# 朝陽科技大學 096學年度第1學期教學大綱
# Insurance Operations 保險經營

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| 當期課號 | 3212 | Course Number | 3212 |
| 授課教師 | 賴本隊 | Instructor | LAI,PEN TUI |
| 中文課名 | 保險經營 | Course Name | Insurance Operations |
| 開課單位 | 保險金融管理系(四進)五A | Department | |
| 修習別 | 選修 | Required/Elective | Elective |
| 學分數 | 3 | Credits | 3 |
| 課程目標 | 1. 使學生了解保險公司的運作，例如行銷、核保、再保險、投資、保費之訂價、準備金等<br>2. 使學生能熟悉保險並應用在其他學科上<br>3. 使學生具保險金融從業人員之專業態度<br>4. 可做爲學生未來進修之基礎 | Objectives | 1. Enabling students to understand operation of insurance companies such as marketing, underwriting, reinsurance, investment, pricing of premium and reserves.<br>2. Enabling studentsto be familiar with insurance to be applied in other subjects.<br>3. Enabling students to have professional attitudes in insurance and finance industry.<br>4. Serving as studentsfoundation on future study. |
| 教材 | 人壽保險(賴本隊.林敏華編著/華立出版社)<br>人壽保險第十三版(中華民國人壽保險管理學會出版)<br>我國壽險業資本適足性之研究(鄭濟世)<br>美國壽險公司之經營革新(呂慧芬議.保險事業發展中心)<br>專題發表資料及其他參考資料 | Teaching Materials | Life&Health Insurance 13th Edition(Dr. Kenneth Black, JR./Dr. Harold D. Skipper, JR.) |
| 成績評量方式 | 期中(30%)<br>期末(40%)<br>作業(30%) | Grading | Mid-term:30%<br>Final-term:40%<br>Usual:30% |
| 教師網頁 | | | |
| 教學內容 | 授課內容從產品設計.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.<br>Second: Introduce the variable life or annuity product, accounting principle, new marketing channel, Risk Basic Capital system and regulation law.<br>Third: Case study. |

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