

Semester VII

DISCIPLINE SPECIFIC Elective DSE-I 7.1

Business Research Methodology in Insurance Management

Offered by Commerce Department, College of Vocational Studies

Course Title & Code	Total Credits	Lectures	Tutorial	Practical	Eligibility	Prerequisite of the course
Business Research Methodology in Insurance Management	4	3	1	-	As per University norms	None

Learning Objectives:

- Understanding Research Methodology – Learn the fundamentals of research methods and their application in the insurance industry.
- Data Collection & Analysis – Explore techniques for gathering and analyzing data relevant to insurance markets and policies.
- Risk Assessment & Decision Making – Develop skills to evaluate risks and make informed business decisions using research-based insights.
- Quantitative & Qualitative Research – Understand different research approaches and their relevance in insurance studies.
- Market Trends & Consumer Behavior – Analyze insurance market trends and customer preferences through research.
- Application of Statistical Tools – Utilize statistical methods to interpret insurance-

Learning Outcomes:

After successful completion of the course, the students will be able to

- Understand the Role of Research in Insurance Management and its relevance to underwriting, risk assessment, claims, customer satisfaction, and product development in insurance.
- Recognize and articulate key research problems in the insurance sector (e.g., low policy renewal rates, claims fraud, product gaps).
- Formulate clear research questions and hypotheses specific to insurance challenges.
- Select suitable research designs (exploratory, descriptive, or causal) for different insurance management problems.

- Distinguish between qualitative and quantitative research techniques in insurance.
- Understand methods of data collection tailored to the insurance industry, ensuring accuracy and ethical standards.

Course outline

UNIT I: Introduction to Business Research in Insurance (10 Hours)

- Importance: Reduces risk, improves underwriting decisions, predicts claims, enhances customer service, supports product innovation.
- Problem Identification
(e.g., "Why is policy renewal rate declining among millennials?")
- Formulating Research Objectives
- Designing Research Plan
- Data Collection
- Data Analysis and Interpretation
- Exploratory Research: Understanding emerging risks (e.g., cyber risk insurance).
- Descriptive Research: Customer demographics, insurance penetration studies.
- Causal Research: Impact of premium changes on customer renewal rates.

UNIT II: Data Sources and Sampling in Insurance Research (11 Hours)

- Primary Data:
 - Customer surveys (on satisfaction, service quality)
 - Agent and broker interviews
 - Claims investigations
- Secondary Data:
 - Industry reports (IRDAI, NAIC reports)
 - Company records (policies sold, claims data)
 - Public data (mortality tables, accident statistics)
- Sampling Techniques
- Probability Sampling: Random sampling of policyholders.
- Stratified Sampling: Stratifying by policy type (life, health, motor).
- Convenience Sampling: Customer interviews at branch offices.

Unit III :Measurement and Scaling in Insurance & Qualitative Research Methods (12Hours)

- Measurement Tools:
- Likert Scales for service satisfaction
- Ranking methods for importance of insurance product features
- Common Metrics:
- Claims frequency
- Claims severity
- Customer Satisfaction Index
- Net Promoter Score
- Focus Groups: To understand customer perceptions about new insurance products.

- In-depth Interviews: Brokers/agents about market trends.
- Surveys: Customer preference for digital vs traditional claims processes.
- \Predictive analytics for underwriting
- Descriptive Statistics: Mean, median, variance for claims data.
- Regression Analysis: Predicting claims amount based on policyholder data.
- Cluster Analysis: Segmenting customers for targeted marketing.
- Survival Analysis: Modeling policy lapse rates.

UNIT IV : Applications of Research in Insurance Management(12 Hours)

- Product Development: Researching demand for new policies (e.g., microinsurance, pet insurance).
- Risk Management: Researching emerging risks and their insurability.
- Customer Relationship Management: Understanding service gaps to improve customer loyalty.
- Marketing Strategy: Target market identification and media planning.
- Claims Management: Studying patterns in fraudulent claims.

Recommended Textbooks for Reference:

- "Business Research Methods" by Donald R. Cooper and Pamela S. Schindler
- "Research Methodology: Methods and Techniques" by C.R. Kothari
- "Principles of Risk Management and Insurance" by George E. Rejda (for insurance context)
- "Insurance Operations and Regulation" by Julie A. S. Miller (for insurance industry data usage)