# 朝陽科技大學 098學年度第1學期教學大綱
# Insurance Operations 保險經營

| | | | |
|---|---|---|---|
| **當期課號** | 1369 | **Course Number** | 1369 |
| **授課教師** | 謝國成 | **Instructor** | , |
| **中文課名** | 保險經營 | **Course Name** | Insurance Operations |
| **開課單位** | 保險金融管理系(四日)四A | **Department** | |
| **修習別** | 選修 | **Required/Elective** | Elective |
| **學分數** | 3 | **Credits** | 3 |
| **課程目標** | 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<br>2. 使學生能熟悉保險並應用在其他學科上<br>3. 使學生具保險金融從業人員之專業態度<br>4. 可做爲學生未來進修之基礎 | **Objectives** | 1. Enabling students to understand operation of insurance companies such as marketing, underwriting, reinsurance, investment, pricing of premium and reserves.<br>2. Enabling studentsto be familiar with insurance to be applied in other subjects.<br>3. Enabling students to have professional attitudes in insurance and finance industry.<br>4. Serving as studentsfoundation on future study. |
| **教材** | 人身及財產保險經營(平安出版) | **Teaching Materials** | The management of life and property insurance |
| **成績評量方式** | 1.期中考(25%)<br>2.期末考(50%)<br>3.課堂參與及平時表現(25%) | **Grading** | Midterm exam:25%<br>Final-term:50%<br>Other:25% |
| **教師網頁** | | | |
| **教學內容** | 一、複習保險的特性、原理、原則及保險經營的特性與原則。<br>二、依企劃、展業、管理及財務等四部分，分別說明保險經營的實務 | **Syllabus** | Review the characteristic, principle of insurance and insurance management<br>According to the business planning, unfolding industry, the management and the finance to explain the insurance management practice. |

尊重智慧財產權，請勿非法影印。