



## **ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION**

(A Statutory body of the Government of Andhra Pradesh)

3<sup>rd</sup>, 4<sup>th</sup> and 5<sup>th</sup> floors, Neeladri Towers, Sri Ram Nagar, 6<sup>th</sup> Battalion Road,  
Atmakur (V), Mangalagiri(M), Guntur-522 503, Andhra Pradesh  
**Web:** www.apsche.org **Email:** acapsche@gmail.com

**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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