

朝陽科技大學 097學年度第1學期教學大綱  
Insurance Operations 保險經營

當期課號	3186	Course Number	3186
授課教師	張元昌	Instructor	,
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	<p>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</p> <p>2. 使學生能熟悉保險並應用在其他學科上</p> <p>3. 使學生具保險金融從業人員之專業態度</p> <p>4. 可做為學生未來進修之基礎</p>	Objectives	<p>1. Enabling students to understand operation of insurance companies such as marketing, underwriting, reinsurance, investment, pricing of premium and reserves.</p> <p>2. Enabling students to be familiar with insurance to be applied in other subjects.</p> <p>3. Enabling students to have professional attitudes in insurance and finance industry.</p> <p>4. Serving as students foundation on future study.</p>
教材	人身與財產保險經營(平安出版社)自編教材	Teaching Materials	Life and nonlife management by RM publishing Co. material by self
成績評量方式	小組報告 30% 期中考 30% 期末考 40%	Grading	Report 30% Midterm exam. 30% Final exam. 40%
教師網頁	-		
教學內容	商品企劃、展業行銷、行政管理與財務投資等四大項目為保險公經營之支柱，藉由實務與理論之說明與闡述，使同學能更深入瞭解經營之內涵，培養對問題獨立思考、判斷分析之能力	Syllabus	<p>Introduce the major department of insurance company , including actuarial 、marketing 、administration and investment 。</p> <p>Teaching by theory and practicing make sure stuednts understand this course</p>

尊重智慧財產權，請勿非法影印。