

**GENERIC ELECTIVE / OPEN ELECTIVE COURSES / MULTIDISCIPLINARY
COURSES / OPEN ELECTIVE COURSES - 12**

BBA(Digital Marketing) Semester VI

UGOE602: Principles & Practices of Insurance

Course objective: - The primary objective of this course is to provide students with a foundational understanding of the principles, types, and functioning of insurance, and to develop their ability to make informed decisions related to risk management and insurance planning.

L	T	P	CR
3	0	0	3

Syllabus & Detailed Contents

Unit	Content	Hrs./Weight age
Unit 1:	Risk: Meaning, Types, Causes, Methods of Handling Risks. Insurance: Meaning, Origin & Development, Functions, Types, Principles, Advantages, Reinsurance, Double-Insurance.	11/25%
Unit 2:	Life Insurance: Meaning, Importance, Essentials of Life Insurance Contract, Procedure of Life Insurance. Life Insurance Policies, Nomination & Assignment, Surrender Value. Life Insurance Corporation: Functions & Organization.	12/25%
Unit 3:	Marine Insurance: Meaning, Significance, Scope and Insurable Risk, Characteristics of Marine Insurance, Contract, Types of Marine Policies, Main Clauses in Marine Policies and Marine Losses.	11/25%
Unit 4:	Fire Insurance: Meaning, Hazards in Fire Insurance, Scope, importance, Fire Insurance Contract, Conditions of Fire Insurance Policy & Procedure. Miscellaneous Insurance: Motor Insurance, Burglary, Live-stock, Crop and Health Insurance.	11/25%

Course Learning Outcomes (CLO)

On completion of this course, the students will be able to:

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Ability to understand the concept of Insurance along with the basic laws and practices of Insurance.	2
CO2	Understanding	Ability to understand the terminologies associated with the field of Insurance and control along with their relevance.	2
CO3	Remembering	Ability to identify the appropriate method and types of Insurance for solving different problems	1
CO4	Applying	Ability to apply basic Insurance principles to solve business and industry related problems.	3
CO5	Understanding	Ability to understand the concept of Life, Marine and Fire Insurance.	2

SUGGESTED READINGS

Textbooks:

1. Mishra M.N., Insurance- Principles & Practice.
2. Gupta O.S., Life Insurance

Reference Books

1. Kothari & Bhall, Principles & Practice of Insurance.
2. Vinayakam, M. Radhaswami & Vasudevam, Insurance- Principles & Practice.

v.aling

Madhavi

Shubh

SL