朝陽科技大學 098學年度第2學期教學大綱
Life Insurance 人壽保險

當期課號	3182	Course Number	3182
授課教師	李碧娥	Instructor	LI,PE E
中文課名	人壽保險	Course Name	Life Insurance
開課單位	保險金融管理系(四進)二A	Department	
修習別	必修	Required/Elective	Required
學分數	2	Credits	2
課程目標	1. 使學生瞭解人身保險的理論、種類（包括人壽、健康、傷害、年金等保險）、財務、組織、經營及契約條款等知識 2. 透過人壽保險理論與實務的介紹，協助學生通過相關證照考試；並藉由學生的課堂報告，增進其組織與表達能力 3. 培養學生良好的學習態度，進而使其具備保險金融從業人員之專業態度 4. 可做爲學生未來從事金融保險行政與銷售工作之基礎	Objectives	1. Enabling students to understand knowledge of thories, types (life, health, causualty and annuity, etc), finance, organization, operation and contract articles of life insurance. 2. Through introduction of life insurance theories and practice, helping students obtaining certificates; students improving organization and expression ability thorough reports in classes. 3. Fostering students' good learning attitudes to become professional personnel in financial and insurance industry. 4. Serving as students' foundation in the future career in finance and insurance administration and sales.
教材	簡報、白板、講義 指定用書：「保險學：學理與實務」/蘇文斌.林宏誠.陳明國 著/華立出版社；參考用書：人身保險業務員資格測驗統一教材/中華民國人壽保險商業同業公會 編印；人壽保險/林敏華、賴本隊 著/華立出版社；保險學/許文彥 著	Teaching Materials	Book: Insurance Principles and Practice
成績評量方式	成績評量方式： 1.平時成績佔40%：證照考試10%、分組討論10%、平時點名10%、平時表現10% 2.期中成績佔30%：期中考 3.期末成績佔30%：期末報告	Grading	1.regular rating~40%: certification~10%, discussions~10%, attendance~10%, regular performance~10% 2.midterm exam~30% 3.final report~30%
教師網頁	_		
教學內容	本課程從危險管理著手介紹，接著深入探討保險種類、保險契約、條款、保險理賠糾紛案例，以及保險的核保、理賠、行銷與經營。	Syllabus	The curriculum contains three major areas: (1)risk managements (2)discussions on the classifications of life insurance, the content of life insurance policies, and case study of insurance claim disputation. (3)insurance risk assessment, claims, marketing, and management.

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