



MANGALORE UNIVERSITY
DEPARTMENT OF BUSINESS ADMINISTRATION
MASTER OF BUSINESS ADMINISTRATION (MBA)

MBAS 514: BANKING AND INSURANCE PRODUCTS

Workload	: 04 hours per week
Examination	: 03 hours - 70 marks
Objectives	: This course aims at introducing the types of banking and insurance products and its applications to the students.
Pedagogy	: Lectures, assignments, practical exercises, discussions, seminars

Chapter 1: Deposit Products – Savings Bank – Current Account – Demand deposits – Term Deposits – Concepts of low cost deposits – Certificate of deposit – Bulk deposits – Costing of Deposits.

Chapter 2: Remittance Products: Demand draft – Travelers’ Cheques – Gift Cheque – Mail Transfer – Telegraphic Transfer – Multicity cheques – EFD – RTGS.

Chapter 3: IT Products: MICR Cheques – Channel Banking – Core Banking – Internet Banking Mobile Banking – ATMS – Debit card – Credit card – RTGS – EFD – Cases.

Chapter 4: Loan Products: Short term loans- Long term loans – Consumer loans - Education loans – Housing loans – Business loans – Farm loans- Kisan Credit cards – Corporate loans – Syndication – Micro Finance – Cases.

Chapter 5: Life Insurance Products: Types of insurance policies - Features of term insurance – Features of Endowment Assurance – Role of Term and Endowment in product designing – Types of Life Insurance policies – Annuity & pension policies – Whole life policies – Money back policies – Market-Linked Insurance products, Riders, Pension Products, Marketing of Life Insurance – Cases.

Chapter 6: Health Insurance Products: Individual Medical expense Insurance – Long term care coverage – Disability Income Insurance – Mediclaim Policy – Group Mediclaim Policy – Personal Accident policy.

Chapter 7: Fire Insurance – Fundamental principles – Fire insurance Contracts - Proposals Fire insurance proposals – Special Coverages – Fire Insurance Claims- Cases.

Chapter 8: Motor Vehicles Insurance: Need – Types – Factors to be considered for premium fixing – Motor Insurance claims- Cases.

Chapter 9: Miscellaneous Products: Burglary – Jeweller’s Block Insurance – Baggage Insurance – Banker’s Indemnity Insurance – Aviation Insurance – Fidelity guarantee insurance – Public liability insurance.

References:

1. IIBF -Principles and practices of Banking –, 2/e, Macmillan, 2011.
2. JyothsnaSethi and Nishwan Bhatia, Elements of Banking and Insurance - PHI.
3. Handbook on Insurance – I.R.D.A Publication, New Delhi.
4. Ben G. Baldwin, The Complete Book of Insurance: The Consumer's Guide to Insuring Your Life, Health, Property, and Income, Irwin Professional Publishing; Revised edition (December 1995)
5. Loomba Jatinder, Risk Management and Insurance Planning, PHI
6. Uma Narang, Insurance Industry in India, Edition 2013, New Century Publication
7. Indian Institute of Banking and Finance (IIBF), Banking Products and Services, Taxman Publications Private Limited (2010)
8. Indian Institute of Banking and Finance (IIBF), Insurance Products (Including Pension Products) Taxman Publications Private Limited 2015
9. M N Gopinath, Banking Principles and Operations, Snow-white; 6th Edition 2016

