

Lecture Plan						
Name of the college: Government College of Arts, Science & Commerce, Sanquelim, Goa						
Name of Faculty: Ms. Sneha Suresh Gaonkar			Subject: Services Marketing II			
Paper code: UCOD115			Program: T.Y.B.Com		Division:	
Academic year: 2024-25			Semester: V		Total Lectures: 30	
Course Objectives: To familiarize the students with the diversity in the services sector and unique challenges faced by the managers in these services.						
Expected Course Outcome: To state, explain, analyse, design plan and asses banking, insurance services and other sector services.						
Student Learning Outcome: To help them to know all bank, insurance, mutual fund products which will help them to find future investment opportunities and other services provided by these institution.						
Month	Lecture From To	No. of lectures allotted	Topic, Subtopic to be covered	Exercise/ Assignment	ICT Tools	Reference books
July, August September 2024	11th July to 03rd September 24	15	Unit II: Banking Services Banking marketing- meaning and importance, Bank services-saving account, current account, recurring deposit, fixed deposit, Types Of Bank		Power point presentation, smart board	Indian Institute of banking and Finance, Banking products and services.

			<p>Products available In Indian context, Forms Of Lending- Overdraft, Bills Discounting, Retail Loans, Bank credit, ATM Cum Debit Cards, Credit cards, Benefits of Credit cards to all concerned Parties. Mutual funds- meaning, definition, advantages of Mutual fund Investments, types of Mutual funds, Systematic Investment plan – meaning and importance</p>			<p>Taxmann publications.</p> <p>Gupta, Amitabh. Mutual Funds in India- a study of investment Management</p>
<p>September October 2024</p>	<p>04th Sept. to 22nd Oct. 24</p>	<p>15</p>	<p>Unit III: Insurance Services Insurance Meaning, Nature Basic Principles Of Insurance- utmost good faith, insurable interest, indemnity, Causa Proxima, mitigation of loss, contribution, subrogation, period of insurance. Types of Insurance-i) life Insurance- meaning, procedure and settlement. ii) non-life insurance-a) marine insurance (meaning, types of marine insurance policies).b)Fire insurance(meaning and types of fire insurance policies) c) concept of motor insurance, health/medical insurance, crop insurance, burglary insurance. Insurance Marketing In India- Need, Landmark Developments. Topic 6 Trends In Insurance- Cross Selling, Banc Assurance, Their Meaning, Merits And Demerits, Reinsurance - Concept And Importance,</p>		<p>Power point presentation, smart board</p>	<p>Indian Institute of banking and Finance, Banking products and services. Taxmann publications</p>

*** Assessment Rubrics**

Component	Max Marks
ISA 1	10
ISA 2	10
Practical	
Project	
Semester End Exam	80