朝陽科技大學 094學年度第1學期教學大綱
Investment-linked Insurance Product 投資型保險商品

當期課號	1282	Course Number	1282
授課教師	王言	Instructor	
中文課名	投資型保險商品	Course Name	Investment-linked Insurance Product
開課單位	保險金融管理系(四日)四A	Department	
修習別	選修	Required/Elective	Elective
學分數	2	Credits	2
課程目標	1.使學生具投資型商品及金融理論等相關基本知識 2.使學生能熟悉各項金融商品並應用在銷售上 3.使學生具保險金融從業人員及研究人員之專業態度 4.可做爲學生未來學習新金融商品研究之基礎	Objectives	1.Enabling students to have basic knowledge on investment products and financial theories. 2.Enabling studentsto be familiar with financial products to be applied in sales. 3.Enabling students to have professional attitudes of personnel in insurance and finance industry. 4.Serving as students' foundation on future study of new financial products.
教材	1.參考文獻:金控行銷導論,無形產品行銷理論,投資型保險商品,The Principle of Financial Engineering, 2.授課教材:隨堂筆記	Teaching Materials	
成績評量方式	1.筆試. 2.個案報告.	Grading	1.Written Examination. 2.Case presentation.
教師網頁	_		
教學內容	1.從財務工程之觀點,認識投資商品. 2.保險商品之認識. 3.投資與保險組合商品之認識. 4.投資型保險行銷策略. 5.個案分析	Syllabus	1.To understand investment and financial products, from the perspectives of Financial Engineering. 2.To understand the basic theory of life insurance product design. 3.Introduction of the fundamental principle linked between insurance and investment. 4.The marketing strategy of investment-linked insurance. 5.Case studies.

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