

COURSE DESCRIPTION CARD

NOTE: If the course includes lectures and classes, the Course Description Card applies to both types of instruction.

<p>1. Course title: Insurance strategies in business ,Strategie ubezpieczeniowe przedsiębiorstw</p>	<p>2. Course code: Number of ECTS credits: 3 Course completion mode: Z Course commenced / Year 2023/24</p>																														
<p>3. Major: Finance and Accounting for Business</p>																															
<p>4. Department of major coordinator: Department of Banking and Financial Markets</p>																															
<p>5. Name of course instructor: Lecture dr hab. Monika Wieczorek-Kosmala, Prof. UE Examiner dr hab. Monika Wieczorek-Kosmala, Prof. UE</p>																															
<p>6. Department of course instructor: Department of Corporate Finance and Insurance</p>																															
<p>7. Number of contact hours with students:</p> <table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr> <th style="width: 35%;">Type of instruction</th> <th style="width: 30%;">Full-time study</th> <th style="width: 35%;">Part-time study</th> </tr> </thead> <tbody> <tr> <td>lectures</td> <td>15</td> <td>9</td> </tr> <tr> <td>classes</td> <td></td> <td></td> </tr> <tr> <td>foreign language classes</td> <td></td> <td></td> </tr> <tr> <td>lab classes</td> <td></td> <td></td> </tr> <tr> <td>seminars</td> <td></td> <td></td> </tr> <tr> <td>e-learning</td> <td></td> <td></td> </tr> <tr> <td>other</td> <td></td> <td></td> </tr> <tr> <td>Total hours</td> <td>15</td> <td>9</td> </tr> <tr> <td>examination (hours)</td> <td></td> <td></td> </tr> </tbody> </table>		Type of instruction	Full-time study	Part-time study	lectures	15	9	classes			foreign language classes			lab classes			seminars			e-learning			other			Total hours	15	9	examination (hours)		
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<p>8. Course timeframe - no. of semesters: 1</p> <p>Course commencement / Year 1</p> <p>Course commencement / Semester 2</p>																															
<p>9. Level of tertiary education: Master</p>	<p>10. Course status</p> <p><input type="checkbox"/> Compulsory for the major...</p> <p><input type="checkbox"/> Compulsory for the specialization ...</p> <p><input checked="" type="checkbox"/> Elective ...</p>																														
<p>11. Course prerequisites</p> <p>Compulsory: -</p> <p>Recommended:-</p>																															
<p>12. Course objectives:</p> <ul style="list-style-type: none"> • to deliver the essential knowledge on the critical elements of the business insurance strategy (types of insurance products, terms and conditions of the insurance agreement, limitations of insurance company financial responsibility) • to equip students with the knowledge on the types of insurance coverage for business entities, in this the newest market trends) 																															

- to shape students' skills in the analysis and evaluation of the insurance products applicable in the insurance of assets and rights
- to shape students' social competences in efficient group work on the project within the design of the business insurance strategy

13. Teaching and learning methods:

A. Direct student-instructor contact:

No.	Teaching methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Active lectures with multimedia techniques	presentation of theoretical foundations	10	6
2.	Project work	designing the optimal insurance strategy for a business entity	5	3
Total			AS: 15	AN: 9

B. Self-study:

No.	Learning methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Analysis of materials	study of the available information on insurance market (obtainable insurance cover), study of insurance terms and conditions	30	33
2.	Project	group project – design of insurance strategy for a business entity	30	33
Total			BS: 60	BN:66

Total AS+BS = 75

Examination (E) = 0

Total AS+BS+E= 75

Total AN+BN = 75

Examination (E) = 0

Total AN+BN+E = 75

14. Key words: insurance cover, insurance products, insurance market, insurance, property & casualty insurance

15. Course content:

1. Elements of insurance strategy in business: basic terms – insurable interest, subject of the insurance, scope of insurance cover, limitations of insurer financial responsibilities, insurance terms and conditions
2. Study of the insurance market in Poland and in international context: variety of insurance products in property and casualty insurance lines, new market trends (cyber insurance, indexation)
3. Determinants of insurance strategy in business: transfer-based strategies vs. mixed strategies, the importance of insurance awareness, external limitations for optimal insurance strategy (market and underwriting driven forces), the experts on insurance market and the scope of their activities

16. Course learning outcomes as related to the learning outcomes of the major and methods for assessing student attainment

Intended learning outcomes of the major / Symbols	Intended learning outcomes of the course	Methods for assessing student learning outcomes	Documentation
<u>Knowledge</u>			
FAB2_W03#	The student knows and understands the fundamental dilemmas of the contemporary businesses within the applicability and efficiency of property and casualty insurance	project	final report (electronic version)

<u>Skills</u>			
FAB2_U05#	The student can manage a team work, also in an international environment, as well as to cooperate with others in a team, while building the insurance strategy for a business	project	final report (electronic version)
<u>Social competences</u>			
FAB2_K02#	The student is ready to accept the importance of knowledge, in solving cognitive and practical problems in designing business insurance strategy, in this in international context, as well as to ask for insurance intermediaries opinion (experts) if facing the self-limitations within	project	final report (electronic version)

17. Method for determining the final course grade:

No.	Methods for awarding credits and course completion requirements	Description	Percentage of the final course grade*
1.	Project	the design of the insurance strategy for a business entity	100%

* If students are required to obtain both a class grade and an exam grade, the class grade constitutes at least 30% of the final course grade.

18. Reading list

Mandatory readings:

1. Mark S. Dorfman, David Cather: Introduction to Risk Management and Insurance . Wyd. Prentice Hall Series in Finance, 2012.
2. Vaughan E. J., Vaughan T.: Fundamentals of Risk and Insurance, 9 th ed. John Willey&Sons, 2003.
3. Doherty N.A., Smith C. : Corporate Insurance Strategy: The Case of British Petroleum. Wyd. Journal of Applied, Corporate Finance 32(1) 48-57, 2020. <https://doi.org/10.1111/jacf.12388>

Suggested readings:

1. Williams Jr., Heins R.M. : Risk Management and Insurance. Wyd. McGraw-Hill, New York, 1989.
2. Baranoff, E: Risk Management and Insurance. Wyd. John Wiley & Sons, Hoboken, 2004.
3. Ashby S., Diacon R.: The Corporate Demand for Insurance: A Strategic Perspective. Wyd. The Geneva Papers on Risk and Insurance, 23(86) 34-51, 1998. <https://link.springer.com/content/pdf/10.1057/gpp.1998.3.pdf>

19. Language of instruction: English

20. Course instructors' recommendations: