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B.Com Honours

Semester 5

Calicut University

FUNDAMENTALS OF BANKING AND INSURANCE

Course Code: COM5EJ303 • Module SYLLABUS Notes

Official Course Syllabus

Course Code: COM5EJ303

Course Title: FUNDAMENTALS OF BANKING AND INSURANCE

Course Type: Major (Elective)

Academic Level: 300 - 399

Credits: 4 Credits

Course Summary: A course on the fundamentals of banking and insurance provides an overview of the key principles, practices, and regulations governing banking and insurance sectors.

Module I: Insurance An Instructor- created exams Assignment CO6 Analyse the regulatory system for

Module I: IE-Banking

- **Unit 6:** Centralized online real time electronic banking (CORE)
- **Unit 7:** Electronic payments - Electronic Clearing service (ECS) - Electronic Fund Transfer - Real Time Gross settlement (RTGS)—National Electronic Fund transfer (NEFT)- Society for Worldwide Interbank Financial Telecommunication (SWIFT)
- **Unit 3:** E-cheque - Any Time Money - ATM.s- Credit card - Debit card-smart card
- **Unit 9:** Internet banking – Mobile banking - Tele-banking
- **Unit 10:** Financial inclusion - Recent initiatives in financial inclusion

Module I: Introduction to Marketing and Services

- **Unit 1:** Introduction to Services – Concept – Goods and Services – Features of Marketing of Services
- **Unit 2:** Service Marketing – Concepts –Significance of Service Marketing- Deficiency in Services- Ways to improve services
- **Unit 3:** Market Segmentation and Positioning–Cross Selling and Up Selling
- **Unit 4:** Innovation in Banking services

Module I: VInsurance Marketing

- **Unit 15:** Introduction–Insurance Marketing–Concept–Indian perspective
- **Unit 16:** Types of Policies–Term Life Policies–Whole Life Insurance Policies–Endowment Insurance Policies–Policies based on other Classification– ULIPS- Loan Cover term Insurance- Money back-Group Insurance- Retirement planning- Annuities
- **Unit 5:** Significance–Marketing Mix for Insurance Services- Users of Insurance Services-Market segmentation in the Insurance Industry

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