANKING	20
MBI 205	PRINCIPLES AND PRACTICE OF COMMERCIAL BANKING IN INDIA	21
MBI 206	LAW & PRACTICE OF BANKING IN INDIA	23
MBI 207	VIVA-VOCE	24
SEMESTER - III		
MBI 301	BUSINESS ENVIRONMENT	25
MBI 302	CONSUMER BEHAVIOUR & PSYCHOLOGY	27
MBI 303	MANAGERIAL COMMUNICATION	29
MBI 304	LIFE INSURANCE UNDERWRITING	31
MBI 305	FIRE & MOTOR INSURANCE	33
MBI 306	LEGAL FRAMEWORK OF INSURANCE	34
MBI 307	STRATEGIC MANAGEMENT AND BUSINESS POLICY	35
SEMESTER - IV		
MBI 401	INTRODUCTION TO INFORMATION TECHNOLOGY	37
MBI 402	RISK MANAGEMENT	39
MBI 403	ACCOUNTING FOR BANKING AND INSURANCE	40
MBI 404	BANK MANAGEMENT	42
MBI 405	INVESTMENT MANAGEMENT	43
MBI 406	INTERNATIONAL FINANCE & FOREIGN EXCHANGE	45
MBI 407	VIVA-VOCE	46

RULES

1. Each candidate will be required to have a minimum of 75% attendance in each paper failing which he/she will not be allowed to appear in the semester examination.
2. Each paper of the course will comprise of 100 marks divided into:
 - (a) Semester Examination : 70 marks
 - (b) Internal Assessment : 30 marks
 - Three written tests of 10 marks each will be conducted.
 - The scores of best two tests will be considered
 - The general conduct of the students will be judged and they will be rated out of 10 marks.
3. For promotion to next semester, each candidate should pass in at least 4 out of 6 papers with a minimum of 40% marks in each paper and an aggregate of 48% marks.
4. The candidate failing in one or two papers will be permitted to appear for the due papers along with the subsequent examination i.e. on special examination for due paper will be held and this facility will be extended only once.
5. Division :
60% or more : I Division
48% or more : II Division
but less than 60%

Each candidate shall be required to undergo a field study of 45 days through a visit to industry / business establishment with a view to getting hands-on experience.

MASTER OF BANKING AND INSURANCE

SEMESTER – I

MBI 101 : MARKETING MANAGEMENT & RESEARCH

Unit 1: Concept of marketing and its importance in business, Different approaches of marketing, Marketing environment, Marketing analysis, Market penetration, Market positioning, Market segmentation, Market and business objectives.

Unit 2 : Marketing strategies including pricing strategies, Product differentiation, Branding, Advertising, Direct selling and product life cycle, Difference between products and services.

Unit 3 : Concept of rural marketing, Potential of rural customers, Retailing and methods used in retail business to attract customers, Marketing of goods, Marketing of services, Green marketing, Social marketing, Strategic marketing.

Unit 4 : Marketing organisation and control, Customer and consumer, Relationship marketing, Agents, Wholesalers, Retailers, and design the complete marketing and selling process till after sales services, Promotion and promotion mix.

Unit 5 : Concept of research in marketing, Application, Limitations and its importance, Tools used in marketing research, Marketing information systems, Approaches to research, Sales research, Product research, Advertising research.

Suggested Readings:

1. Kotler Phillip and Gary Armstrong : Principles of Marketing, Prentice Hall of India, New Delhi.
2. Kotler Phillip : Marketing Management – Analysis, Planning, Implementation and Control, Prentice Hall of India, New Delhi.
3. Ramanuj Majumdar : Product Management in India, PHI Learning, New Delhi.
4. E. Jerome McCarthy, William D. Perreault Jr. : Basic Marketing: A Global Managerial Approach, Richard D. John Homewood, New York.
5. Ramaswamy V.S. and Nama Kumari S. : Marketing Management, McMillan India, New Delhi.

MBI 102 : PRINCIPLES OF MANAGEMENT & ORGANISATIONAL BEHAVIOUR

Unit 1: Concept of management, Functions and nature of management, Role of management in business, Role of manager, Development of management thought.

Unit 2: Planning, its nature and purpose, Objectives of planning, Importance of planning in business, Management by objectives, Organization and its nature, Purpose of organizing, departmentation, Authority and responsibility, Span of control, Team leader and responsibilities, Delegation and decentralization.

Unit 3: Directing, it's nature and importance in achievement of goals, Controlling, Nature of controlling, Controlling techniques-traditional and modern.

Unit 4: Individual and group behaviour, Group dynamics and team development, Change management and its importance in policy making, Concept of organizational environment, Business ethics and its value to business.

Unit 5: Motivation, Theories of motivation, Its role in management and business, Money and motivation with importance, Leadership, Role of leader and types of leader, Leadership-different approaches.

Suggested Readings:

1. Peter F. Drucker : Management Challenges for the 21st Century. Harper Collins, New York.

2. Weihrich and Koontz et al. : Essential for Management. Tata McGraw Hill, New Delhi.
3. Fred Luthans : Organisational Behaviour, McGraw Hill Book Co., New York.
4. Louis A. Allen : Management and Organisation McGraw Hill Book Co., New York.
5. Hampton David R. : Modern Management, Issues & Ideas, Englewood Cliffs, NJ Prentice Hall Inc, New York.
6. P. C. Tripathi : Management, Vikas Publishing House, New Delhi.
7. Stoner and Freeman : Management, Prentice Hall India, New Delhi.

MBI 103 : HUMAN RESOURCE MANAGEMENT

Unit 1 : Evolution and development of HR, Importance of HR in organization, Manpower planning, Personnel management, HRM in India.

Unit 2 : Recruitment: Meaning, Policy, Sources-internal and external, Selection, Essentials and procedure, Cultural shock, Training and development design methods and evaluation of training programmes.

Unit 3 : Performance and incentives, Its role, Changing organizational structure and impact on performance, Team building, Recruitment and selection with process, Induction and placement with process.

Unit 4 : Job analysis, Job description, Retirement, Employee, Worker, Contract Labour, Employer, Contractor, Salary, Wages, Bonus, Allowances, Merger and acquisition (M&A), JV's, Collaborations (with importance), Public private partnership.

Unit 5 : Industrial disputes – Meaning, Causes, Settlement of disputes, Collective bargaining, Grievance procedure conciliation, Adjudication, Consultative machinery, Participative Management, Pre-requisite, Importance and limitations.

Suggested Readings:

1. B. Pattanayak : Human Resource and Management, Prentice Hall of India, New Delhi.
2. Aswathapha K. : Human Resource and Personnel Management, Tata McGraw Hill, New Delhi.

3. T.V. Rao : Human Resource Management, SAGE Publications, New Delhi.
4. Barry Cushway : Human Resource and Management, Prentice Hall of India, New Delhi.
5. William B. Werther, Keith Davis : Human Resource and Personnel Management, Prentice Hall of India, New Delhi.
6. T.N. Chhabra : Human Resource Management, Dhanpat Rai & Co., New Delhi.
7. Arun Monappa : Industrial Relations Tata, McGraw Hill, New Delhi.

MBI 104 : PRINCIPLES AND APPLICATIONS OF LIFE INSURANCE

Unit 1 : The Concept of risk, Kinds and classification of risk, Assessment-transfer.

The concept of insurance, Classification of insurance, Types of life insurance – Pure and term, Types of general insurance – Fire, Marine, Motor, Engineering, Aviation and agriculture, Pecuniary, Liability and person.

Unit 2 : Basic Principles of insurance– Utmost good faith, Insurable interest, Material facts, Indemnity, Proximate cause.

Economic principles of insurance– Sharing, Subrogation, Contribution, Legal principle of insurance:- Insurable interest, Nomination and assignment, Utmost good faith, Indemnity, Subrogation, Contribution, Proximate cause, Financial principles:- Premium funds, Investment, Reserves surplus, Valuation of surplus.

Unit 3 : Life insurance product, Elements of life insurance pricing, Basic plans of life insurance, Emergence and nature of new product in advanced countries, Flexible premium plans, Universal life policy, Special types of whole life policies, Family protection policies.

Unit 4 : Group life policies – Basic features, Eligibility, Size of group, Benefits, Financing mode, Group selection Philosophy and process.

Unit 5: Insurance professionals and intermediaries, Functions of Life Insurance, Total personal financial planning, Risk management and life Insurance as its basics, Economic basis of life insurance– For individuals, For family, For businesses, For tax planning.

Suggested Readings:

1. IC-01: Principles of Insurance : Insurance Institute of India, Mumbai.
2. IC-23: Applications of Life Insurance: Insurance Institute of India, Mumbai.
3. Robert I, Mehr : Life Insurance Theory and Practice, Business Publications Inc., Pearson Education India.

MBI 105 : PRACTICE OF GENERAL INSURANCE

Unit 1 : Insurance legislations, The Insurance Act-1938, General Insurance Business (Nationalization) Act-1972, Motor Vehicles Act-1988.

Unit 2 : IRDA; Amendment of Insurance Act, The Insurance (Amendment) Act-2002, Reinsurance, Co-insurance, Workmen's Compensation Act-1923.

Unit 3 : Consumer Protection Act-1986, Insurance ombudsman, The insurance markets, Corporate agents, Broker, Functions of insurance broker, Tariff advisory committee, Insurance forms, Proposal of insurance, Cover notes.

Unit 4 : Motor vehicles– Fire and marine coverage, Standard policies, Reinstatement value policy, Declaration policy, Floating policy, Employees State Insurance-1948, Marine claims.

Unit 5 : Miscellaneous Coverages: Group policies, Health insurance, Mediclaim insurance, Burglary insurance policy, Baggage policy, Money policy, Public Liability Act-1991, Fidelity guarantee insurance, Physical and moral hazards.

Suggested Readings:

1. IC-11: Practice of General Insurance: Insurance Institute of India, Mumbai.
2. Insurance Law Manual, Taxman, New Delhi.

MBI 106 : MARINE AND PERSONAL ACCIDENT INSURANCE

Unit 1 : Marine Insurance Act-1963, Exchange control regulation, Fundamental principles- Utmost good faith, Insurable interest, Indemnity, Subrogation, Proximate cause, Reinsurance.

Unit 2 : Incoterms – Contract for carriage by sea transport, Contract terms by carriage any mode of transport, Cargo underwriting and rating: Nature of vessel, Cargo, Packing, Coverage, Clauses, Warranties.

Unit 3 : Claims- General average, Particular and charges, Salvage, Surveys- Recoveries, Marine cargo claims, Constructive total loss (CTL), Actual total loss (ATL), Particular average loss, Expenses.

Unit 4 : Personal accident insurance: Basic principles, Coverage and benefits, Provisions and exclusions, Claim procedure.

Unit 5 : Deferred mediclaim, Re-insurance concept and methods.

Suggested Readings:

1. IC-67: Marine Insurance : Insurance Institute of India, Mumbai.
2. IC-73: Personal Accident, Sickness and Miscellaneous Insurance : Insurance Institute of India, Mumbai.

MBI 107 : MANAGEMENT OF FINANCIAL SERVICES AND MARKETS

Unit 1 : Introduction and components of financial system, Growth and development of financial system in India.

Money market and its instruments, Call money market, Commercial papers, Certificate of deposits, Gilt edged securities markets, Treasury bills and repurchase agreement.

Unit 2 : Capital markets - Primary market, Public issue, Unlisted companies, Book building process, Types of investors, Dematerialization, Depository participants - process and its operations.

Secondary market : Introduction, History and growth of stock markets in India, Stock market indices, Determinants of a stock Index and methods of index construction.

Unit 3 : SEBI - Its role and functions, SEBI and primary market, SEBI and secondary market, SEBI and mutual funds, SEBI and takeover norms.

RBI- Its regulatory environment, Functions, Norms regarding capital adequacy, Asset classification.

IRDA - Its role, Functions, Regulations and norms.

Unit 4 : Financial services - Its types, Consumer finance, Housing finance, Factoring and Forfeiting, Securitization, Underwriting, Leasing and hire purchase.

Unit 5 : Venture capital - Types, Investment process, Investment valuation, Monitoring and follow-up.

Credit rating - Role in evaluation of issue of securities.

Merchant banking - Nature, Functions, Difference between merchant banker and investment banker.

Suggested Readings:

1. Shashi K Gupta, Nisha Aggarwal : Financial Services, Kalyani Publications, New Delhi.
2. N.K. Gupta and Monika Gupta : Financial Markets, Institutions and Services, Ane Books Pvt. Ltd., New Delhi.
3. L. M. Bhole : Financial Institutions and Markets, McGraw Hill., New Delhi.
4. Preeti Singh : Dynamic of Indian Financial System, ANE Books Pvt. Ltd., New Delhi.