



Syllabus Course Program



Insurance management

Specialty

073 Management

Institute

Educational Scientific Institute of Economics,
Management and International Business

Educational program

Management of organizations and administration

Department

Management (204)

Level of education

Bachelor's level

Course type

Disciplines of free choice of a student of specialized
training

Semester

7

Language of instruction

English

Lecturers and course developers

**First name and surname**

Helen.Linkova@khpi.edu.ua

Candidate of Economic Sciences, Associate Professor of the Department of
Management, NTU "KhPI"

Author of more than 200
scientific and educational and methodical publications.
courses: "Theory of Organizations",
"Fundamentals of management", "Fundamentals of management
consulting", "Insurance management", "Modern
research methods in management"

More about the lecturer on the department's website

<https://web.kpi.kharkov.ua/mto/about/staff/linkova-2/>

General information

Summary

The "Insurance Management" course covers all aspects of insurance company management. During its study, students learn about the main approaches to the management of insurance companies. The means of achieving this will be the calculation task and analysis of the insurance organization chosen by the students.

Course objectives and goals

Acquaintance of students with the key elements of management of insurance organizations and form a wide range of management skills related to a comprehensive analysis of the market environment. To deepen students' understanding of the entrepreneurial process based on a systemic approach to managing an insurance company using situational analysis.

To form students' skills of independent research of insurance organizations.

Format of classes

Lectures, practical classes, essay, independent work, consultations. Final control - differential assessment.

Competencies

GC04. The ability to apply knowledge in practical situations.

GC09. The ability to learn and to master modern knowledge.

GC11. The ability to adapt to a new situation and take an action.

SC01. The ability to identify and describe the characteristics of organizations.

SC02. The ability to analyze the results of an organization's activity, to compare them with the factors of the external and internal environment.

SC03. The ability to identify prospects for organizational development.

SC04. The ability to determine the functional areas of an organization and the relationships between them.

Learning outcomes

LO 04. To demonstrate the ability to identify problems and justify managerial decisions.

LO 06. To demonstrate the skills related to search, collection, and analysis of information, calculation of indicators for substantiation of managerial decisions.

LO 08. To apply management methods for ensuring the effectiveness of an organization.

LO 10. To possess the skills of justifying effective instruments for motivating the personnel of an organization.

LO 12. To evaluate the legal, social, and economic outcomes of an organization's functioning.

LO 15. To show the ability to act in a socially responsible and socially conscious manner on the basis of ethical considerations (motives), respect for diversity and interculturalism.

LO 17. To conduct research individually and/or in a group under the supervision of a leader.

Student workload

The total volume of the course is 150 hours (5 ECTS credits): lectures - 16 hours, practical classes - 32 hours, self-study - 102 hours.

Course prerequisites

To successfully complete the course, you must have knowledge and practical skills in the following disciplines: "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. Study materials are available to students through OneNote

Program of the course

Topics of the lectures

Topic 1. The essence, principles and role of insurance

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

Functions and principles 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

Topics of the workshops

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Reorganization and liquidation of insurance companies.

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Peculiarities of organization of insurance company's finances. 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

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

Topics of the laboratory classes

Laboratory work within the discipline is 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. 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.
2. Sokyrynska I.G., Zhuravlyova T.O., Abernikhina I.G. Insurance management: education. manual Dnipropetrovsk: Porogy, 2016. – 300 p. URL: https://nmetau.edu.ua/file/sokirinska_strahoviy_menedzhment.pdf
3. Strategic management of an insurance company: Col. monogr. / V.M. Furman, O.F. Filonyuk, M.P. Nikolenko, O.I. Baranovsky and others; Science ed. and the driver number author Dr. Econ. of Sciences V.M. Furman. K.: KNEU, 2008. 440 p.
4. Insurance management: textbook / S.S. Osadets, O.V. Murashko, V.M. Furman and others; for sciences ed. Dr. Econ. Sciences, Prof. S.S. Sediment K.: KNEU, 2011. 333p.
5. Suprun A.A., Suprun N.V. Insurance management: Education. manual. Lviv: Magnolia 2006, 2011. 301 p
6. Dr. Benard Onyango Kajwang Insurance Management. 79p.
[:IPRJ peer reviewed journals and books publishers](#)
7. Guide to Insurance Management 1990th Edition by [Stephen Diacon](#) (Editor). Palgrave Macmillan; 1990th edition (May 31, 1990). 354 p.
8. Virginia Evans, Jenny Dooley, Stephen Leland Keel, JD, MBA. Career Paths: Insurance - Student's Book (with Digibooks App). Express Publishing.

Additional literature

1. Linkova O.Yu. Insurance. Education Manual Kh.: NTU <<KhPI>>. 2016. 240 p.
2. Kozmenko O.V., Lysenko V.S. Workshop on insurance marketing: study guide. Sumy: University book, 2014. - 224 p.
3. Oliynyk V. M. Economic-mathematical modeling in the development of insurance and management of insurance tariffs: monograph. Sumy: University Book, 2014. 366 p.
4. Piratovsky G.L. Insurance business: development management. Monograph. K.: Kyiv National. trade and economy University, 2006. 254 p.
5. Insurance and insurance markets in the era of globalization: monograph [Text] / O.V. Kozmenko, S.M. Kozmenko, T.A. Vasylieva, V.V. Royenko, O.M. Pakhnenko et al. Sumy: University book, 2011. 388 p.

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 essay defense (30%) and current assessment (70%).

Grading scale

Total points	National	ECTS
90-100	Excellent	A
82-89	Good	B
75-81	Good	C
64-74	Satisfactory	D
60-63	Satisfactory	E
35-59	Unsatisfactory (requires additional learning)	FX
1-34	Unsatisfactory (requires repetition of the course)	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

Approved by

Date, signature

Head of the department
Olena PROKHORENKO

Date, signature

Guarantor of the educational program
Olena LINKOVA