朝陽科技大學 097學年度第2學期教學大綱
Special Topics of Insurance Company Operations 保險業務經營專題研究

當期課號	7602	Course Number	7602
授課教師	蘇文斌	Instructor	SU,WEN PIN
中文課名	保險業務經營專題研究	Course Name	Special Topics of Insurance Company Operations
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	透過本課程,將有助於瞭解保險業務經營的原則、目標、方法及不同環境下應變的思維。	Objectives	After studying this class, the students should be able to: 1.understand the rate-making function of insurers; 2.understand the steps in the underwriting process; 3.describe the dales and marketing activities of insurers; 4.describe the steps in the process of settling a claims; 5.understand the importance of insurance company investments and identify the various types of investments of insurers.
教材	自編講義	Teaching Materials	From edits the printed lecture
成績評量方式	1.期中考：30% 2.期末考：40% 3.平常討論：30%	Grading	1.Midterm：30% 2.Final report：40% 3.Discuss：30%
教師網頁	_		
教學內容	授課內容從保險業實務研討展開，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. Second: Introduce the variable life or annuity product, accounting principle, new marketing channel, Risk Basic Capital system

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