朝陽科技大學 099學年度第1學期教學大綱
International Insurance Market 國際保險市場

當期課號	1240	Course Number	1240
授課教師	彭盛昌	Instructor	PENG,SHENG CHANG
中文課名	國際保險市場	Course Name	International Insurance Market
開課單位	保險金融管理系(四日)三A	Department	
修習別	選修	Required/Elective	Elective
學分數	2	Credits	2
課程目標	1. 使學生了解保險市場之意義以及其與總體經濟發展之關連性 2. 使學生知悉保險市場之主要發展趨勢及學習思考保險業之因應策略 3. 使學生能具備保險業從業人員之專業態度 4. 使學生能瞭解世界主要保險市場及其發展情形	Objectives	1. Enabling students to understand meaning of insurance market and the connection with development of macroeconomics. 2. Enabling students to be aware of major development trend in insurance market and study strategies of insurance industry. 3. Enabling students to have professional attitudes of personnel in insurance industry. 4. Enabling students to understand major global insurance markets and their development.
教材	講義與市場報導 註:不得非法影印	Teaching Materials	Papers and handouts
成績評量方式	1. 上課參與及作業：30% 2. 期中考：30% 3. 期末報告：40%	Grading	1. Class attendance: 30% 2. Mid-term exam: 30% 3. Final report: 40%
教師網頁			
教學內容	1.國際保險市場基本概念與市場發展趨勢 2.全球經濟狀況與保險市場概況 3.台灣保險市場概況 4.大陸保險市場概況 5.老年保險市場概況 6.銀行保險概況 7.醫療保險概況	Syllabus	1. The basic concepts of international insurance market and major development trend. 2. The global economy and insurance markets. 3. The insurance market in Taiwan. 4. The insurance market in Mainland China. 5. Retirement financing. 6. The development of bancassurance. 7. The global private medical insurance industry.

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