

ST. JOSEPH'S COLLEGE OF COMMERCE (AUTONOMOUS)
DEPARTMENT OF COMMERCE
 TEACHING LESSON PLAN FOR SERVICES MANAGEMENT AND INSURANCE
 B.Com 6th Semester (November 2016 to March 2017)

Subject Objective: To understand the growing trends in the service industry and to provide overall knowledge of insurance systems.

1. *Time/hours required* – 60 hrs
2. *Process* – lecture method, case study references, role playing, visual aid.....
3. *Output* – better understanding of the conceptual framework of the subject
4. *Assessment (CIA)* – Live projects, presentations, interviews, video shoots related to services and insurance concepts....

Lesson Plan Framework (Module Wise)

Module/ Module Title/ hours	Topics for student Preparation	Procedure	Learning outcome	Assessment
Module - 1: <i>Introduction</i> 4 Hrs	Marketing and Growth of the service sector - Classification of Services - Characteristics of Services.	<ul style="list-style-type: none"> • Lecture • Case study analysis 	Understanding the fundamentals of services	MCQ, Guess the following, Viva...
Module - 2: <i>Market Mix in Service Industry</i> 12 Hrs	Product: Service as a Product - Service Product - Core Service and Peripherals - Managing Service Offering. Price: Pricing of Services - Objectives - Factors influencing Pricing Decisions - Reasons for Price Variations in Service. Place: Place of Buyer and Seller interaction - Location of Premises	<ul style="list-style-type: none"> • Lecture • Case study analysis 	Exploring P's of Services Marketing mix and setting up of service firms	MCQ, Guess the following, Viva...

	<p>- Look of Premises and Channels of Distribution Used. Customer's Role in Service Delivery. Promotion: Promotion Techniques - Objectives of Promotion - Guidelines for Promotion Management. Word of mouth communication - People contact and support personnel - Developing customer conscious employees - Empowering People - appraisal and rewarding systems. Process: Designing the service process - Blue Printing - Automation - Customization - Service Production and Consumption Process. Physical Evidence: Essential and Peripheral Evidence - Physical Facilities - Appearance of Personnel.</p>			
<p>Module - 3: <i>Knowledge of the Customer</i> 8 Hrs</p>	<p>Customer involvement in Service Process - Customer Behaviour in Service Settings - Targeting Customers</p>	<ul style="list-style-type: none"> • Lecture • Case study analysis 	<p>Understanding Consumer and their behavior</p>	<p>MCQ, Guess the following, Viva...</p>

	- Managing Relationships and Building Loyalty.			
Module - 4: <i>Managing Service Quality</i> 10 Hrs	Dimensions in Service Quality - Measurement of Service Quality - Expected and Perceived Quality - Gap Analysis - Managing Customer's Reservations and Waiting Lists - Balancing Demand and Capacity External Marketing - Internal Marketing - Interactive Marketing.	<ul style="list-style-type: none"> • Lecture • Case study analysis 	Understanding methods and essentials for maintaining service quality	MCQ, Guess the following, Viva...
Module - 5: <i>Introduction to Risk & Insurance</i> 6 Hrs	Evolution and features of insurance - The Concept of Risk -Types of risks - Underwriting of risks.	<ul style="list-style-type: none"> • Lecture • Case study analysis • Team project 	Understanding the foundations and technicalities involved with Insurance	MCQ, Guess the following, Viva...
Module - 6: <i>IRDA</i> 4 Hrs	Introduction - Brief profile of IRDA and its function	<ul style="list-style-type: none"> • Lecture • Case study analysis • Team project 	Insurance regulators role and the way of functioning	MCQ, Guess the following, Viva...
Module - 7: <i>Life Insurance</i> 8 Hrs	Introduction - Principles of Life Insurance - Life Insurance Products/Policies - Pensions & annuities - Conditions & privileges -	<ul style="list-style-type: none"> • Lecture • Case study analysis • Project 	Understanding the modalities involved in managing life insurance	MCQ, Guess the following, Viva...

	Settlement of claims.			
Module - 8: <i>General Insurance</i> 8 Hrs	Fire- Marine - Motor -Terminology - Policies and Subject matter. Engineering - Credit - Home Owners Liability - Health Insurance, Rural Insurance, Aviation & Social Insurance (Terminology only).	<ul style="list-style-type: none"> • Lecture • Case study analysis • Project 	Understanding the various insurance available for better management of business houses	MCQ, Guess the following, Viva...

LESSON PLAN FRAMEWORK (HOUR-WISE):

Subject Name: Services Management and Insurance

Lecture Hours: 60Hrs

Sl. No	Title / Topics	No. Of Lecture Hours	Methodology/ Instructional Techniques	Evaluation/ Learning Confirmation
Module - 1	Introduction	4 Hrs		
1.	Meaning and Growth of the service sector	1	Lecture and illustrations	Question and answer
2.	Classification of Services - Differences between goods and services	1	Lecture and illustrations	Question and answer
3.	Characteristics of Services	1	Lecture and illustrations	Illustrations
4.	Revision/repetition of chapter/ Cases/ examples/ Visual-aid	2	Questions/viva	Tests
Module - 2	Market Mix in Service Industry	12 Hrs		
1.	Overview of Marketing Mix in Service Industry - Product: Service as a Product - Service Product	2	Lecture and illustrations	Question and answer
2.	Core Service and Peripherals Managing Service Offering	1	Lecture and illustrations	Question and answer
3.	Price: Pricing of Services - Objectives	1	Lecture and illustrations	Question and answer
4.	Factors influencing Pricing Decisions - Reasons for Price Variations in Service	1	Lecture and illustrations	Question and answer
5.	Place: Place of Buyer and Seller interaction - Location of Premises	1	Lecture and illustrations	Question and answer
5.	Look of Premises and Channels of Distribution Used - Customer's Role in Service Delivery.	1	Lecture and illustrations	Question and answer
6.	Promotion: Promotion Techniques	1	Lecture and illustrations	Question and answer
7.	Objectives of Promotion - Guidelines for Promotion Management. Word of mouth communication	1	Lecture and illustrations	Question and answer
8.	People contact and support personnel - Developing customer conscious employees -	1	Lecture and illustrations	Question and answer

	Empowering People – appraisal and rewarding systems.			
9.	Process: Designing the service process – Blue Printing – Automation – Customization – Service Production and Consumption Process	1	Lecture and illustrations	Question and answer
10.	Physical Evidence: Essential and Peripheral Evidence	1	Lecture and illustrations	Question and answer
11.	Physical Facilities – Appearance of Personnel	1	Lecture and illustrations	Question and answer
12.	Revision/repetition of chapter/ Cases/ examples/ Visual-aid	2	Questions/viva	Tests
Module – 3	Knowledge of the Customer	8 Hrs		
1.	Customer involvement in Service Process	1	Lecture and illustrations	Question and answer
2.	Customer Behaviour in Service Settings	2	Lecture and illustrations	Question and answer
3.	Targeting Customers – Managing Relationships	2	Lecture and illustrations	Question and answer
4.	Building Loyalty	1	Lecture and illustrations	Question and answer
5.	Revision/repetition of chapter/ Cases/ examples/ Visual-aid	2	Questions/viva	Tests
Module – 4	Managing Service Quality	10 Hrs		
1.	Dimensions in Service Quality	1	Lecture and illustrations	Question and answer
2.	Measurement of Service Quality Expected and Perceived Quality	2	Lecture and illustrations	Question and answer
3.	Gap Analysis	1	Lecture and	Question

			illustrations	and answer
4.	Managing Customer's Reservations and Waiting Lists - Balancing Demand and Capacity	3	Lecture and illustrations	Question and answer
5.	External Marketing - Internal Marketing - Interactive Marketing.	1	Lecture and illustrations	Question and answer
6.	Revision/repetition of chapter/ Cases/ examples/Visual-aid	2	Questions/viva	Tests
Module - 5	Introduction to Risk and Insurance	6 Hrs		
1.	Meaning - definition - the essentiality of insurance in one's life	1	Lecture and illustrations	Question and answer
2.	Evolution of insurance - Features of insurance	1	Lecture and illustrations	Question and answer
3.	The Concept of Risk -Types of risks	2	Lecture and illustrations	Question and answer
4.	Underwriting of risks.	1	Lecture and illustrations	Question and answer
5.	Revision/repetition of chapter/ Cases/ examples/Visual-aid	1	Questions/viva	Tests
Module - 6	IRDA	4 Hrs		
1.	Introduction -	1	Lecture and illustrations	Question and answer
2.	Brief profile of IRDA	1	Lecture and illustrations	Question and answer
3.	Functions of IRDA	1	Lecture and illustrations	Question and answer
4.	Revision/repetition of chapter/ Cases/ examples/Visual-aid	1	Questions/viva	Tests

Module - 7:	Life Insurance	8 Hrs		
1.	Introduction - Principles of Life Insurance (Economic and Legal Principles)	2	Lecture and illustrations	Question and answer
2.	Life Insurance Products/Policies - Pensions & annuities	3	Lecture and illustrations	Question and answer
3.	Conditions & privileges	1	Lecture and illustrations	Question and answer
4.	Settlement of claims.	1	Lecture and illustrations	Question and answer
5.	Revision/repetition of chapter/ Cases/ examples/ Visual-aid	1	Questions/viva	Tests
Module - 8:	General Insurance	8 Hrs		
1.	Fire Insurance - Types of Fire insurance	2	Lecture and illustrations	Question and answer
2.	Marine Insurance - Classification - Procedure - Types	2	Lecture and illustrations	Question and answer
3.	Motor Insurance - Classification - Kinds - Risks - Policies and Subject matter.	1	Lecture and illustrations	Question and answer
4.	Engineering - Credit - Home Owners Liability (Terminology only)	1	Lecture and illustrations	Question and answer
5.	Health Insurance, Rural Insurance, Aviation & Social Insurance (Terminology only).	1	Lecture and illustrations	Question and answer
6.	Revision/repetition of chapter/ Cases/ examples/ Visual-aid	1	Questions/viva	Tests
Total Hours for the Subject		60hrs		

Books for Reference:

- ❖ Cengiz Haksever et al.: Service Management and Operations; Pearson Education.

- ❖ Dr. S. Shajahan: Service Marketing (Concept, Practices & Cases); Himalaya Publishing House; Mumbai; First Edition 2001.
- ❖ Lovelock Christopher: Services Marketing - People, Technology, Strategy; Pearson Education Asia, Delhi; First Indian Reprint, 2001.
- ❖ Shanker Ravi: Services Marketing - The Indian Perspective; Excel Books, New Delhi; First Edition; 2002
- ❖ Sharma: Services Management.
- ❖ Venugopal Vasanthi & Raghu V.N: Services Marketing; Himalaya Publishing house; Mumbai; First Edition 2001.
- ❖ Dr. N. Premavathy: Principles and Practice of Insurance.
- ❖ Dr. P. K. Gupta & K P Singh: Insurance Fundamentals, Deep & Deep Publications.
- ❖ Mishra M N: Insurance Principles & Practice, S. Chand & Co.
- ❖ Panda G S: Principles and Practices of Insurance.