

Model Curriculum

Insurance Agent

SECTOR: BFSI
SUB-SECTOR: FINANCIAL SERVICES
OCCUPATION: INDEPENDENT FINANCIAL ADVISORY & AGENCY
REF ID: BSC/Q3801, Version No. 1.0
NSQF LEVEL: 4

 <p>Skill India वीक्षण भारत-कृषिगत भारत</p>	 <p>BFSI BFSI Sector Skills Council of India</p>	 <p>N-S-D-C National Skill Development Corporation Transforming the skill landscape</p>
<h1>Certificate</h1>		
<h2>CURRICULUM COMPLIANCE TO QUALIFICATION PACK – NATIONAL OCCUPATIONAL STANDARDS</h2>		
is hereby issued by the		
BFSI SECTOR SKILLS COUNCIL OF INDIA		
for the		
MODEL CURRICULUM		
Complying to National Occupational Standards of Job Role/Qualification Pack: 'Insurance Agent' QP No. 'BSC/Q3802 NSQF Level 4'		
Date of issuance:	April, 2018	 Authorized Signatory (Construction Skill Development Council)
Valid up to:	April, 2020	
* Valid up to the next review date of the Qualification Pack		

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Insurance Agent

CURRICULUM / SYLLABUS

This program is aimed at training candidates for the job of a “Insurance Agent”, in the “BFSI” Sector/Industry and aims at building the following key competencies amongst the learner

Program Name	Insurance Agent		
Qualification Pack Name & Reference ID. ID	BSC/ Q3801		
Version No.	1.0	Version Update Date	25-10-17
Pre-requisites to Training	STD. XII		
Training Outcomes	<p>After completing this programme, participants will be able to:</p> <ul style="list-style-type: none"> • Identify and quantify client needs and determine appropriate Insurance Product • Sell life insurance policies to individuals. • Sell General Insurance products to individuals and/or non-individuals • Determine policy premium, charges, collect all requisite documents and receive the applicable payment. • Respond to any queries/ requirements. • Assess client investment and suggest changes if applicable. • Provide service while ensuring that the business relationship is sustained without a lapse until the policy results into a claim or when a policy matures or is surrendered by client. • Assist the client in claim or settlement process 		

This course encompasses 7 out of 7 National Occupational Standards (NOS) of “Insurance Agent” Qualification Pack issued by “BFSI Sector Skill Council of India”.

Sr. No.	Module	Key Learning Outcomes	Equipment Required
1	<p>Basics of Insurance</p> <p>Theory Duration (hh:mm) 20:00</p> <p>Practical Duration (hh:mm) 0:00</p> <p>Corresponding NOS Code N3801</p>	<ul style="list-style-type: none"> Define the concept of primary and secondary risk and risk management Understand the concept of insurance and its advantages Apply the principle of Risk pooling Visualise how insurance works Comprehend the concept of premium and how it is calculated Differentiate between Life and General Insurance Learn Money Laundering and how it is used in insurance and Anti-Money Laundering (AML). 	
2	<p>Basics of Life Insurance</p> <p>Theory Duration (hh:mm) 30:00</p> <p>Practical Duration (hh:mm) 20:00</p> <p>Corresponding NOS Code N3801</p>	<ul style="list-style-type: none"> Define Life Insurance Understand the concept, Human Life Value and Mortality Evaluate level premium Examine Life Insurance Contract, its significance and important clauses Learn about Financial Planning Have an overview of life insurance products Look at traditional life insurance products like term plan, endowment plan, their purpose, their advantages and disadvantages. Look at non-traditional life insurance products like ULIP, their purpose, their advantages and disadvantages. Understand riders on insurance products Know about Married Women’s Property (MWP) Act and its advantages Learn about Keyman insurance, its features and benefits Study the concept of group insurance and its benefits Understand Healthcare products, riders, package policy and their benefits Learn about Micro insurance and health insurance for poorer sections and schemes like Rashtriya Swasthya Bima Yojana and Pradhan Mantri Suraksha Bima Yojana. Learn about Overseas travel insurance Understand the pricing and valuation in life insurance products Evaluate the tax benefits involved in life insurance 	

Sr. No.	Module	Key Learning Outcomes	Equipment Required
		<ul style="list-style-type: none"> Learn about KYC, documentation and application procedure for life insurance products Learn about underwriting Be hands-on with types of claims and claims procedure Learn about IRDA, Regulatory aspects and code of conduct Look at the Grievance redressal mechanism 	
3	<p>Basics of General Insurance</p> <p>Theory Duration (hh:mm) 30:00</p> <p>Practical Duration (hh:mm) 20:00</p> <p>Corresponding NOS Code N3801</p>	<ul style="list-style-type: none"> Learn the concept of General insurance Study about Health Insurance products Look at the documents related Health Insurance Understand the Health Insurance Underwriting Learn about various general insurance products like, vehicle insurance, home insurance, travel insurance and marine insurance Understand basic concepts like Insured Declared Value Examine General Insurance Contract, its significance and important clauses Understand the pricing and valuation in general insurance products Evaluate the tax benefits involved Learn about KYC, documentation and application procedure for general insurance products Be hands-on with types of claims and claims procedure Learn about IRDA, Regulatory aspects and code of conduct Look at the Grievance redressal mechanism 	
4	<p>Source insurance clients</p> <p>Theory Duration (hh:mm) 10:00</p> <p>Practical Duration (hh:mm) 20:00</p> <p>Corresponding NOS Code N3801</p>	<ul style="list-style-type: none"> Learn how to identify client segment for insurance products Decipher the process of selling insurance to new and existing customers Learn the art of approaching potential clients through various methods Acquire the skills required to narrow down the need of the customer Learn how to present the product to the customer as a solution to their need and close the sale Learn how to assess client's financial status (income, dependents etc.) and determine extent of present coverage and investment Understand how to chalk out an invest plan for the customer towards his invest 	White board, Marker, Overhead projector, Laptop, Internet access, Game card (snake & ladder)

Sr. No.	Module	Key Learning Outcomes	Equipment Required
5	<p>Sales Skills</p> <p>Theory Duration (hh:mm) 10:00</p> <p>Practical Duration (hh:mm) 40:00</p> <p>Corresponding NOS Code N3801</p>	<p>needs</p> <ul style="list-style-type: none"> Interpret the sales process consisting of Planning, Execution, Monitoring and Review Understand how to create a database Learn the process of cold calling Practice customer calls Learn how to generate leads Discover the process and advantages of prioritizing Leads Visualise how to obtain appointments Understand the process of meeting the customer Discover the process of narrowing down upon the need of the customer. Learn how to offering the right solution and close the call Look at the grooming standards & Etiquettes to be followed 	
6	<p>Assist in processing insurance applications</p> <p>Theory Duration (hh:mm) 10:00</p> <p>Practical Duration (hh:mm) 10:00</p> <p>Corresponding NOS Code N3802</p>	<ul style="list-style-type: none"> Learn to calculate premium and other charges for the product selected by the client Learn the application process to ensure that the requisite application form is completely filled by the client and requisite documents and charges are obtained Learn about the after sales activities Practice Application form filling Identify correct and complete documents to be collected 	White board, Marker, Overhead projector, Laptop, Internet access, Game card (snake & ladder)
7	<p>Provide post-policy services</p> <p>Theory Duration (hh:mm) 10:00</p> <p>Practical Duration (hh:mm) 10:00</p> <p>Corresponding NOS Code N3803</p>	<ul style="list-style-type: none"> Learn how to build a rapport with the customer Be well versed with product knowledge to advise the customer on monitoring their policy Learn how to analyse insurance policies to suggest additions/changes to the client 	White board, Marker, Overhead projector, Laptop, Internet access, Game card (snake & ladder)
8	<p>Assist in processing claims</p> <p>Theory Duration (hh:mm) 10:00</p> <p>Practical Duration</p>	<ul style="list-style-type: none"> Be hands-on with the claim process for each insurance product Learn the documentation to be obtained during claim process Understand the operational procedure of the claim process to advise the customer Be thorough with the process of 	White board, Marker, Overhead projector, Laptop, Internet access, Game card (snake & ladder)

Sr. No.	Module	Key Learning Outcomes	Equipment Required
	(hh:mm) 10:00 Corresponding NOS Code N3804	surrender of a policy	
9	Communicate effectively and achieve customer satisfaction Theory Duration (hh:mm) 10:00 Practical Duration (hh:mm) 20:00 Corresponding NOS Code N9902	<ul style="list-style-type: none"> Learn the art of active listening and paraphrasing effectively in order to understand the customer Understand the effects of factors like language, gender, cultural and social differences in addressing customers, superiors and colleagues Learn how to maintain a positive attitude, correct body language, dress code, gestures and etiquette Understand work output requirements, and receive feedback with positive attitude Cooperate, coordinate, and collaborate to achieve shared goals Address problems by educating, eliminating or escalating Learn the advantages of customer loyalty and satisfaction 	White board, Marker, Overhead projector, Laptop, Internet access, Game card (snake & ladder)
10	Maintain integrity and ethics Theory Duration (hh:mm) 5:00 Practical Duration (hh:mm) 00:00 Corresponding NOS Code N9903	<ul style="list-style-type: none"> Refrain from indulging in unfair trade and/or corrupt practices Maintain records meticulously Protect customer's information Protect data and information related to business or commercial decisions Avoid misrepresentation or misinformation Demonstrate and practice ethics in day-to-day processes Avoid defaming products and services of competition 	White board, Marker, Overhead projector, Laptop, Internet access
11	BSC/N9904 Focus on teamwork Theory Duration (hh:mm) 5:00 Practical Duration (hh:mm) 00:00 Corresponding NOS Code N9904	<ul style="list-style-type: none"> Share relevant inputs, feedback and insights to build mutual trust Exchange, defend and rethink ideas Support team members to accomplish goals Facilitate group decision making and deal productively with conflict 	White board, Marker, Overhead projector, Laptop, Internet access
	Total Duration	Unique Equipment Required:	

Sr. No.	Module	Key Learning Outcomes	Equipment Required
	Theory Duration 150:00 Practical Duration 150:00	NA	

Grand Total Course Duration: **300 Hours, 0 Minutes**

(This syllabus/ curriculum has been approved by **BFSI Sector Skill Council of India**)

Trainer Prerequisites for Job role: “Insurance Agent” mapped to Qualification Pack: “BSCQ/3801”

Sr. No.	Area	Details
1	Description	To deliver accredited training service, mapping to the curriculum detailed above, in accordance with the Qualification Pack “BSC / Q 3801”.
2	Personal Attributes	Aptitude for conducting training, and pre/ post work to ensure competent, employable candidates at the end of the training. Strong communication skills, interpersonal skills, ability to work as part of a team; a passion for quality and for developing others; well-organised and focused, eager to learn and keep oneself updated with the latest in the mentioned field.
3	Minimum Educational Qualifications	Graduate
4a	Domain Certification	Certified for Job Role: “Insurance Agent” mapped to QP: “BSC Q/3801”. Minimum accepted score as per SSC guideline is 70%.
4b	Platform Certification	Recommended that the Trainer is certified for the Job Role: “Trainer”, mapped to the Qualification Pack: “SSC/1402”. Minimum accepted score as per SSC guideline is 70%.
5	Experience	<ul style="list-style-type: none"> • Minimum 3 years’ experience as a trainer in the BFSI domain • Minimum 2 years’ experience as a trainer of Mutual Fund subjects Experience in mutual fund services a plus

Annexure: Assessment Criteria

Assessment Criteria	
Job Role	Insurance Agent
Qualification Pack	BSCQ/3801
Sector Skill Council	BFSI

Sr. No.	Guidelines for Assessment
1	The assessment for the theory part will be based on knowledge bank of questions created by the SSC.
2	Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training centre.
3	Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/training centre based on these criteria.
4	To pass the Qualification Pack, every trainee should score the minimum percentage assign to that job role, aggregate of theory and practical.
5	In each paper there will be 60 questions each though it's online or offline.
6	The assessor will be required to translate the questions from English to local language. And the VIVA also be conducted in English or local language as per their comfort.
7	VIVA will be conducted with Online as well as Offline exams.
8	Pass percentage for Insurance Agent is 70

Assessable Outcome	Assessment Criteria	Total Mark	Out Of	Marks Allocation	
				Theory	Skills Practical
1. BSC/N3801 SOURCE INSURANCE CLIENTS	<ul style="list-style-type: none"> Sell and promote insurance business Perform administrative work 	100	100	60	40
	Total		100	60	40
2. BSC/N3802 ASSIST IN PROCESSING INSURANCE APPLICATIONS	<ul style="list-style-type: none"> Assist in processing applications Record application details 	40	40	20	20
	Total		40	20	20
3. BSC/N3803 PROVIDE POST-POLICY SERVICES	<ul style="list-style-type: none"> Collect premium, answer queries and build long-term client servicing relationship Update records and file 	20	20	10	10
	Total		20	10	10
4. BSC/N3804 ASSIST IN PROCESSING CLAIMS	<ul style="list-style-type: none"> Assist in processing claims Update and maintain records 	20	20	10	10
	Total		20	10	10
5. BSC/N9902 COMMUNICATE EFFECTIVELY AND ACHIEVE CUSTOMER SATISFACTION	<ul style="list-style-type: none"> Communicate with BFSI customers, superior and colleagues Maintain service orientation 	10	10	0	10
	Total		20	10	10
6. BSC/N9903 MAINTAIN INTEGRITY AND ETHICS	<ul style="list-style-type: none"> Maintain integrity of transactions and ensure data security Practice ethical behaviour 	10	10	10	0
	Total		20	10	10
7. BSC/N9904 FOCUS ON TEAMWORK	<ul style="list-style-type: none"> Develop healthy team climate 				
	Grand Total	200	200	110	90
	Percentage Weightage:			55%	45%
	Minimum Pass% to qualify (aggregate):			70%	