朝陽科技大學 099學年度第1學期教學大綱
Insurance Operations 保險經營

當期課號	1255	**Course Number**	1255
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 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. 2. Enabling studentsto 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 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%) 2.期末考(50%) 3.課堂參與及平時表現(25%)	**Grading**	Midterm exam:25% Final-term:50% 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。 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 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。