朝陽科技大學 094學年度第1學期教學大綱
International Insurance Market 國際保險市場

當期課號	1271	Course Number	1271
授課教師	彭盛昌	Instructor	PENG,SHENG CHANG
中文課名	國際保險市場	Course Name	International Insurance Market
開課單位	保險金融管理系(四日)三A	Department	
修習別	選修	Required/Elective	Elective
學分數	2	Credits	2
課程目標	1. 使學生了解保險市場之意義以及其與總體經濟發展之關連性 2. 使學生知悉保險市場之主要發展趨勢及學習思考保險業之因應策略 3. 使學生能具備保險業從業人員之專業態度 4. 使學生能瞭解世界主要保險市場及其發展情形	Objectives	1. Enabling students to understand meaning of insurance market and the connection with development of macroeconomics. 2. Enabling students to be aware of major development trend in insurance market and study strategies of insurance industry. 3. Enabling students to have professional attitudes of personnel in insurance industry. 4. Enabling students to understand major global insurance markets and their development.
教材	講義	Teaching Materials	
成績評量方式	學習評分標準 1. 上課情形、期中報告及小考(30%) 2. 期中考(30%) 3. 期末報告(40%)	Grading	class attendance and presentation: 30% mid-term exam: 30% final report: 40%
教師網頁	p9317432@knight.fcu.edu.tw		
教學內容	１・認識台灣保險市場概況。２・認識大陸保險市場概況。３・認識歐美保險市場概況。４・認識曰本保險市場概況。５・了解保險主要發展趨勢。	Syllabus	１・describe the insurance market in Taiwan・ ２・describe the insurance market in Mainland China・ ３・describe the insurance market in Europe and the United States・ ４・describe the insurance market Japan・ ５・identify the trends of insurance market・

尊重智慧財產權，請勿非法影印。