



Syllabus Course Program



Insurance management

Specialty

072 – Finance, banking, insurance and stock market

Educational program

Finance and banking

Level of education

Master's level

Semester

1

Institute

Institute of Management Economics and International Business

Chair

Accounting and finance (205)

Type of discipline

Special (professional), Mandatory

Language of teaching

English

Lecturers and course developers



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The author of more than 40 scientific and educational and methodical publications.

Leading lecturer on the courses: "Insurance", "Investment and innovation activity", "Social responsibility and business social analysis".

[Learn more about the teacher on the department's website](#)

General information

Summary

The course provides students with higher education knowledge on the preparation and implementation of management decisions, which ensure the rational formation and use of the potential of insurance companies and the harmonization of the financial interests of consumers of insurance services, owners and staff of insurance companies, intermediaries and states

Course objectives and goals

- assimilation of the conceptual apparatus of insurance management theory;
- assimilation of forms and methods of insurance activity;
- study of means of organization and development of an insurance company and regulation of insurance activity;
- acquisition of practical planning skills and management decision-making in the implementation of insurance, reinsurance and other activities of insurance companies;

Format of classes

Lectures, practical classes, consultations. Final control - exam.

Competences

- GC 1. Ability to think abstractly, analyze, and synthesize.
- GC 3. Ability to conduct sound research.

GC 5. Ability to make informed decisions.

GC 6. Interpersonal interaction skills.

GC 7. Ability to motivate people and move towards a common goal. GC 8. Ability to work in an international context.

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GC 9. Ability to act based on ethical considerations (motives)

PC 1. Ability to use the fundamental laws of development of finance, banking, and insurance in combination with research and management tools for professional and academic activities.

PC 2. Ability to use theoretical and methodological tools to assess and model financial activities.

PC 3. Ability to apply management skills in finance, banking, and insurance.

PC 4. Ability to evaluate the effectiveness of academic, analytical, and methodological tools to justify finance, banking, and insurance management decisions.

PC 5. Ability to assess the limits of their professional competence and improve their professional skills.

PC 6. Ability to apply interdisciplinary approaches to solving complex problems in finance, banking, and insurance.

PC 7. The ability to search, use, and interpret information is necessary for solving professional and academic problems in finance, banking, and insurance.

PC 8. Ability to apply innovative approaches in finance, banking, and insurance.

PC 9. Ability to develop technical specifications for the design of information systems in finance, banking, and insurance.

Learning outcomes

LO01. To apply fundamental laws of finance, banking, and insurance development in combination with research and management tools for professional and academic activities.

LO02. To be aware of the latest achievements, concepts, and academic methodologies in finance, banking, and insurance.

LO04. To search, process, systematize, and analyze information necessary for solving professional and academic problems in finance, banking, and insurance.

LO09. To apply management skills in finance, banking, and insurance.

LO10. To identify and model the financial activities of business entities.

LO11. To apply in-depth knowledge in financial, banking, and insurance management decision-making.

LO12. To justify the choice of management decision options in finance, banking, and insurance and evaluate their effectiveness, considering the goals, existing constraints, and legal and ethical aspects.

LO13. To assess the degree of task complexity at the planning and results processing stages. |

Student workload

The total scope of the discipline is 150 hours. (5 ECTS credits): lectures – 32 hours, laboratory work – 32 hours, independent work – 86 hours. |

Course prerequisite

"Fundamentals of management", "Finance, money and credit" . |

Features of the course, teaching and learning methods, and technologies

Lectures are conducted interactively using multimedia technologies. Practical classes use a project-based approach to learning, game methods, and focus on the use of a system approach in management. |

Program of educational discipline

Topics of lectures

Topic 1. The essence, principles and role of insurance

What Is Insurance? Insurance Policy Components. Types of Insurance. Principles of Insurance. Functions of Insurance.

Topic 2. Management of an insurance company

Organizational and legal forms of insurance activity. The procedure for creating an insurance company. Reorganization and liquidation of insurance companies.

Topic 3. Organization of insurance activity

Management problems in insurance companies. Management bodies of the insurance company. Business processes of the insurance company

Topic 4. Classification of insurance. Insurance risks and their assessment

Classification of insurance by objects. Concept of risk management in insurance. Calculation of tariff rates by risk types of insurance.

Topic 5. Insurance market

The essence of the insurance market. Insurance market of Ukraine. Insurance market of European countries

Topic 6. State regulation of insurance activity

State policy in the field of insurance. State program for the development of the insurance market of Ukraine. State control over the financial condition of the insurance company.

Topic 7. Management of financial activities of the insurance company

Peculiarities of organization of insurance company's finances. Income and expenses of the insurance company. Insurance reserves.

Topic 8. Insurance services and features of their implementation

Types of insurance services. Non-traditional types of insurance.

Topic 9. The procedure for concluding an insurance agreement

Insurance contract. Insurance rules. Duties of the insurer and the insured.

Topic 10. Personnel management of the insurance company

Insurance company personnel. Compensation systems for insurance company personnel. Management of conflict situations in the insurance business.

Topic 11. Insurance marketing

Marketing complex of the insurance company. Basics of insurance company marketing strategies. Systems of implementation of insurance services. Advertising activity of the insurer.

Topic 12. Innovative management in insurance

Innovations and innovative management in insurance. Innovative insurance product model. Technology of the innovation process in insurance.

Topic 13. Medical insurance

The essence of health insurance. Development of medical insurance in Ukraine.

Topic 14. Transport insurance

Motor vehicle insurance. Cargo insurance. Civil liability insurance of vehicle owners.

Topic 15. Security of insurance activity

Economic security of the insurance company. Security of economic partnership in insurance. Legal aspects of compliance with tax legislation in insurance.

Topic 16. Anti-crisis management of insurance companies

The essence, causes and consequences of the financial crisis in the insurance company. The process of reorganization, rehabilitation and liquidation of the insurance company. State control over the solvency of the insurance company, means of influencing and responding to financial violations of insurers. Organization of crisis management in insurance companies

Topics of practical classes

Topic 1. The essence, principles and role of insurance

The need for insurance protection against risk. Origin and development of insurance.

Topic 2. Management of an insurance company

Organizational and legal forms of insurance activity. The procedure for creating an insurance company. Reorganization and liquidation of insurance companies.

Topic 3. Organization of insurance activity

Management problems in insurance companies. Management bodies of the insurance company. Business processes of the insurance company.

Topic 4. Classification of insurance. Insurance risks and their assessment

Classification of insurance by objects. Calculation of tariff rates by risk types of insurance.

Topic 5. Insurance market

The essence of the insurance market. Insurance market of Ukraine. Insurance market of European countries.

Topic 6. State regulation of insurance activity

State program for the development of the insurance market of Ukraine. State control over the financial condition of the insurance company.

Topic 7. Management of financial activities of the insurance company

Income and expenses of the insurance company. Insurance reserves.

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Types of insurance services. Non-traditional types of insurance.

Topic 9. The procedure for concluding an insurance agreement

Insurance contract. Insurance rules. Duties of the insurer and the insured.

Topic 10. Personnel management of the insurance company

Compensation systems for insurance company personnel. Management of conflict situations in the insurance business.

Topic 11. Insurance marketing

Marketing complex of the insurance company. Basics of insurance company marketing strategies. Systems of implementation of insurance services. Advertising activity of the insurer.

Topic 12. Innovative management in insurance

Innovations and innovative management in insurance. Innovative insurance product model. Technology of the innovation process in insurance.

Topic 13. Medical insurance

The essence of health insurance. Development of medical insurance in Ukraine.

Topic 14. Transport insurance

Motor vehicle insurance. Cargo insurance. Civil liability insurance of vehicle owners.

Topic 15. Security of insurance activity

Economic security of the insurance company. Security of economic partnership in insurance. Legal aspects of compliance with tax legislation in insurance.

Topic 16. Anti-crisis management of insurance companies

The essence, causes and consequences of the financial crisis in the insurance company. Consideration of a case of a financial crisis in an insurance company with the development of an anti-crisis management strategy

Topics of laboratory works

Laboratory works within the discipline are not provided .

Self-study

The course involves the completion of an individual task - an essay on problematic issues of the course. The result of writing the essay is compiled into a written report and a presentation is prepared. Students are also recommended additional materials (videos, articles) for independent study and analysis.

Course materials and recommended reading

Basic literature:

1. Borysyuk O.V. B84 Insurance management: lecture notes. Lutsk: Lesya Ukrainka Volyn National University, 2022. 102 p.
2. Klapkiv L.M., Klapkiv Yu.M., Svirskiy V.S. Financial risks in the activities of insurance companies: theoretical foundations, modern realities and management pragmatism: monograph. Ivano-Frankivsk: G.M. Kushnir Publisher, 2020. 171 p.
3. Opalchuk R.M. Insurance management: study guide. Kyiv: CPU "Comprint", 2023. 251 p
4. Insurance: a study guide / O. S. Zhuravka, A. G. Bukhtiarova, O. M. Pakhnenko. Sumy: Sumy State University, 2020. 350 p.
5. Fesenko N.V. Status and prospects of the functioning of the insurance market of Ukraine in conditions of globalization [Electronic resource] / N.V. Fesenko, L.M. Yaremchenko // Economy and state. 2019 No. 8. P. 28-34

Additional literature:

1. Aleskerova Yu. V., Salkova I. Yu., Fedorishyna L. I. Insurance management: textbook. Vinnytsia: VNAU, 2019. 294 p
2. Yu.L. Tatarintseva , Utropova D. Development of the insurance market in Ukraine VIII International scientific and practical conference "Actual problems of management of socio-economic systems"

December 15, 2022, Lutsk p. 305 http://repository.kpi.kharkov.ua/bitstream/KhPI - Press/60826/1/Utropova_Rozvytok_2022.pdf

3. Yu.L. Tatarintseva, A.V. Ponomarenko. FINTECH innovations in the banking and insurance business in the conditions of globalization of the world economy. International scientific and practical conference "Traditions and innovations in modern science and education in the conditions of challenges and threats of globalization", Dnipro, November 22, 2022

4. Yu.L. Tataryntseva, V.V. Yakovleva, The mechanism of ensuring the financial security of an insurance company. Actual aspects of the development of science and education: materials of the II International scientific and practical conference of scientific and pedagogical workers and young scientists (Odessa, December 08-09, 2022) / Odessa State Agrarian University. Odessa, 2022. 688 p. **p. 638**

Assessment and grading

Criteria for assessment of student performance, and the final score structure

100% of the final grade consists of assessment results in the form of: final test (20%); Individual work (20%) and performance of the student's independent work (60%). 60% of independent work consists of: • 40% of current assessment (including preparation of PowerPoint presentations, reports on topics and work in practical classes); • 20% of the current semester control (tests). A rating system for obtaining an estimate is provided. The exam is written and contains: 2 theoretical questions of different difficulty levels and 1 practical task.

Grading scale

Total points	National assessment	ECTS
90–100	Perfectly	A
82–89	Fine	B
75–81	Fine	C
64–74	Satisfactorily	D
60–63	Satisfactorily	E
35–59	Unsatisfactory (requires further study)	FX
1–34	Unsatisfactorily (re-study required)	F

Norms of academic integrity and course policy

The student must adhere to the Code of Ethics of Academic Relations and Integrity of NTU "KhPI": to demonstrate discipline, good manners, kindness, honesty, and responsibility. Conflict situations should be openly discussed in academic groups with a lecturer, and if it is impossible to resolve the conflict, they should be brought to the attention of the Institute's management.

Regulatory and legal documents related to the implementation of the principles of academic integrity at NTU "KhPI" are available on the website: <http://blogs.kpi.kharkov.ua/v2/nv/akademichna-dobrochesnist/>

Approval

Syllabus agreed

Date of approval, signature

Head of Department
Oleksandr MANOILENKO

Date of approval, signature

Guarantor OP
Tatiana NAZAROVA