

SARDAR PATEL UNIVERSITY
BACHELOR OF VOCATION
Insurance & Financial Marketing SEMESTER – V
Syllabus with effect from: JUNE 2016

Paper Code: UB05FBVI01	Total Credit: 3
Title of Paper: Organization behavior-I	

Unit	Description in detail	Weighting (%)
1	<p><u>Introduction</u></p> <ul style="list-style-type: none"> ➤ Conceptual foundations, Significance, ➤ Challenges ➤ Opportunities for OB. <p><u>Personality</u></p> <ul style="list-style-type: none"> ➤ Concept and determinants, The Big five model ➤ Type A and Type B personality ➤ Key personality attributes influencing OB 	25%
2	<p><u>Attitudes</u></p> <ul style="list-style-type: none"> ➤ Sources and types; Theories of attitude; Cognitive dissonance theory, Overview of Major job attitudes: ➤ Job satisfaction, ➤ Organizational commitment and prejudice. 	25%
3	<p><u>Emotions and Moods</u></p> <ul style="list-style-type: none"> ➤ Nature and types, Sources of emotions and moods, ➤ Managing emotions at work ➤ Emotional intelligence: Concept and dimensions. 	25%
4	<p><u>Perception</u></p> <ul style="list-style-type: none"> ➤ Nature and significance of perception, ➤ Factors influencing perception ➤ Perceptual process, Perceptual distortions and improving perception. 	25%

Basic Text & Reference Books

- ❖ Robbins, Stephen P.; Judge, Timothy A.; and Sanghi, Seema, “*Organisational Behaviour*”, Pearson Education, New Delhi.
- ❖ McShane, Steven L.; Glinow, Mary Ann Von; Sharma, Radha R, “*Organisational Behaviour*”, Tata McGraw Hill, New Delhi.
- ❖ Aswathappa, K., “*Organisational Behaviour, Text, Cases and Games*”, Himalaya Publishing, Delhi.
- ❖ Pareek, Udai, “*Understanding Organizational Behaviour*”, Oxford University Press, New Delhi.

Note: Latest Edition of Text books may be used.

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1.

Paper Code: UB05FBVI02	Total Credit: 3
Title Of Paper: Self-development skills	

2.

Unit	Description in detail	Weighting
1	Interpersonal skills <ul style="list-style-type: none"> ➤ Assertiveness, stress management, time management ➤ team development Skills i.e. team talk dynamics, ➤ communication in teams, leadership skills, giving feedback 	25 %
2	Attitude and emotional intelligence <ul style="list-style-type: none"> ➤ Importance of Attitude, ➤ Meaning of positive thinking and positive attitude ➤ Ways to build positive attitude, effects of negative attitude and measures to overcome in personal & professional life 	25 %
3	Vision, Goal setting & Time management <ul style="list-style-type: none"> ➤ Meaning of vision ➤ Doing things for the right purpose ➤ Setting and achieving goals ➤ Importance of goal setting ➤ Methods to achieve set goals ➤ General principles of stress management and time management 	25 %
4	Career planning <ul style="list-style-type: none"> ➤ Career of planning ➤ Awareness of different ➤ Sources of information ➤ Choosing a career and career counseling. 	25 %

Basic Text & Reference Books:

- Rajendra Pal and J S Korlahalli, Essentials of Business Communication, Sultan Chand & sons
- www.britishcouncil.com
- Chrissie Wright, Communication Skills, Jaico Publication
- Sunita Mishra and C.Murali Krishna, Communication Skills for Engineers, Pearson Education
- Meenakshi Raman & Sangita Sharma, Technical Communication; Principles and Practice , Oxford University Press
- On We Go, BBC's audio-visual course

Note: Latest Edition of Text books may be used.

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Paper Code: UB05FBVI03	Total Credit: 3
Title of Paper: Aspects of Computer	

Unit	Description in detail	Weighting (%)
1	<p>Components of a Computer System Computer hardware and Software, Difference between hardware and software Main components of a general purpose computer: CPU, main internal memory (Including RAM and ROM), input devices, output devices and Secondary/backing storage. Basics of Windows operating systems: Nature and Function of OS, Basic Commands.</p>	25%
2	<p>Input & Output Devices Input Devices: keyboards, numeric keypads, Pointing devices(mouse, touchpad), remote control, joysticks, touch screen, magnetic strip readers, chip readers, scanners, digital cameras, microphones, sensor, barcode reader, webcam, video camera etc Output Devices: Monitors(CRT, TFT, LCD), projectors, printers(laser, desk jet, dot matrix), plotters, speakers. Uses of output devices stating the advantage and disadvantage of each.</p>	25%
3	<p>Storage Devices I Common backing storage media (including CD and DVD (Rs and RWs), floppy disc, hard disc, memory sticks/pen drives, flash memory cards etc. Comparative advantages and disadvantages of using different backing storage media. Importance and need of backup.</p>	25%
4	<p>Storage Devices II Difference between main/internal memory and backing storage: relative benefits of each in terms of speed and permanence. Data Types Data Types: logical/Boolean, alphanumeric/text, numeric (real and integer), date, File, record, field and key field.</p>	25%

Basic Text & Reference Books

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Paper Code: UB05FBVI04	Total Credit: 3
Title of Paper: Entrepreneurship Development	

Unit	Description in detail	Weighting (%)
1	<u>Concept of Entrepreneurship</u> <ul style="list-style-type: none"> ➤ Definition, nature, and characteristics of entrepreneurship ➤ Emergence of entrepreneurial ➤ women entrepreneurs ➤ Socio-economic environment and the entrepreneur 	25%
2	<u>Forms of Entrepreneurship</u> <ul style="list-style-type: none"> ➤ The concept of Joint Stock Company, Public company, Private Company, Government company, Partnership firm, Hindu undivided family. ➤ Characteristics of entrepreneur leadership, Risk taking, Decision making and business planning. ➤ Innovation and entrepreneurship, Entrepreneurial behavior and motivation. 	25%
3	<u>Entrepreneurial Development Programmes</u> <ul style="list-style-type: none"> ➤ Their relevance and achievements ➤ Role of government in organising such programmes. ➤ Critical Evaluation. 	25%
4	<u>Small Business as a Seed Bed of Entrepreneurship</u> <ul style="list-style-type: none"> ➤ Concept of business venture. The start-up process: Concept, Plan, Implementation, Initial Strategic Planning, Product and marketing scope ➤ Risk analysis and financial considerations. ➤ Profit planning in small enterprise, Growth strategies and diversification. 	25%

Basic Text & Reference Books

- ❖ Hal, B. Pricke; and Royce L. Brahamson, “Small Busines Management”.
- ❖ Keneth R., Van Vorthis, “Entrepreneurship and Small Busines Management”.
- ❖ Hans Scholhammer and Arthur H. Kuril “Entrepreneurship and Small Business Management”.
- ❖ Joseph R. Mancuso, “How to Start, Finance and Manage Your Own Small Busines”.
- ❖ Dhar, P.N. and Lydal H.F., “The Role of Small Enterprises in Indian Economic Development”.

Note: Latest Edition of Text books may be used.

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Paper Code: UB05CBVI01	Total Credit: 3
Title of Paper: Financial Accounting-I	

Unit	Description in detail	Weighting (%)
1	Financial Accounting (Theory only) Accounting: Definition and functions Branches of Accounting: Financial accounting and management accounting Difference between Financial accounting and management accounting Financial Accounting: Nature and scope, Limitations of Financial Accounting.	25%
2	IFRS 4 Insurance contracts Meaning, scope, Definition, Accounting policies Changes in accounting policies Remeasuring insurance liabilities Other issues.	25%
3	Depreciation Accounting Meaning of depreciation, causes, objects of providing depreciation Methods of recording depreciation (Merits & Demerits) Depreciation of different assets Accounting standard (AS 6)(Depreciation Accounting)	25%
4	Bank reconciliation statement Meaning, objective and importance Advantage of keeping bank account, Techniques of preparing bank reconciliation statement.	25%

Basic Text & Reference Books

- ❖ Financial Management, Fourth edition by S N Maheshwari and S K Maheshwari
- ❖ Berk, Jonathan and DeMarzo, Peter, “Financial Management”, Person Education, Dorling

Note: Latest Edition of Text books may be used.

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Paper Code: UB05CBVI02	Total Credit: 3
Title of Paper: Insurance Marketing	

Unit	Description in detail	Weighting (%)
1	<p>Selling Insurance A push product. Sales jobs and its elements. Attributes of a strong salesperson. Insurance advisor profession- threats and problems. Buying motives for insurance- love and fear. Selling techniques-inside response and conditioned response. Selling points. Advisor’s selling. The future of advisor’s selling in overall insurance selling. Need based selling. Selling sans talking. The paradox of choice. Rebating.</p>	25%
2	<p>Distribution Channels- meaning and importance. Insurance a distribution led product. Channels-In person-advisors and brokers, advisor’s edge. Banc assurance-benefits, future and open architecture. Distance mode-meaning, form, benefits, and guidelines. Multi distribution strategy. Cross selling. Channels for rural market- brick and mortar, hub and spoke, warping up with other products, and others.</p>	25%
3	<p>Selling Process- meaning and importance. Stages-prospecting-meaning, importance, and methods. Pre-approach- meaning and importance. Approach- selling yourself, uncovering the need, need analysis, presentation, features and benefits, relating benefit with need, objections and resistance handling, and procrastination. Motivation and close- importance and methods. Saying ‘no’ to customers. Accepting ‘no’ from customers.</p>	25%
4	<p>Managing the Sales force Large sales force-merits and demerits. Management- meaning, importance and role the sales manager. Process- planning, organizing, direction- rewards and motivation, and control. Setting sales targets- monitoring and evaluating performance of sales persons. Management information system- sales management information system, cost control. The importance of information and communication in insurance.</p>	25%

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Paper Code: UB05CBVB03	Total Credit: 3
Title of Paper: E Banking	

Unit	Description in detail	Weighting (%)
1	<u>Electronic Banking</u> <ul style="list-style-type: none"> ➤ Meaning, Features, ➤ Benefits, Limitations ➤ Types of E-Banking ➤ Traditional banking Vs E banking 	25%
2	<u>On line Banking & Information Technology</u> <ul style="list-style-type: none"> ➤ Features and benefits of online banking ➤ SWIFT ➤ Current scenario Impact of Technology on Banks <ul style="list-style-type: none"> ➤ Impact of technology on Customers and service quality ➤ Indian scenario 	25%
3	<u>Risk and Security Issues in E-Banking</u> <ul style="list-style-type: none"> ➤ Risk concern areas ➤ Security problems of E-banking ➤ Types of threats, Control procedure. 	25%
4	<u>Regulatory Framework:</u> <ul style="list-style-type: none"> ➤ Recommendations of RBI group on internet banking, technology and security standards, Basel committee's electronic banking group. ➤ Information System Security(ISS) – Need and objectives of ISS, Controls required in ISS 	25%

Basic Text & Reference Books

- ❖ Joshi, V.C. and Joshi, V.V., “*Managing Indian Banks*”, Sage Publications.
- ❖ IIBF, “*Principles and Practices of Banking*”, McMillian publishers.

Note: The students will be trained in the practical aspects of e-banking.

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Paper Code: UB05CBVI04	Total Credit: 3
Title of Paper: Internship Project	

Objective of the Course

To provide basic and hand on understanding of the industry.

The Learning Can be Carried out Through:

1 Study of Secondary data from Books, Journal and magazine Articles, Newspaper Articles, Websites, Electronic & Physical Data bases, Etc.

OR

2 Primary Data Collection through Interviews, Discussions & Other Research Instruments. Students are encouraged to pursue the research in the public/ private sector banks.

Note:

Each student of Vocational Courses shall undergo Practical Internship of four weeks during the vacations in an approved Business/Industrial/Govt./Service organization. The objective of this training is to make the student acquainted with the industrial / business working environment. After completion of the training they will have to submit a training report. The internship/project reports will carry 100 marks. It will be evaluated by two examiners (one internal and one external). The training report is part of the fifth semester. It is to be submitted by the date fixed by the College. The students will also have to submit a performance certificate from the company where he/she undertook the training. This report will also be considered while evaluating the training report by examiners.

Alternatively, if it is not possible to do industrial internship the students will prepare a project report on a topic assigned to him/ her by the college. The project report will be evaluated as above.

The Project Report can be on Any of the Following

- 1 Comprehensive Case Study of industrial sectors. (Public/ Private sector)
- 2 Organizational Study aimed at Inter-Industries Comparison / Validation of Theory / Survey of Management Practices with Reference to Particular industrial sector.
- 3 Field Study (Empirical Study) With Respect to any Research Issue related to Industrial areas.

The Format of the Report Would Comprise Following Points:

Chapter	
1.	Title Page
2.	Preface
3.	Acknowledgement
4.	Certificate
5.	Table Of Content
6.	Introduction of Public sector/Private sector bank
7.	Literature Review
8.	Research Methodology

9.	Data Collection
10.	Data Analysis & Interpretation
11.	Recommendations & Conclusion
12.	Bibliography

The Report must be prepared taking into following Guideline:		
Sr.No	Particular	Details
1	Paper Size	A4
2	Margins	Left Side 1.5CM Right Side-1CM Top & Bottom- 1CM
3	Line Spacing	1.5CM
4	Font Type	Times New Roman
5	Font Size	12
6	Alignment	Page Justify
7	No of Copies	3Copies 1each for University, College & Student

Internal Evaluation

The Performance of Students in the Course will be evaluated on a continuous basis through the faculty guide on the basis of the regularity and quality of work by the student under his/her guidance. The Internal evaluation will be for 30 Marks of the Course.

External Evaluation The University Examination will be based on oral presentation, Review of reports and a Viva – Voce which will carry 70 Marks for the Course Evaluation with a purpose to evaluate that how far students have been capable enough in fulfilling the objective of this Course. One Copy f Report (Computerized) should be submitted to the university by the student, before the commencement of his/her External Examination.