

## SEMESTER - III

### UEBIA20 - MARKETING IN BANKING AND INSURANCE

<b>Year:</b> <b>II</b>	<b>Course Code:</b>	<b>Title of The Course:</b> Marketing in Banking and Insurance	<b>Course Type:</b>	<b>Course Category</b>	<b>H/W</b>	<b>CREDITS</b>	<b>MARKS</b>
<b>SEM:</b> <b>III</b>	UEBIA20		Theory	Elective I A	5	5	40+60

### COURSE OBJECTIVES

- To understand the classification of service.
- To develop knowledge on 7P's in service marketing.
- To familiarize with the concepts of internal marketing and external marketing.
- To identify the need for customer Relationship Management in service sector.
- To enhance the knowledge on marketing mix for Banking and Insurance sector.

### COURSE OUTCOMES (CO):

The Learners will be able to

- Understands the Concepts of service marketing.
- Identifies the role of 7P's in service marketing
- Differentiates internal marketing from external marketing.
- Identifies customer relationship management of any service sector.
- Acquires the knowledge on marketing mix in marketing Banking and Insurance products.

CO/PO	PO					
	1	2	3	4	5	6
CO1	H	M	H	L	H	H
CO2	H	H	M	M	H	M
CO3	H	H	H	M	H	H
CO4	H	M	H	H	M	H
CO5	H	H	M	H	H	H

(H- HIGH M-MEDIUM L-LOW)

CO/PSO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	H	M	H
CO2	H	H	M	H	M	H
CO3	H	H	M	H	M	H
CO4	H	H	H	H	M	H
CO5	H	H	M	H	H	H

## **COURSE SYLLABUS:**

### **UNIT I**

**(15 Hours)**

- 1.1 Service - Meaning and Definition (K1)
- 1.2 Components of service (K1)
- 1.3 Characteristics (K1, K2)
- 1.4 Classification of Services by Adrian Payne (K1, K2)
- 1.5 Classification of Services - Christopher, Philip Kotler (K1, K2)
- 1.6 Differences between Goods and Services

### **UNIT II**

**(15 Hours)**

- 2.1 Services Marketing - Meaning – Definition (K1)
- 2.2 Characteristics (K1, K2)
- 2.3 7p's of Service Marketing -Product, Levels of product (K1, K2, K3, K4)
- 2.4 Price – meaning, objectives (K1, K2, K3, K4)
- 2.5 Promotion-meaning, promotion mix, tools (K1, K2, K3, K4)
- 2.6 Place, People, Physical Evidence and Processes. (K1, K2, K3, K4)

### **UNIT III**

**(15 Hours)**

- 3.1 Types of Marketing in Service Firms and Quality of Services (K1, K2)
- 3.2 Definition of Internal and External Marketing, Components  
Internal Marketing (K1, K2, K3)
- 3.2 Steps in Developing Internal Marketing (K1, K2, K3, K4)
- 3.3 Services Triangle (K1, K2)
- 3.4 Goals of Relationship Marketing (K1, K2)
- 3.5 Quality of Service Dimensions (K1, K2)

### **UNIT IV**

**(15 Hours)**

- 4.1 Managing Demand and Supply of Services (K1, K2)
- 4.2 Meaning - Strategies for managing Demand and Supply (K1, K2, K3)
- 4.3 Understanding capacity constraints (K1, K2)
- 4.4 Understanding demand patterns (K1, K2)
- 4.5 Capacity Planning - Managing capacity to match demand (K1, K2, K3)
- 4.6 Customer Relationship Management (CRM) (K1, K2, K3)

## **UNIT V**

**(15 Hours)**

- 5.1 Marketing of Banking Services: Meaning - Characteristics – Importance (K1, K2)
- 5.2 Marketing Mix of Banking Services (K1, K2)
- 5.3 Role and Importance of Personal selling in Financial Services. (K1, K2, K3)
- 5.4 Marketing of Insurance Services: Market Segmentation and its significance in the Insurance Organization (K1, K2)
- 5.5 Formulation of Marketing Mix for Insurance companies- Creation of advertisement (K1, K2, K3, K4)
- 5.6 Crisis management – marketing during Covid -19 by Banking and Insurance Companies(K1,K2K3)

## **BOOKS**

### **TEXTBOOK**

Dr. Natarajan L. - Services Marketing - Margham Publications, Chennai - Reprint 2015

### **REFERENCE**

1. Dr. L. Natarajan - Services Marketing - Margham Publications, Chennai - Reprint 2013.
2. Dr. V. Balu, Dr. N. Premila - Services Marketing - Sri Vekateswara Publications - Oct - 2006
3. Valarie A. Zeithaml, Ajay Pandit - Services Marketing - Tata McGraw Hill Education Pvt. Ltd., - 4<sup>th</sup> Edition, 8<sup>th</sup> Edition - 2010.
4. Balaji B. - Services Marketing and Management - S. Chand and Co. Ltd., - 1<sup>st</sup> Edition, 2002.

### **WEB RESOURCES:**

1. <https://youtu.be/1zYsQSJvbog>
2. <https://www.managementstudyguide.Com/seven-p-of-services-marketing.htm>
3. <https://www.bmmagazine.CLO.uk/marketing/whats-the-difference-between-internal-and-external-marketing/>
4. <https://g.co/kgs/4AuqXJ>
5. <https://theintactone.Com/2018/12/12/sm-u4-topic-5-marketing-applications-in-banking-and-insurance-services/>

## SEMESTER -III

### UEBIB20 - ENTREPRENEURSHIP DEVELOPMENT

Year:	Course Code:	Title of The Course:	Course Type:	Course Category :	H/W	CREDITS	MARKS
II	UEBIB20	Entrepreneurship Development	Theory	Elective I B	5	5	40+60

### COURSE OBJECTIVES

- a. To understand the Concept of Entrepreneurship.
- b. To identify financial institutions providing funds.
- c. To encourage students to generate business ideas.
- d. To familiarize the students about different phases of entrepreneurial development programme.
- e. To enable the student to understand the importance of women entrepreneurship and related schemes.

### COURSE OUTCOMES (CO)

The Learners will be able to

- Understands the Concepts of Entrepreneurship.
- Apply for financial assistance.
- Develops new business ideas.
- Evaluates entrepreneurial development programme and related schemes.
- Establish as a woman entrepreneur and Contribute to the society.

CO/PO	PO					
	1	2	3	4	5	6
CO1	H	M	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	H	H	H
CO4	H	M	H	H	M	H

<b>CO5</b>	H	H	H	H	H	H
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**(H- HIGH M-MEDIUM L-LOW)**

<b>CO/PSO</b>	<b>PSO</b>					
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>
<b>CO1</b>	H	M	H	H	H	H
<b>CO2</b>	H	H	H	M	H	H
<b>CO3</b>	H	H	H	H	H	H
<b>CO4</b>	H	M	H	H	M	H
<b>CO5</b>	H	H	H	H	H	H

## **COURSE SYLLABUS:**

### **UNIT I**

**(15 Hours)**

- 1.1 Entrepreneur and Entrepreneurship-Meaning and Definition (K1)
- 1.2 Concept of Intrapreneur (K1, K2)
- 1.3 Characteristics and Qualities of Entrepreneurs (K1, K2, K3)
- 1.4 Functions (K1, K2)
- 1.5 Classification of Entrepreneurs (K1, K2, K3)
- 1.6 Factors influencing Entrepreneurship (K1, K2)

### **UNIT II**

**(15 Hours)**

- 2.1 Entrepreneurial Development-Agencies: commercial Banks- District Industries Centre (DIC) (K1)
- 2.2 National Small Industries Corporation (K1, K2)
- 2.3 Small Industries Development Organization (K1, K2)
- 2.4 Small Industries Service Institute (K1, K2)
- 2.5 All India Financial Institutions- IDBI, IFCI (K1, K2)
- 2.6 History, functions of ICICI-IRDBI (K1, K2)

### **UNIT III**

**(15 Hours)**

- 3.1 Business Idea Generation (K1, K2, K3)
- 3.2 Business Idea Generation (K1, K2)
- 3.3 Feasibility study (K1, K2)
- 3.4 Appraisal (K1, K2)
- 3.5 Project Report (K1, K2)
- 3.6 Legal requirements for the establishment of a Business unit (K1, K2)

## **UNIT IV**

**(15 Hours)**

- 4.1 Entrepreneurial Development programmes (K1)
- 4.2 Phases of Entrepreneurial Development Programme (K1, K2)
- 4.3 Institutional efforts and Role of Government in developing Entrepreneurship (K1, K2)
- 4.4 Evaluation of EDP (K1, K2)
- 4.5 Problems in the conduct of EDP, Suggestions to make EDP successful (K1, K2, K3)
- 4.6 MSME Schemes: Stand Up India Scheme (K1, K2, K3, K4)

## **UNIT V**

**(15 Hours)**

- 5.1 Role of Entrepreneur in Economic development (K1, K2)
- 5.2 Role of Small Business (K1, K2)
- 5.3 Strategies in change in Economic during COVID pandemic environment Economic Scenario (K1, K2, K3)
- 5.4 New Venture Expansion (K1, K2)
- 5.5 Woman Entrepreneurship: Meaning, Factors influencing, categories of women entrepreneurs  
Women Entrepreneurs schemes: Pradhan Mantri MUDRA Yojana (PMMY)
- 5.6 Problem faced by women entrepreneurs, suggestions for Women entrepreneurs

## **BOOKS**

### **TEXTBOOKS**

Renu Arora and Sood S.K.-Entrepreneurial Development – Kalyani Publishers, New Delhi.

### **REFERENCE**

1. Khanka S.S. – Entrepreneurial Development – S. Chand Publications, New Delhi. Reprint 2011.
2. Vasant Desai- Small Scale Industries and Entrepreneurship-Himalaya Publishing House.
3. Mohanty S.K. – Fundamentals of Entrepreneurship – Prentice Hall of India.
4. Gordon E. and Natarajan K. “Entrepreneurship Development” Himalaya Publishing House, Mumbai, Reprint 2012.
5. C.B. Gupta and N.P. Srinivasan – Entrepreneurial Development- Sultan Chand Publications, New Delhi, revised Edition 2013, Reprint 2014.

### **WEB RESOURCES**

1. <https://Courses.lumenlearning.Com/boundless-business/chapter/introduction-to-entrepreneurship/>
2. <https://www.toppr.Com/guides/business-studies/entrepreneurship-development/process-of-entrepreneurship-development/>
3. <https://www.quora.Com/What-is-role-of-government-in-entrepreneurship>
4. <https://www.slideshare.net/DakshGoyal3/entrepreneurship-development-programmes>
5. <https://www.tandfonline.Com/doi/full/10.1080/08985626.2016.1255438>

