



## DETAILED COURSE COVERAGE :

SN	Subject
1	<b>Introduction &amp; Industry Overview-</b> [specific reference to Indian economy]-Evolution of Ins, Contribution of Insurance to economy, Market etc.-Understanding the role of Regulations and functions of IRDAI- Brief Reference to Insurance Act and other Relevant Acts- Claims Intermediaries (TPAs, Surveyors, etc) and Marketing Intermediaries(Agent, Brokers) etc- Classification of Risks, Risk Management Techniques
2	<b>Role of Sales Person in Insurance Value Chain-</b> Understanding the Insurance Value Chain-Detailed understanding of Market and individual responsibility-Understanding of process involved and challenges-Planning for delivering the results-Opportunities for Cross sell and Up sell-Portfolio management
3	<b>Opportunities in General Insurance Sector-</b> Growth of the Industry in Past decade in terms of Premium, Companies-Functions and verticals in any company -Future growth of the Industry, Challenges for the Industry
4	<b>Principles and Practice of General Insurance-</b> Basic Principles of Insurance and their relevance with case studies-Corollary Principles of Insurance and their relevance with case studies-Basic Terminologies and legal aspects related to same-Types of Policies, Market segmentation, Modes of Purchase of policies
5	<b>Motor Insurance-</b> Concepts, Principles, Practice, Documentation, Problem solving etc-Understanding of Scope of Policies, Conditions, Exclusions, etc for each class of vehicles meticulously in comparison to each other-Important terminologies associated and their meaning- Identification of market, market segmentation, lead generation-Deep dive in to areas of misconception and misselling in the market-Emphasised learning on Explicit Policy conditions-Vehicle classwise-Overview of M.V.Act and important sections therein- Emerging Trend in New Add ons in the market-Study of these Add ons-More detailed understanding of few important aspects such as NCB, Transfer of Insurance, Fixing of IDV, Renewal Process, vehicle inspection etc
6	<b>Motor Insurance Claims-</b> End to End Process, Documentation, Time Limits- OD & TP-Type of claims under Own Damage, Type of surveys & settlement options-Type of claims under Third Party, Important Sections of New MV Act-Role of different agencies associated with claims settlement-Regulations w.r.t claims servicing, Grievance Redressal, etc.-Legal options & Remedies available for aggrieved insured-A detailed study of common types of customers complaints and ways & means to address those, by one and all.



7	<b>Health Insurance-</b> Concepts, Principles, Practice, Documentation, Problem solving etc-Meticulous study of Standard Policy Scope, Exclusions, Conditions etc.-Understanding of terminologies specific to Health Ins & thier importance-Types of Retail Health Policies such as Critical Illness, Hospital Cash, High Deductible, Top Up etc- Indepth understanding of the same.-Identification of Prospective customer and assessing Individual needs.- Emerging Trend of Add ons in Individual/Retail Health Policies.-Group Health Policies- Employee Benefit schemes, Tailor Made Policies.-Government Health Schemes-for specific segments, BPL etc.-IRDA Health Insurance Regulations 2013 & 2016-Common complaints in Health Insurance selling and preventive steps.
8	<b>Health Insurance Claims –</b> End to End Process right from claim Intimation to Settlement-Detailed insight in to Documentation for "First Time Right Approach"-Cash Less Vs Reimbursement claims, Planned Vs Emerengency Treatment-Role of different agencies associated with claims settlement-Regulations w.r.t claims servicing, Grievance Redressal, etc.-Legal options & Remedies available for aggrieved insured-A detailed study of common types of customers complaints and ways & means to address those, by one and all.
9	<b>Personal Accident Insurance-</b> Concepts, Principles, Practice, Documentation,Claims, Problem solving etc-In-depth understanding of Standard PA Scope, Exclusions & Conditions-Defintion of Accident, Accidental Death, PTD, PPD, TTD, Examples & cases-Standard Add ons and their importance-A highly cost effective security option-market under tapped.- Understanding of risk, pricing, benefits & capital sum insured to offer.-End to end claims process and comparison of same with health for clarity
10	<b>Travel Insurance-</b> Concepts, Principles, Practice, Documentation,Claims, Problem solving etc-Coverage, Section Wise Scope-Standard sections, Exclusion, Approximate limits and deductibles.-Types of Plans within individual Policies-Geography, SI limits etc, Extension of Travel Policy-Group Policies -Type of Policies w.r.t scope and operational covenience-Schegen Countries-Meaning, Requirement of Policies-Types of Student Policies-Claims Process -Medical & Non medical claims-Emergency abroad
11	<b>Home, Shop &amp; Office Insurance-</b> Concepts, Principles, Practice, Documentation, Problem solving etc-Understanding Policies and Plans available w.r.t Scope, Coverage and Exclusions and exploring right market segment & intermediaries-USPs of Product in comparison to competitors product-Understanding importance of Package policies and their benefits.
12	<b>Package Insurance Policies-</b> Concepts, Principles, Practice, Documentation, Problem solving etc-Understanding the Scope, Exclusions and Conditions of various miscellaneous Package Policies & identifying the right market-Understanding of terminologies used and their relevance-Comparison of sectionwise benefits Vs standalone policies-Benefits available under Package Policies



13	<b>Fire Insurance &amp; FLOP, IAR-</b> Concepts, Principles, Practice, Documentation, Problem solving etc-Basics of Fire Insurance-Scope of cover, Exclusions, Conditions- With specific reference to certain important exclusions and conditions based on experience-Terminologies specific to Fire Insurance-AOG perils, RSMD, STFI, etc-Tariff Add on covers, Company Add on Covers-Identification of right cover depending upon nature of risk, break of sum insured, location etc-Basis of Sum Insured, Average Clause, Partial Insurance etc-Floater Policy, Declaration Policy, Floater Declaration Policy-Long Term cover for dwelling-building, Methods, Benefits-Risk Categorization, Discounts available, Risk Inspection, PML-FLOP Cover, Material Damage Proviso, Indemnity Period, Options-IAR Cover, Minimum Requirements, Comparison with Fire +FLOP
14	<b>Engineering Insurance-I</b> Project: Concepts, Principles, Practice, Documentation, Problem solving etc-CAR & EAR- Sections Covered- Scope of cover, Exclusions, Conditions, Importance of TP cover, Distinction between CAR & EAR-- Basis of arriving at SI- Different scenarios for calculating SI-A closer look at 'Period of Cover' definition -Add ons, Free add ons, evaluating their requirement-TP liability Vs Cross Liability,Maintenance Cover Vs Extd. Maintenance-Escalation Provision – Comparison with how it operates in Fire-ALOP-Advanced Loss of Profit- What it covers and who can take the Policy
15	<b>Engineering Insurance-II-</b> Annual-Concepts, Principles, Practice, Documentation, Problem solving etc• Machinery Breakdown• Electronic Equipments• Contractors Plant and Machinery• Boiler Pressure Plant-Scope of Coverage, Exclusion and Add on covers available under All Policies-Explanation of All add ons and its importance with specific reference to cost of the machinery, nature of the machinery/equipment, value, Imported/Indigenous etc.-Floater Policy in CPM-MLOP -Coverage, Claim related condition, exclusions etc
16	<b>Marine Cargo-</b> Concepts, Principles, Practice, Documentation, Problem solving etc-Origin of Cover, Reference to various Acts including Marine Ins Act-Abbreviations/Sales terms, Inco Terms- meaning and importance-ITC - A, B, C and ICC -A,B,C - Explanation of cover-Importance of Warranties-Reference to commonly used warranties-Standard Exclusions-Types of Cover, Open Policy, Open Cover, Specific Policy, Increased Value Ins, Sellers Contingency Ins, etc-Reference to certain clauses normally used.-Stock thr'oput and Sales Turnover Policies
17	<b>Marine Hull Insurance-</b> Concepts, Principles, Practice, Documentation, Problem solving etc-Meaning of Hull and Machinery-Categorization of Hulls, Types of vessels-Types of Policies-Perils covered-Optional covers-Pollution hazard, Clauses.-Technical details of vessels, Valuation of Ship, Documents required-Insurance of Fishing vessels, Sailing vessels, Inland Vessels etc



18	<p><b>Liability Insurance-</b>            Concepts, Principles, Practice, Documentation, Problem solving etc-Employee Compensation Insurance-Public Liability -Act, Industrial &amp; Non industrial-CGL, D &amp; O, E &amp; O, etc-Professional Indemnity Policies-Product Liability, Product Recall.... Detailed scope of cover, exclusions, conditions and various other important aspects associated with these policies-Claims Made Policy Vs Occurrence Based-Fear Factor associated with Liability Policies-Identification of market for each of the these</p>
19	<p><b>Other Miscellaneous Insurance-</b>            Concepts, Principles, Practice, Documentation, Problem solving etc-Burglary, Money, Glass, Neon Sign, Fidelity Guarantee, etc-Scope of cover, Exclusions, Conditions in each of the above-Types of policies &amp; Sections within each Policy</p>
20	<p><b>Trade Credit-</b>            Concepts, Principles, Practice, Documentation, Reinsurance etc-Over view of Trade Credit- Necessity for Trade Credit to support Commercial Activity-Definition of various terminologies-IRDA circular &amp; Regulation-Reinsurance and Tie up for servicing-Types of Policies (New)- Basis of arriving at limits, credit limits, over due period, Understanding of Credit Management</p>
21	<p><b>Rural &amp; Micro Insurance-</b>            Concepts, Principles, Practice, Documentation, Problem solving etc-Cattle Ins, Pumpset Ins, Farmers Package, Sheep &amp; Goat, Micro Ins, Crop Insurance, etc-Micro Insurance Regulation-National Crop Insurance Scheme-Obligation of Rural Insurance</p>
22	<p><b>Commercial Claims (11 to 21)-</b>            End to End Process, Documentation, Time Limits-Types of Claim, -Various Acts applicable-Various Agencies Involved-Roles &amp; Responsibilities-Relevant Regulations-Remedies available to clients within the company and outside the company-Different options available to Insurer for claims settlement as referred in Policy-Repair, Replacement, Reinstatement, Pay for loss etc- Subrogation- Claims Recovery-</p>
23	<p><b>Role of Insured, Surveyor, Company in settlement and dispute resolution-</b>            Policyholder's Interest Regulation-Forums and Means available for complaints and redressal-Identification of possible pain points and Minimisation of complaints .-Role of all the concerned in redressal -A objective oriented and quick approach</p>
24	<p><b>Regulations and Customer Service-</b>            Essential Steps to be taken for minimising complaints at each level-Regulations, Identification of check points,Establishment of dedicated teams, Grievance Cells, Escalation matrix-Special assistance and channel for Senior Citizens, Illiterates etc.- Continous monitoring and review of this portfolio</p>
25	<p><b><u>Behavioural skills</u></b>            Business communication- Language, oral and written communication, Campus to corporate, Grooming and etiquette, Personal Effectiveness and Interpersonal skills, Team management and motivation, Negotiation skills, Lead Management-with specific requirement to roles, Passion at work.</p>
26	Personal Vision Clarifications / Organization DNA/Mission
27	Overview of Financial Services
28	<p><b><u>Customer service</u></b>            Personality types of customers, understanding customer attitudes. Understand service requirements. Elements of customer service. Service excellence</p>



	Customer engagement cycle.
29	<b><u>Sales and relationship management</u></b> Sales Management – Objectives, Significance, Scope, Functions of Sales Manager; organising the sales force – Recruitment, Selection and training the sales force. Structure and Size of sales force; Sales Budgeting and Sales Forecasting; Personal selling process - Sales knowledge - Knowledge about the product, process, customers, catchment area and technology - Relationship Selling Process; Relationship Management – Objectives, Importance, Scope of Relationship Management; Relationship Marketing, Product and Brand Relations;
30	<b><u>Basic IT skills</u></b> Fundamentals of Computer, Operations, Editing and formatting of Open office – Calc, word, PPT- working with presentations and managing slide shows. Basics of Internet and Email, Generation of MIS reports and Data Management. Basics of IT security. Use of Tab and other company specific devices and platforms

**Notes :**

a	Role Play , Simulations will be mainly sales related activity in which, the participant tries to identify and convince the customer for purchase of a product
b	Group Activity will involve case studies. It also includes comparison of products of different companies in terms of scope, exclusions etc.
c	Practicals will involve mainly completing the documentation work related to finalisation of sales process and inwarding in the office
d	Much of the Follow up or Recap will be through participants themselves in presense of respective faculty
e	Guest Lectures by Channel Heads, Operations and other Vertical Heads, Senior officials,
f	Field visit will encompassse over Factory Visit, Garage Visit, Demo by Surveyor etc