

INSURANCE MANAGEMENT

COURSE SYLLABUS

Code and name of specialty	073 – Management	Institute	Institute of Education and Science in Economics, Management and International Business
Program name	Management of Organizations and Administration / Business Administration	Department	Management and taxation
Type of program	Educational and Professional	Language of instruction	English / Ukrainian

LECTURERS

Olena Linkova, helen.linkova@khpi.edu.ua



Candidate of Economic Sciences, Associate Professor of Management and Taxation Department (NTU "KhPI")
 Author and co-authored over 200 scientific publications. Courses: "Organization Theory", "Fundamentals of Management", "Fundamentals of Management Consulting", "Insurance Management", "Modern Research Methods in Management"

GENERAL DESCRIPTION OF THE COURSE

Summary	The course covers all aspects of insurance company management. During its study, students learn about the basic approaches to managing insurance companies. The means to achieve this will be the calculation task and analysis of the insurance organization chosen by the students
Course objectives	<ul style="list-style-type: none"> • focus on key elements of management of insurance companies and develop a wide range of management skills related to comprehensive analysis and market environment; • - to deepen students' understanding of the business process based on a systematic approach to managing an insurance company using situational analysis; • - to form students' skills of independent research of insurance companies
Types of classes and control	Lectures, workshops, consultations. Final control - final test
Term	7

Student workload (credits) / Type of course	5 / Optional	Lectures (hours)	16	Workshops (hours)	32	Self-study (hours)	102
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Program competences	GC 04. Ability to apply knowledge in practical situations GC 09. Ability to learn and master modern knowledge. GC 11. Ability to adapt and act in a new situation. SC01. Ability to determine and describe the characteristics of the organization. SK02. Ability to analyze the results of the organization, to compare them with the factors of external and internal environment.
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SK03. Ability to determine the prospects for the development of the organization.
 SK04. Ability to identify functional areas of the organization and the relationships between them.
 SK2.1. Ability to collect and process primary accounting and management information in the service sector

Learning outcomes	Teaching and learning methods	(contin
LO04. To show skills of identification of problems and justification of management decisions	Interactive lectures with presentations, discussions, workshops, teamwork, case-based learning, student-peer feedback, problem-based learning	Practical assessment (CAS), problem sheets (CAS), online tests (CA
LO06. Demonstrate skills of search, collection and analysis of information, calculation of indicators to justify management decisions.	Interactive lectures with presentations, discussions, workshops, teamwork, case-based learning, research work, project-based learning	Written assignment (CAS), practical assessment (CAS), exam in the
LO08. To apply management methods to ensure the effectiveness of the organization	Interactive lectures with presentations, discussions, workshops, project-based learning, teamwork	Written assignment (CAS), online tests (CAS), exam in the form of
LO10. Have the skills to justify effective tools to motivate the organization's staff.	Interactive lectures with presentations, discussions, workshops, case-based learning	Written assignment (CAS), practical assessment (CAS), online tests
LO12. To evaluate the legal, social, and economic implications of an organization's functioning	Research work (fieldwork), workshops, case-based learning, individual and teamwork	Written assignment (CAS), practical assessment (CAS), data collect
LO15. Demonstrate the ability to act socially responsibly and socially consciously on the basis of ethical considerations (motives), respect for diversity and interculturalism.	Research work (fieldwork), workshops, project-based learning, individual and teamwork	Written assignment (CAS), data collection and reporting on fieldw
LO17. To conduct researches individually and/or in group under the leadership of the leader	Research work (fieldwork), workshops, project-based learning, individual and teamwork	Written assignments (CAS), reporting on fieldwork (CAS), oral pres

ASSESSMENT AND GRADING

Range s of points corres pondi ng to grades	core (points) for all types of learning activities	ECTS grading scale	The national grading scale	Allocation of grade points	100% Final assessment as a result of Final test 40% Final exam: course paper (written course 60% Continuous assessment: <ul style="list-style-type: none"> • 30% practical assessment (including problem • 10% individual assignment • 20% term control (2 online tests)
	90-100	A	excellent		
	82-89	B	good		
	74-81	C			
	64-73	D	satisfactory		
	60-63	E			
	35-59	FX	Unsatisfactory (with the exam retake option)		
	0-34	F	Unsatisfactory (with mandatory repetition of the course)		

Course policy

Students are expected to attend classes regularly, to get to class on time and stay for the duration of the class. In the case of absence, students expected to come to class having read all the required material and being ready to productively participate in the class discussions. Written ass

COURSE STRUCTURE AND CONTENT

Lecture 1	The essence, principles and role of insurance. Management of an insurance company	Workshop 1-2	The need for insurance protection against risk. Origin and development of insurance. Functions and principles of insurance.	S e l f - s t u d y	Insurance development
Lecture 2	Organization of insurance activities. Insurance classification. Insurance risks and their assessment	Workshop 3-4	Management bodies of the insurance company. Business processes of an insurance company.		Management problems in insurance companies
Lecture 3	Insurance market. State regulation of insurance activities.	Workshop 5-6	The essence of the insurance market. Insurance market of Ukraine.		The concept of risk management in insurance
Lecture 4	Management of financial activities of the insurance company. Insurance services and features of their implementation	Workshop 7-8	Calculation of tariff rates for risky types of insurance.		State program of development of the insurance market of Ukraine.
Lecture 5	The procedure for concluding an insurance agreement. Personnel management of the insurance company	Workshop 9-10	Features of the organization of the insurance company's finances. Income and expenses of the insurance company. Insurance reserves.		Financial strategies for business development
Lecture 6	Insurance marketing. Innovative management in insurance.	Workshop 11-12	Insurance contract. Insurance rules. Responsibilities of the insurer and the insured		Features of concluding agreements
Lecture 7	Medical Insurance. Transport insurance	Workshop 13-14	Insurance company staff. Remuneration systems for insurance company staff. Conflict management in the insurance business. Marketing complex of the insurance company. Advertising activities of the insurer. Innovation and innovation management in insurance. Innovative model of insurance product.		Self-esteem as a tool for conflict management. Medical reform in Ukraine, difficulties Euro protocol, features of its drafting

			Technology of innovation process in insurance.	
Lecture 8	Security of insurance activities	Workshop 15-16	The essence of health insurance. Development of health insurance in Ukraine. Motor insurance. Cargo insurance. Liability insurance for vehicle owners. Economic security of the insurance company. Security of economic partnership in insurance. Legal aspects of compliance with tax legislation in insurance.	Partnership, advantages and disadvantages.

RECOMMENDED READING

C o m p u l s o r y	1. Bazilevich V, Bazilevich K, (2006). Insurance business. K.: Knowledge, 351 p.	R e c o m m e n d e d	1. Bridun E (2010) Insurance business. Irpin: ADPS of Ukraine. 108 p.
	2. Vinogradsky M, (2002). Management in the organization: textbook. way. for students. econ. special universities / Vinogradsky M, Vinogradskaya A, Shkanova O: CONDOR, 654 p.		2. Law of Ukraine "On Insurance".
	3. Vikhansky O, Naumov A , (2006). Management. M.: Gardariki, 670 p.		3. Insurance services: (2000). Teaching method. manual for self. studied dist. / For the head. ed. T. A.
	4. Didenko V. (2008). Менеджмент: підручник / В.М. Didenko. K.: Condor, 584p.		4. Insurance. (2000). Teaching method manual / For the general. ed. O. Gamankova. K.: KNEU,. 120
	5. Linkova O. (2006). Insurance. Teaching. The method. H. NTU "KhPI". 240 p		5. Shelekhov K, Bigdash V, (2000). Insurance. Insurance services. K.: IEUGP, 268 p.
	6. Mescon M., Albert M., Hedoury F. (1992). Fundamentals of Management: trans. with English M.: Delo.		
	7. Insurance: (2002). Textbook / Head of ed. team and science, ed. S. Osadets. K.: KNEU, 599 s.		

Academic integrity

Graduate students are expected to adhere to the Code of Ethics of Academic Relations and Integrity” of NTU “KhPI”.

The content of this syllabus is consistent with the Performance Management course pr