

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	3132	Course Number	3132
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)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	1. 人身與財產保險經營(平安出版社) 2. 產物保險經營(華泰文化事業股份有限公司) 3. 自編教材	Teaching Materials	Life and nonlife management by RM publishing Co. material by self
成績評量方式	小組報告 30% 期中考 30% 期末考 40%	Grading	Report 30% Midterm exam. 30% Final exam. 40%
教師網頁	-		
教學內容	商品企劃、展業行銷、行政管理與財務投資等四大項目為保險公經營之支柱，藉由實務與理論之說明與闡述，使同學能更深入瞭解經營之內涵，培養對問題獨立思考、判斷分析之能力	Syllabus	Introduce the major department of insurance company, including actuarial, marketing, administration and investment. Teaching by theory and practicing make sure students understand this course

尊重智慧財產權，請勿非法影印。