**COURSE CURRICULUM & SYLLABUS 2023-24**

Master of Commerce (M. Com.)



**P.G.Department of Commerce**

**Kendrapara Autonomous College**

**Kendrapara**

**Course Structure**

|  |  |  |  |
| --- | --- | --- | --- |
| **Paper** | **Subject** | **Paper Code** | **Credit Points** |
| **Semester I** | | | |
| 1.1 | Advanced Accounting | MC1001 | 4 |
| 1.2 | Macro Economics | MC1002 | 4 |
| 1.3 | Organizational Behavior | MC1003 | 4 |
| 1.4 | Corporate Legal Framework | MC1004 | 4 |
| 1.5 | Financial Modeling and Valuation | MC1005 | 4 |
| 1.6 | Digital Marketing | MC1006 | 4 |
| **Total** | | | **24** |
| **Semester II** | | | |
| 2.1 | Advanced Cost and Management Accounting | MC2007 | 4 |
| 2.2 | Strategic Management | MC2008 | 4 |
| 2.3 | International Business and Environment | MC2009 | 4 |
| 2.4 | Quantitative Techniques and Operational Research | MC2010 | 4 |
| 2.5 | Human Capital Development | MC2011 | 4 |
| 2.6 | Research Methodology & Summer Internship Program (SIP) | MC2012 | 4 |
| **Total** | | | **24** |
| **Semester III** | | | |
| 3.1 | Forensic Accounting and Auditing | MC3013 | 4 |
| 3.2 | Business Data Analytics | MC3014 | 4 |
| 3.3 | Basic Econometrics | MC3015 | 4 |
|  | **Specialization (Accounting and Finance)** |  |  |
| 3.4.1 | IFRS and Ind AS | EAF3001 | 4 |
| 3.4.2 | Corporate Tax Planning and GST | EAF3002 | 4 |
| 3.4.3 | International Finance | EAF3003 | 4 |
|  | **Specialization (Marketing and Human Resource Management)** |  |  |
| 3.5.1 | Consumer Behavior | EMH3001 | 4 |
| 3.5.2 | International Marketing | EMH3002 | 4 |
| 3.5.3 | Human Resource Planning and Development | EMH3003 | 4 |
|  | **Specialization ( Banking and IT)** |  |  |
| 3.6.1 | Bank Management and FinTech | EBI3001 | 4 |
| 3.6.2 | Treasury, Investment and Risk Management | EBI3002 | 4 |
| 3.6.3 | International Banking and Finance | EBI3003 | 4 |
| **Total** | | | **24** |
| **Semester IV** | | | |
| 4.1 | Dynamics of Banking &Insurance | MC4016 | 4 |
| 4.2 | Investment Management | MC4017 | 4 |
| 4.3 | General Seminar Presentation & Project, Viva and Dissertation | MC4018 | 4 |
|  | **Specialization (Accounting and Finance)** |  |  |
| 4.5.1 | International Accounting | EAF4003 | 4 |
| 4.5.2 | Corporate Reporting Practices | EAF4004 | 4 |
| 4.5.3 | Risk Management and Derivative | EAF4005 | 4 |

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| --- | --- | --- | --- |
|  | **Specialization (Marketing and HR)** |  |  |
| 4.6.1 | Customer Relationship Management | EMH4003 | 4 |
| 4.6.2 | Supply Chain Management and Logistics | EMH4004 | 4 |
| 4.6.3 | Human Resource Audit and Human Capital accounting | EMH4005 | 4 |
|  | **Specialization (Banking and IT)** |  |  |
| 4.7.1 | Data Science for Business | EBI4003 | 4 |
| 4.7.2 | Forex Management | EBI4004 | 4 |
| 4.7.3 | Banking and Insurance Law | EBI4005 | 4 |
| **Total** | | | **24** |
| **Grand Total** | | | **96** |

**Master of Commerce**

### **PROGRAM OBJECTIVE (OUTCOME)**

### Kendrapara Autonomous College offers a two-year master's degree in commerce called M.Com. The program's goal is to teach commerce with an eye on employability, and its curriculum design incorporates the finest and most recent commerce papers and practices. By giving students a comprehensive understanding of the business environment and how it operates, the goal is to prepare them for the future, i.e., to become executives or entrepreneurs in the field. The program's main goal is to assist students develop their personalities by fostering their intellectual, analytical, problem-solving, and emotional maturity. Participants will gain practical knowledge and skills as well as profound insights into strategy and leadership thanks to the creative curriculum and tried-and-true pedagogy.

### **Pedagogy:**

### The teaching strategy and technique of the program are made to maximize engagement and use technology in a seamless and coordinated manner. A combination of lectures, case studies, lecture discussions, computer-based and behavioral simulations, projects, assignments, class presentations, quizzes, and more make up the program's pedagogy.

### **Curriculum:**

The duration of the M. Com is two academic years split into four semesters. Student must choose any one Specialisation of their choice. The curriculum of the M.Com degree is mostly followed from Utkal University.

### **Evaluation:**

The M. Com Programme will follow a continuous examination and evaluation system in the following pattern:

Mid-Semester 30 Marks

End-Semester 70 Marks

**Total 100 Marks**

**SEMESTER-I**

**Paper-1.1**

**Advanced Accounting**

**MC-1001 (Credit-4)**

**Course Objective:**

To provide students with thorough and conclusive accounting instruction that covers advanced and specialized accounting for businesses and various organizations.

**Course Outcome:** After completion of this paper student will be able to -

* Develop Insights about Corporate Restructuring and Accounting for various Types of Restructuring
* Present and Analyze Consolidated Financial Statements of Holding and Subsidiary Companies
* Understand Double Account System and Prepare Final Accounts of Electricity Companies
* Develop the Skill of Preparation of Financial Statements of Banking Companies
* Gain Knowledge and Competency in Accounting for Insurance companies.

**Paper-1.2**

**Macro Economics**

**MC-1002 (Credit 4)**

**Course Objective**:

The purpose of this course is to familiarize students with the specific ideas of macroeconomics. The ideas covered in this course include the accounting and determination of national income, the measurement and calculation of aggregate macroeconomic variables such as GDP, money, inflation, and the social costs of macroeconomic variables.

**Course Outcome:** After completion of this paper student will be able to -

* Acquire a fair degree of Proficiency in National Income accounting
* Build Competence in National Income Determination and various sectoral models
* Have Better Idea about money, credit creation and monetary policy
* Develop an understanding of the concept of Inflation and its social costs
* Know the IS-LM Model and different equilibrium conditions

**Paper- 1.3**

**Organisational Behavior**

**MC-1003 (Credit 4)**

**Course Objective**

Helping students comprehend the Conceptual Framework of Interpersonal and Organizational Behavior is the aim of this course.

**Course Outcome:** After completion of this paper student will be able to -

* Understand the Concepts of Organizational Behavior
* Learn about Group Dynamics, Team Spirit Development, and Motivation Theories
* Have a Better Insight about Leadership Concept, Styles, and Theories
* Know the Basics of Interpersonal and Organizational Communication
* Develop Competence on Sources and Types of Organizational Conflicts and their Resolution.

**Paper-1.4**

**Corporate Legal Framework**

**MC-1004 (Credit - 4)**

**Course Objective**

This course's goal is to acquaint students with the pertinent sections of numerous laws that have an impact on company.

**Course Outcome:** After completion of this paper student will be able to -

* Have an insight of the Indian Companies Act and its requisite provisions
* Develop an idea on Banking Regulation Acts prevailing in India and its policies
* Gain awareness about the IRDA Act and SEBI Act and their norms
* Gain knowledge about the Depository Act, Fugitive and Economic Offenders Act
* Understand the concepts of Intellectual Property Rights and its various Acts.

**Paper-1.5**

**Financial Modeling and Valuation**

**MC-1005 (Credit 4)**

**Course Objectives:**

This course's goal is to help students comprehend financial management within the framework of a corporate entity and familiarize them with various aspects of financial management through the use of pertinent tools and techniques for financial decision-making that maximize shareholder wealth.

**Course Outcome:** After completion of this paper student will be able to -

* Understand the concept of Financial Management, Valuation & Risk Management
* Develop the skill of Capital Investment Decisions of corporates
* Equip themselves with concept of capitalization, financial structure and capital structure
* Gain insights about determinants of Dividend, Dividend policies and dividend decisions
* Enable the skills for management of Current Assets & Working Capital

**Paper 1.6**

**Digital Marketing**

**MC-1006 (Credit 4)**

**Course Objective:**

This paper's goal is to assist students in gaining a foundational understanding of e-marketing and to teach them how to use technology for marketing.

**Course Outcome:** After completion of this paper student will be able to -

* Have an insight of the Internet in India, Search Engine Optimization, and Search Advertising
* Develop an idea on Display advertising, Web Analytics, and Consumers Online
* Gain awareness about Social Media Marketing and Social Media Analytics
* Gain knowledge on Mobile Marketing and Email Marketing
* Understand the concepts of Internet marketing strategy and Content marketing, Privacy concerns and Cyber Security.

# **SEMESTER-II**

**Paper- 2.1**

**Advanced Cost and Management Accounting**

**MC2005(Credit 4)**

**Course Objective:**

To introduce the students to the sophisticated ideas of cost and management accounting, the different approaches that are employed, and the instruments and strategies utilized for macro-level managerial decision-making and costing

**Course Outcome:**

* Understand the concept of standard costing and interpretation of variances
* Gain the knowledge about budgeting process and preparation of budget
* Know the concept and estimation of process costing
* Understand the procedure of contract costing
* Know how to reconcile cost and financial accounting

**Paper- 2.2**

**Strategic Management**

**MC-2008(Credit 4)**

**Course Objective:**

Helping students comprehend the Conceptual Framework of Business Strategies to Survive in an Economy is the aim of this course.

**Course Outcome:** After completing this course, the student should be able to:

* + Understand the role of strategist and various types of strategies used in an organisations while facing various situations.
  + Understand how strategies are formulated and implemented in an organisation
  + Know the strategies used by the multinational companies
  + Know the basics of strategic alliance
  + Know the challenges faced by an organisation while formulating strategies and what are the recent trends in strategic management

**Paper- 2.3**

**International Business Environment**

**MC-2009 (Credit 4)**

**Course Objective:**

To comprehend the different national and international elements that affect how businesses operate.

**Course Outcome:** After completing this course, the student should be able to:

* + Define international business and describe how it differs from domestic business with respect to laws, regulations and taxation.
  + Identify and describe factors and forces that affect an organisation’s decision to internationalize its business
  + Describe and compare strategies for internationalization
  + Identify and analyse challenges in working, communicating, and negotiating in a cross-cultural context

**Paper- 2.4**

**Quantitative Technique and Operational Research MC-2010 (Credit 4)**

**Course Objective:**

To understand about various national and international factors that are having impact on the functioning of business.

**Course Outcome:** After completing this course, the student should be able to:

* + Understand the basics of network analysis and its implications in a business
  + Understand the general structure of transportation problem
  + To know the solutions and strategies for solving assignment problems
  + Understand the method of solving linear programing
  + To know the structure of queuing models

**Paper- 2.5**

**Human Capital Development**

**MC-2011 (Credit-4)**

**Course Objective:**

Helping students comprehend the concepts of human capital development and measuring value addition to the organization is the aim of this course.

**Course Outcome:** After completing this course, the student should be able to:

* + Understand the importance of Human Capital for an organization.
  + Acquire the conceptual knowledge of human resource development in an organisation.
  + Know the importance Strategic Human Resource Management & planning for the organization
  + Explain the importance of Human Resource Training & Development.
  + Appraise the Human Resource Accounting and its measurement.

**Paper- 2.6**

Research Methodology & Summer Internship Program (SIP)

**MC-2012**

**(Credit-4)**

**SEMESTER III**

**Paper- 3.1**

**Forensic Accounting and Auditing**

**MC-3013 (Credit-4)**

**Course Objective:**

To provide students with thorough and conclusive accounting instruction including forensic accounting and auditing for businesses and other organizations.

**Course Outcome:** After completion of this paper student will be able to **-**

* Develop Insights about the Forensic Accounting
* Present and Analyse audit environment
* Understand various forensic accounting tools and technique
* Gain knowledge about the frauds done by corporates
* To understand the reasons for bankruptcy and money laundering.

**Paper-3.2- Business Data Analytics**

**MC 3014 (Credit 4)**

**Course Objective:**

To introduce pupils to the world of information technology and how it affects businesses.

**Course Outcome:** After completion of this paper student will be able to **-**

* To know the basics of information technology
* Present and Analyse the importance of information technology for managers
* Understand the process of of implementation of IT on business
* Develop the Skill to apply information technology on business
* Gain Knowledge about the professional ethics and responsibility while using IT

**Paper-3.3- Basic Econometric**

**MC 3015 (Credit 4)**

**Course Objectives:**

This course's goal is to assist students in comprehending how different econometric methodologies are applied to research and statistical challenges.

**Course Outcome:** After completing this course, the student should be able to**:**

* + Understand the use and scope of econometrics.
  + Estimate ANOVA and testing of significance.
  + Understand the Multicolinearity of the variables and its consequences.
  + Understand the heteroscedasticity of the data and how to detect it.
  + Understand the use of dummy variable in regression model
  + To acquainted with available statistical

**SPECIALISATION**

**(ACCOUNTING AND FINANCE)**

**Paper-3.4.1 (IFRS and IndAS)**

**EAF-3001 (Credit 4)**

**Course Objective:**

This paper's goal is to introduce the students to the foundations of corporate reporting procedures and accounting standards. Students will learn more about selective accounting standards from this paper.

**Outcomes:**

* + Understand the concepts of Indian Accounting Standards along with the difference between Ind AS and IFRS.
  + Know the contents of Annual Report and concept of triple bottom line.
  + Prepare statement of Cash flow statement and to have broad idea about PPP and inventory valuation.
  + Know basic ideas about fair value of items of financial statement and the history of adoption of Indian Accounting Standards.
  + Understand concepts of corporate reporting practices.

**Paper-3.4.2**

**Corporate Tax Planning and GST**

**EAF-3002 (Credit 4)**

**Course Objective:**

The goal is to familiarize students with the fundamentals of the Goods and Services Tax (GST) Law and its provisions, as well as the principles and provisions of the corporate tax structure. The GST was introduced in 2017 under the tenet of One Nation, One Tax, and One Market.

**Course Outcome:** After completion of this paper student will be able to -

* To understand the corporate tax structure.
* Present and Analyse tax implication on corporates.
* Understand tax procedure and assessment.
* Develop the Skill of Assessment and filling of GST

**Paper-3.4.3**

**International Finance**

**EAF 3003 (Credit 4)**

**Course Objective**:

This course provides students with a broad understanding of international monetary systems and banking with a specific focus on the effects of financial markets and trade balances on international trade and the analysis of regions, countries and markets for international trade. Students are encouraged to analyse and consider international financial management decisions and are taught tools and methodologies to employ as global managers to mitigate risk and take advantage of opportunities in the marketplace.

**Course Outcome:**

After completion of this paper student will be able to -

1. An understanding of the foundations of international financial management
2. An understanding of the foreign exchange market and exchange rate determination
3. A realization of the risks involved in international financial management and how to mitigate them
4. An understanding of world financial markets and the institutions involved
5. An understanding of tools and tactics used in the financial management of a multinational firm

## **Specialization (Marketing and Human Resource Management)**

**Paper-3.5.1**

**Consumer Behavior**

**EMH 3001 (Credit-4)**

**Course Objectives**:

The basic objective of this course is to develop and understanding about the many aspects of consumer behaviour and its applications in marketing.

**Course Outcome:** After completion of this paper student will be able to -

* + Understand the basics of consumer behaviour
  + Know the needs of the consumer
  + Learn various theories developed to understand consumer behaviour
  + Understand the self-concept of consumer behaviour
  + Gain Knowledge about the family life cycle.

**Paper-3.5.2**

**International Marketing**

**EMH-3002 (Credit-4)**

**Course Objective**

The objective of this course is to acquaint the students with the environment, principles and strategies of and trends in international marketing and related aspects.

**Course Outcome:** After completion of this paper student will be able to -

* + Develop Insights about the need of international market in present scenario
  + Present and analyse various situation of market
  + Understand international market situation and segmentation
  + Learn the importance of the international marketing organization
  + Gain Knowledge about the foreign trade strategy

**Paper-3.5.3**

**Human Resource Planning and Development**

**EMH-3003 (Credit-4)**

**Course Objective:**

The objective of this course is to acquaint the students with the man power planning and development of the human resources in an organization

**Course Outcome:** After completion of this paper student will be able to-

* + Understand the macro level man power planning
  + Present and analyse the work force flow mapping
  + Understand the models and techniques of manpower demand and supply
  + Learn the strategies of redeployment
  + Gain Knowledge about the career management

## **Specialization (Banking and IT)**

**Paper- 3.6.3**

**Banking Management and Fin Tech**

**EBI-3005 (Credit-4)**

**Course Objectives:**

Banks today are primarily technology companies, working in the “money business”. This module introduces the various dimensions of the contemporary issues banking COOs/CIOs/CTOs facing: how is the next generation IT operating model of a bank should look like in terms of hardware infrastructure, application and data landscape, organization and business-IT interface, key IT processes, as well as the major challenges arising from the technology native FinTech world.

**Course Outcome:**

* Students will become familiar with the key components of key components of banking IT hardware and software infrastructure, big data/advanced analytics use cases and IT governance and organization challenges.
* Furthermore, they gain insight in which way and in which part of the value chain the FinTechs are challenging the incumbents, and/or how they can cooperate with established banks.

**Paper- 3.6.2**

**Treasury, Investment and Risk Management**

**EBI 3002 (Credit 4)**

**Course Objective:**

To equip students with tools and methods of analysing aspects related to international financial systems, Balance of Payments and International financial markets, besides making than aware of mitigating forex risk.

**Course Outcome:**

After completion of this paper student will be able to -

* + Develop Insights about Corporate Restructuring and Accounting for various Types of Restructuring
  + Present and Analyse the management of liquidity
  + Understand how to analyse risk and how to control
  + Develop the Skill of Preparation of Financial Statements of Banking Companies

**Paper-3.6.3**

**International Banking and Finance**

**EBI-3003 (Credit-4)**

**Course Objective:**

To equip students with tools and methods of analysing aspects related to international financial systems, Balance of Payments and International financial markets, besides making than aware of mitigating forex risk.

**Course Outcome:**

After completion of this paper student will be able to -

* + Develop Insights about international banking operation
  + Know the activities of various international financial institution
  + Understand the treasury and risk mitigation
  + Develop the Skill to understand the international corporate finance
  + Gain Knowledge about the international bond market

**SEMESTER IV**

**Paper- 4.1**

**Dynamics of Banking & Insurance**

**MC4016 (Credit 4)**

**Course Objective**:

To equip students with tools and methods of analysing aspects related to financial systems, settlement of banks and the workings of the insurance companies and its regulations.

**Course Outcome:**

After completion of this paper student will be able to -

* + Know the Indian banking system
  + Understand the various functions of the RBI
  + Understand how the settlement works in the banking system
  + Learn how the clearing system works
  + Gain Knowledge and Competency to understand the workings of the insurance companies

**Paper-4.2**

**Investment Management**

**MC-3014 (Credit-4)**

**Course Objective**

To let the students aware of the different types of investment avenues and to learn the impact of the various investment decision on an organisation.

**Course Outcome:** After completion of this paper student will be able to -

* + - Develop the knowledge of the investment decisions
    - Present and Analyse the investment environment.
    - Understand various forensic accounting tools and technique
    - Gain knowledge about the frauds done by corporates
    - To understand the reasons for bankruptcy and money laundering.

**Paper- 4.3**

**General Seminar Presentation and Viva Voce and Dissertation**

**MC4018 (Credit 4)**

## **Specialization (Accounting and Finance)**

**Paper-4.4.1**

**International Accounting**

**EAF-4003**

**(Credit-4)**

**Course Objective:**

* To expose students to the prevailing International Accounting Systems
* To increase the employability of students in MNCs.

**Course Outcome**: After completion of this paper student will be able to -

* + Develop Insights about the different dimensions of the international accounting
  + Know the country differences and harmonization of accounting practices
  + Understand the operations of International Accounting Standard Committee
  + Know the major accounting issues
  + Gain Knowledge about the accounting difference and financial statement analysis

**Paper-4.4.2**

**Corporate Reporting Practices**

**EAF-4004 (Credit-4)**

**Course Objectives:**

To provide an understanding of the contemporary corporate financial reporting theories and practice and developing necessary skills for analysing and interpreting financial statement information for different stakeholders

**Course Outcome:**

After completion of this paper student will be able to -

* + Develop the skills to understand the financial reports
  + Know the corporate reporting practices in India
  + Understand the Segment Reporting and Voluntary Disclosures in Annual Reports
  + Know the basics of financial statement analysis tools
  + Gain Knowledge and Competency to purpose wise analyse the financial statements

**Paper-4.4.3**

**Risk Management and Derivative**

**EAF4005 (Credit 4)**

**Course Objectives:**

To provide an understanding of the risk surrounds the business and the mechanism of the financial derivatives

**Course Outcome:**

After completion of this paper student will be able to -

* + Understand the concept of risk
  + Know the Factors effecting individual demands for insurance
  + Understand the financial derivatives
  + Develop the Skill to understand the hedging strategy
  + Gain Knowledge about the options and commodity market

## **Specialization (Marketing and Human Resource Management)**

**Paper- 4.5.1**

**Customer Relationship Management**

**EMH 4003 (Credit 4)**

**Course Objectives:**

* To understand the concepts and principles of CRM
* To appreciate the role and changing face of CRM as an IT enabled function
* To enable managing Customer Relationship.

**Course Outcome:**

After completion of this paper student will be able to -

* + Understand the concept of the CRM
  + Know the importance of the CRM in Marketing
  + Learn how to manage and share customer data
  + Develop the Skill to implement CRM in a business

**Paper- 4.5.2**

**Supply Chain Management and Logistics**

**EMH 4004 (Credit 4)**

**Course Objectives**

To provide an understanding of the supply chain management system and the distribution system

**Course Outcome**:

After completion of this paper student will be able to -

* + Develop Insights about the supply chain management system
  + Know the designing of supply chain management
  + Understand the basics of the inventory management system
  + Develop the Skill of purchasing and vendor management
  + Gain Knowledge of logistic management

**Paper- 4.5.3**

**Human Resource Audit and Human Capital Accounting**

**EMH 4005 (Credit 4)**

**Course Objectives:**

To provide an understanding of Huma Resource Audit and its accounting. Students will get fair idea about the need of the human resource audit.

**Course Outcome:**

After completion of this paper student will be able to -

* + Know the basics of the human resource audit
  + Understand the methods and techniques of the human resource audit
  + Understand the benefits of human capital accounting
  + Learn the different aspects of the human capital accounting

## **Specialization (Banking and IT)**

**Paper- 4.5.3**

**Data Science for Business**

**EBI4003 (Credit 4)**

**Course Objectives**

This course will introduce students to this rapidly growing field and equip them with some of its basic principles and tools as well as its general mind-set. Students will learn concepts, techniques and tools they need to deal with various facets of data science practice, including data collection and integration, exploratory data analysis, predictive modelling, descriptive modelling, data product creation, evaluation, and effective communication.

**Learning Outcomes**

At the conclusion of the course, students should be able

* To Describe What Data Science is and the skill sets needed to be a data scientist. Explain in basic terms what Statistical Inference means. Identify probability distributions commonly used as foundations for statistical modeling. Fit a model to data.
* Use R to carry out basic statistical modeling and analysis.
* Explain the significance of exploratory data analysis (EDA) in data science. Apply basic tools (plots, graphs, summary statistics) to carry out EDA.
* Describe the Data Science Process and how its components interact.
* Identify common approaches used for Feature Generation. Identify basic Feature
* Work effectively (and synergically) in teams on data science projects. •
* Reason around ethical and privacy issues in data science conduct and apply ethical practices**.**

**Paper-4.5.4**

**Forex Management**

**EBI-4004 (Credit-4)**

**Course Objectives**

To provide an understanding of the foreign exchange management system and technical analysis of the trend lines in the trade finance.

**Course Outcome:**

After completion of this paper student will be able to -

* + Develop Insights about the foreign exchange rate policies
  + Present and analyse central bank policies for exchange rate
  + Understand the treasury set up
  + Develop the skills to analyse trend lines
  + Gain Knowledge about the export and import procedures

**Paper-4.5.3**

**Banking and Insurance Law**

**EBI 4005 (Credit-4)**

**Course Objectives:**

To provide an understanding of the different laws prevailing for regulating banking and insurance sector

**Course Outcome:**

**After completion of this paper student will be able to –**

* + Understand the Relationship between banker and customer
  + Know the Law and procedure governing banking instruments
  + Understand the Lending policies
  + Know the law relating to banking policies
  + Gain Knowledge about the prevailing insurance law