

朝陽科技大學 091學年度第2學期教學大綱
Special Topics of Insurance Operations 保險業經營專題

當期課號	7749	Course Number	7749
授課教師	賴本隊	Instructor	LAI,PEN TUI
中文課名	保險業經營專題	Course Name	Special Topics of Insurance Operations
開課單位	保險金融管理系碩士在職專班一A	Department	
修習別	選修	Required/Elective	Elective
學分數	2	Credits	2
課程目標	1. 學生可以瞭解及研究保險公司運作過程的相關知識 2. 使學生能應用管理技能於企業實務與個人生活 3. 培養極積主動之工作態度 4. 就業核心力	Objectives	1. Students to have knowledge of how insurance insurance operate. 2. Enabling students to apply management skills in business practice and personal life. 3. Fostering active and proactive working attitudes. 4. Employment core ability.
教材	講授.討論(CAST STUDY) 論文撰寫	Teaching Materials	
成績評量方式	考試.作業.論文撰寫等三項評定成績	Grading	
教師網頁	-		
教學內容	授課內容從保險業實務研討展開.從產品設計.展業行銷.行政管理.投資等保險四大支柱談起.再藉由實務的專題研討.使同學在壽險經營方面除理論的了解外.更深一層了解保險經營之內涵.同時讓同學對保險經營之相關問題能獨立思考.判斷.	Syllabus	First: Introduce the major department of life insurance company, including actuarial, marketing, administration and investment. Second: Introduce the variable life or annuity product, accounting principle, new marketing channel, Risk Basic Capital system and regulation law. Third: Case study.

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