

朝陽科技大學 097學年度第1學期教學大綱
Competitive Analysis for Insurance Industry 金融保險產業競爭分析

當期課號	7601	Course Number	7601
授課教師	嚴宗銘	Instructor	YAN,TUNG MING
中文課名	金融保險產業競爭分析	Course Name	Competitive Analysis for Insurance Industry
開課單位	保險金融管理系碩士在職專班一A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	本課程在提供對於保險金融業的產業結構與廠商行為的認識。產業結構方面的議題包括金融保險業產業結構的構成；金融保險業產業結構變遷。廠商行為方面的議題包括競爭互動與產業結構演變；產業結構變動與商品創新。	Objectives	This lesson provides the recognition about industry structure and firms' behavior of insurance and financial industry. The issues about industry structure include the composition and development of insurance and financial industry. The issues about firms' behavior include their strategic interactions, changes of industry structures and innovations of products.
教材	如參考文獻所列書單	Teaching Materials	
成績評量方式	期末報告 100% 使用非法影印教科書者成績以零分計算	Grading	Final Report 100%
教師網頁	-		
教學內容	一般經濟狀況與保險業經營 投資型保險與壽險業經營	Syllabus	Overall economic conditions and insurance business Investment-linked insurance and insurance business

尊重智慧財產權，請勿非法影印。