

# **MASTER OF BANKING AND INSURANCE**

## **SEMESTER – III**

### **MBI 301: BUSINESS ENVIRONMENT**

#### **Unit 1: Theoretical Framework of Business Environment**

Concept, Significance and nature of business environment, Elements of business environment, Internal and external environment, Changing dimensions of business environment, Techniques of environmental scanning and monitoring, PESTLE analysis.

#### **Unit 2: Economic Environment of Business**

Significance and elements of economic environment, Economic systems and business environment, Economic planning in India – Recent plan, New industrial policy, Public sector – Role and government policy, Economic reforms – Liberalisation and globalisation.

#### **Unit 3: Political and Legal Environment of Business**

Critical elements of political environment, Government and business, Changing dimensions of legal environment, Consumer Protection Act, Financial, banking and insurance sector reforms.

#### **Unit 4: Socio-Cultural Environment**

Critical elements of socio-cultural environment, Social institutions and system, Social attitudes and values, Social groups, Dualism in Indian society, Emerging rural sector in India, Social responsibility of business (CSR).

## **Unit 5 : International and Technological Environment**

Multinational corporations – Role in India, FDI and FII's Concept, Importance for Indian economy, Foreign collaborations, Mergers and acquisitions, International economic institutions – WTO, IMF, World Bank and their importance to Indian economy, Technology transfer, Technological environment in India.

### **Suggested Readings:**

1. P K Singh : Business Environment, Apex Publishing House, Udaipur-Jaipur
2. Francis Cherullinam : Business Environment, Himalaya Publications, New Delhi.
3. A.N. Agarwal : Indian Economy: Problems of Development and Planning, Wishwa Prakashan, New Delhi.
4. Adhikary, M. : Economic Environmental of Business, S. Chand and Sons, Delhi.
5. Tata Economic Consultancy Service : Business Environment; Special Report to Management.

# **MBI 302 : CONSUMER BEHAVIOUR AND PSYCHOLOGY**

**Unit 1 :** Consumer and customer, Need, Analysis, Search of information, Alternatives, Buying decisions, Experience and feedback, Factors affecting decisions of consumers, Customer satisfaction and delight, Demographic, Geographic, Psycho-graphic, Behavioural factors and their impact on customers' thoughts.

**Unit 2 :** Models of consumer behavior, Guarantee and warranty and impact of terms and conditions apply on customers' mind, Benchmarking, ISI, ISO, OHSAS, EHS standards. Consumer motivation, Consumer personality, Consumer perception, Learning and attitude, Marketing communication process – concepts.

**Unit 3 :** 5s's (Japanese initiative), Why-Why analysis, Conformance to customer requirements, TQM and Six Sigma, Zero failure approach.

**Unit 4 :** Modern marketing and advertising concepts, Their impact on customers, mind, Impact of reference groups, Opinion leaders, Social class in buying decisions.

**Unit 5 :** Approaches to study the consumer behaviour, Emotions, Intelligence level, Values, Perception, Views, Thoughts and traditions in consumer behavior.

### **Suggested Readings:**

1. J. N. Sheth and Ian Howard : Theory of Buyer Behavior, Jhon Willy & Co. London.
2. J.K. Kerby : Consumer Behaviour. ACP Publication, New Delhi.
3. S.C. Mehta : Indian Consumers, Tata McGraw Hill, New Dehli.
4. Satish K. Batra and S.H.H. Kazmi : Consumer Behaviour, Excel Book, New Dehli.
5. D. Bennett : Consumer Behaviour, Prentice Hall India, New Delhi.
6. Schiffman : Consumer Behaviour, Prentice Hall India, New Delhi.
7. David Loudon and Della Bitta : Consumer Behaviour, Tata-McGraw Hill, New Delhi.

# **MBI 303 : MANAGERIAL COMMUNICATION**

## **Unit 1: Introduction of Business Communication**

Basic forms of communication, Communication models and processes, Effective communication, Theories of communication, Audience analysis.

Self-development and communication, Development of positive personal attitudes, SWOT analysis, Vite's model of interdependence, Whole communication.

## **Unit 2 : Corporate Communication**

Formal and informal communication networks, Grapevine communication, Miscommunication (Barriers): Improving communication.

Practice in business communication, Group discussions, Mock interviews, Seminars, Effective listening exercises, Individual and group presentations and reports writing.

## **Unit 3 : Principles of Effective Communication**

Writing skills, Planning business messages, Rewriting and editing, The first draft, Reconstructing the final draft, Business letters and memo formats, Appearance request letters, Good news and bad news letters, Persuasive letters, Sales letters, Collection letters, Office memorandum.

## **Unit 4 : Report Writing**

Introduction to a proposal, Short report and formal report, Report preparation.

Oral presentation, Principles of oral presentation, Factors affecting presentation, Sales presentation, Training presentation, Conducting surveys, Speeches to motivate, Effective presentation skills.

## **Unit 5 : Non-verbal Aspects of Communication**

Body language, Kinesics, Proxemics, Para language

Effective listening, Principles of effective listening, Factors affecting listening exercises, Oral, written and video sessions.

Interviewing skills, Appearing in interviews, Conducting interviews, Writing resume and letter of application.

Modern forms of communicating – Fax, E-mail, Video conferencing etc.

International communication: Cultural sensitiveness and cultural context, writing and presenting in international situations, Inter-cultural factors in interactions, Adapting to global business.

### **Suggested Readings:**

1. Bovee and Thill : Business Communication Today: Tata McGraw Hill, New Delhi.
2. Ronald E. Dulek and John S. Fielder : Principles of Business Communication; Macmillan Publishing Company, London.
3. Randall E. Magors: Business Communication: Harper and Row, New York.
4. Webster's Guide to Effective Letter Writing: Harper and Row, New York.
5. Balasubramanyam : Business Communications: Vikas Publishing House, Delhi.
6. Kaul : Business Communication: Prentice Hall, New Delhi.
7. Kaul : Effective Business Communication: Prentice Hall, New Delhi.
8. Patri V.R. : Essentials of Communication; Greenspan Publications, New Delhi.
9. Sengun J. : Business Communication; The Real World and Your Career, Allied Publishers, New Delhi.
10. Robinson, Netrakanti and Shintre : Communicative Competence in Business English: Orient Longman, Hyderabad.

## **MBI 304 : LIFE INSURANCE UNDERWRITING**

**Unit 1 :** Need for and purpose of selection- Underwriting policy in relation to the objectives of an insurer, Factors affecting rates of mortality- Family history, Personal history, Build; Present health, Occupation and environment, Moral hazard, Financial underwriting, Female lives, Concept of human life value, Capital fund need analysis.

**Unit 2 :** Main sources of information for the insurer to determine the various factors affecting rates of mortality, Medico-actuarial investigations, insurance medicine.

Sources of underwriting data - Proposal, Personal statement, Medical reports- Special examination and tests, Inspection reports by agents and field staff- medical organization.

**Unit 3 :** Concept of extra mortality, Incidence of extra risk, Methods of providing for extra mortality: Extra premiums, Lien, Exclusion of specific risks by clauses.

**Unit 4 :** Some well known impairments, Their effect on longevity, Build, Family history, Blood pressure, Their effects on methods of underwriting, Rating up age, Numerical rating methods.

**Unit 5 :** Miscellaneous problems, Reconsideration of extra charges, Double accident and disability benefits, Keyman insurance, Partnership insurance.

### **Suggested Readings:**

1. IC-22: Life Insurance Underwriting. Insurance Institute of India, Mumbai.
2. Emitt Vanghan and Therese Vanghan : Essentials of Risk Management and Insurance, John Wiley & Sons.
3. Mark S. Darfman : Fundamentals of Insurance, Prentice Hall, New York.
4. Scott, E. Harringtm : Insurance and Risk Management, McGraw Hill, New York.
5. P.K. Gupta : Insurance and Risk Management, Himalaya Publishing House, New Delhi.



## **MBI 305 : FIRE AND MOTOR INSURANCE**

**Unit 1 :** Application of basic principles, The standard fire and special perils policy, Add on covers, Special policies and clauses.

Fire insurance documents- Proposal form, Cover note endorsement, and renewal notice.

**Unit 2 :** Underwriting and Reinsurance

**Unit 3 :** Claims – Legal aspects, Rights and duties of parties, Amount of loss payable, Salvage- Pro rata average, Onus of proof, The doctrine of proximate cause, Warranties- Non-standard and Ex-gratia claim (“without prejudice”), Rule for construction of policies.

Claim procedure - Claim form, Surveyors’ functions, Process of surveying and loss assessment, Survey reports.

**Unit 4 :** Basic Principles of Motor insurance- Utmost good faith, Insurable interest, Indemnity, Subrogation and contribution. Legal aspect- Introduction to Motor Vehicles Act-1939 and 1988.

**Unit 5 :** Motor policies, Standard form for liability only policies, Liability to third parties, Personal accident cover for owner, Driver package policies for cars and two-wheelers.

Loss or damage- Risk covered, Protection and removal costs.

### **Suggested Readings:**

1. IC-57: Fire Insurance, Insurance Institute of India, Mumbai.
2. IC-72: Motor Insurance, Insurance Institute of India, Mumbai.

## **MBI 306 : LEGAL FRAMEWORK OF INSURANCE**

**Unit 1 :** Life insurance contracts, Basis of contract, Representation and warranties, Duty of disclosure, Section 45 of the Insurance Act-1938, Fraud-Indisputability of life policies, Case laws on the subject.

**Unit 2 :** Assignment of policies under Section-38 of the Insurance Act-1938, Nomination under Section-39 of the Insurance Act-1938, Policies under Trust Section 6 of the MWP Act-1974, Loss of policies.

**Unit 3 :** Actionable claim- Tenancy, Tenancy in common, Mortgage of life policies, Provision of Indian Stamp Act.

**Unit 4 :** Different kinds of proof of death, Various forms of evidence of title, Testate and intestate succession, Presumption of death, Indemnity and guarantee.

**Unit 5 :** Interpleader suit- Garnisher, Attachments and prohibitory orders, Provisions of the limitation act as applicable to insurance contracts, Minors, Lunatics and Insolvency.

### **Suggested Readings:**

1. IC-24: Legal Aspect of Life Insurance, Insurance Institute of India, Mumbai.
2. M.N. Mishra : A Treatise on the Law of Insurance, Central Law Agency, Allahabad.
3. Insurance Law Manual, Taxman, New Delhi.

# **MBI 307 : STRATEGIC MANAGEMENT AND BUSINESS POLICY**

- 1. Strategic Management** - An Introduction, Evolution of business policy as a discipline, Concept of strategic management, Characteristics of strategic management, Defining strategy, Strategy formulation, Stakeholders in business, Vision, Mission and purpose, Business definition, Objectives and goals.
- 2. Environmental Appraisal** - Types of strategies, Guidelines for crafting successful business strategies, Strategic analysis and choice, Environmental threat and opportunity profile (ETOP), Organizational capability profile, Strategic advantage profile, Corporate portfolio analysis, SWOT analysis, Synergy and dysynergy, GAP analysis, Porter's five forces model of competition, McKinsey's 7s framework, GE-9 cell model, Distinctive competitiveness, Selection of matrix.
- 3. Strategy implementation** - Issues in implementation, Project implementation, Procedural implementation, Resource allocation, Budgets, Organization structure, Matching structure and strategy, Behavioral issues, Leadership styles, Corporate culture, Values, Power, Social responsibilities, Ethics, Building a capable organization, Functional issues, Functional plans and policies, Financial, Marketing, Operations and Personnel plans and policies.
- 4. Strategy Evaluation** - Importance, Symptoms of malfunctioning of strategy, Organization anarchies, Operations control and strategic control,

Measurement of performance, Analyzing variances, Role of organizational systems in evaluation.

- 5. New Business Models and Strategies for Internet Economy** - Shaping characteristics of E-Commerce environment, E-Commerce business model and strategies, Internet strategies for traditional business, Key success factors in E-Commerce.

**Suggested Readings :**

1. Aurnob Roy : Business policy and Strategic Management, Vrinda Publications, New Dehli.
2. Azhar Kazmi : Strategic Management and Business Policy, McGraw Hill, New Dehli.
3. M J Mathew : Business Policy and Strategic Management, RBSA Publishers, Jaipur
4. Dr. P C Jain : Strategic Management, RBD, Jaipur