

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	3164	Course Number	3164
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	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 2. 使學生能熟悉保險並應用在其他學科上 3. 使學生具保險金融從業人員之專業態度 4. 可做為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. 2. Enabling students to be familiar with insurance to be applied in other subjects. 3. Enabling students to have professional attitudes in insurance and finance industry. 4. Serving as students foundation on future study.
教材	自編教材	Teaching Materials	
成績評量方式	平時考30% 期中考30% 期末考40%	Grading	Normal test 30% Mid-term test 30% Final test 40%
教師網頁	-		
教學內容	保險經營概論 保險核保 保險理賠 保險行銷 團體保險	Syllabus	The introduction of insurance operation Underwriting of insurance The claim of insurance Marketing of insurance Group insurance

尊重智慧財產權，請勿非法影印。