# 朝陽科技大學 096學年度第2學期教學大綱
# Life Insurance 人壽保險

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| 當期課號 | 3192 | Course Number | 3192 |
| 授課教師 | 張婉玲 | Instructor | CHANG,WAN LIN |
| 中文課名 | 人壽保險 | Course Name | Life Insurance |
| 開課單位 | 保險金融管理系(四進)二A | Department | |
| 修習別 | 必修 | Required/Elective | Required |
| 學分數 | 2 | Credits | 2 |
| 課程目標 | 1. 使學生瞭解人身保險的理論、種類（包括人壽、健康、傷害、年金等保險）、財務、組織、經營及契約條款等知識<br>2. 透過人壽保險理論與實務的介紹，協助學生通過相關證照考試；並藉由學生的課堂報告，增進其組織與表達能力<br>3. 培養學生良好的學習態度，進而使其具備保險金融從業人員之專業態度<br>4. 可做爲學生未來從事金融保險行政與銷售工作之基礎 | Objectives | 1. Enabling students to understand knowledge of thories, types (life, health, causualty and annuity, etc), finance, organization, operation and contract articles of life insurance.<br>2. Through introduction of life insurance theories and practice, helping students obtaining certificates; students improving organization and expression ability thorough reports in classes.<br>3. Fostering students' good learning attitudes to become professional personnel in financial and insurance industry.<br>4. Serving as students' foundation in the future career in finance and insurance administration and sales. |
| 教材 | 簡報、白板、講義<br>指定用書：人身保險業務員資格測驗統一教材／中華民國人壽保險商業同業公會 編印；參考用書：人身保險實務／林麗銖 著／平安出版社；人壽保險／林敏華、賴本隊 著／華立出版社 | Teaching Materials | Book: The Practice of Life Insurance |
| 成績評量方式 | 期中考佔30%；期末考佔30%；分組報告佔20%；平時佔20% | Grading | Mid-term Exam~30%; Final exam~30%; report~20%; other~20% |
| 教師網頁 | _ | | |
| 教學內容 | 下學期課程先介紹投保實務與壽險行銷活動，再深入說明人壽保險契約之原則及條款，並指導學生做人身保險單之規劃，最後讓學生進一步瞭解核保、保全、理賠等壽險公司經營面的功能。 | Syllabus | This course contain the following topics: operation and marketing of life industry, policy porvisions, life policy plan, and operation of Life insurance company. |

尊重智慧財產權，請勿非法影印。