朝陽科技大學 097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	1367	Course Number	1367
授課教師	彭盛昌	Instructor	PENG,SHENG CHANG
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B	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. 投資型商品教材，保險事業發展中心 2. 變額保險，保險事業發展中心	Teaching Materials	1. Investment-linked insurance products 2. Variable insurance
成績評量方式	1. 期中考 (30%) 2. 期末考 (40%) 3. 平時參與 (30%)	Grading	1. mid-term examination: 30%; 2. final examination: 40%; 3. participation: 30%.
教師網頁	http://knight.fcu.edu.tw/~p9317432/		
教學內容	1. 投資型商品的介紹及其運用。 2. 金融市場、投資學的介紹。 3. 有價證券的評價。	Syllabus	Firstly, to introduce the investment-linked insurance products and how these products could be applied in the market. Secondly, to introduce the basic financial market theory and financial management theory. Finally, to learn how to assess marketable securities.

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