



INSURANCE STRATEGIES IN BUSINESS

Syllabus

Basic information

Field of study Finance and Accounting for Business		Didactic cycle 2025/26	
Speciality -		Subject code EKOFABS.M4.0108.25	
Organizational unit School of Undergraduate and Graduate Studies		Lecture languages English	
Study level graduate studies		Mandatory Elective	
Study form full-time		Block Free choice electives	
Education profile general academic		Department responsible for the subject Department of Strategic and Regional Research	
		Subject related to scientific research No	
		Subject shaping practical skills No	
Coordinator	Monika Wieczorek-Kosmala		
Teacher	Monika Wieczorek-Kosmala		
Period Semester 3	Form of teaching, number of hours and method of examination • lecture: 15, Credit with grade		Number of ECTS points 3

Goals

Code	Goal
C1	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)
C2	to equip students with the knowledge on the types of insurance coverage for business entities, in this the newest market trends)
C3	to shape students' skills in the analysis and evaluation of the insurance products applicable in the insurance of assets and rights
C4	to shape students' social competences in efficient group work on the project within the design of the business insurance strategy

Recommended requirements

financial institutions

Subject's learning outcomes

Code	Outcomes in terms of	Major learning outcomes for the subject	Examination methods
Knowledge:			
W1	The student identifies and describes the fundamental dilemmas of the contemporary businesses within the applicability and efficiency of property and casualty insurance	FAB.M_W03	End-of-course assessment - group project
Skills:			
U1	The student collaborates in a team work, also in an international environment, as well as discusses with others in a team, while building the insurance strategy for a business	FAB.M_U05	End-of-course assessment - group project
Social competences:			
K1	The student accepts the importance of knowledge, in solving cognitive and practical problems in designing business insurance strategy, in this in international context, as well as is open to ask for insurance intermediaries opinion (experts) if facing the self-limitations within	FAB.M_K02	End-of-course assessment - group project

Study content

No.	Course content	Subject's learning outcomes	Activities
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	W1, U1	lecture

No.	Course content	Subject's learning outcomes	Activities
2.	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	W1, U1	lecture
3.	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)	W1, U1	lecture
4.	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)	W1, U1	lecture
5.	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	W1, U1, K1	lecture
6.	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	W1, U1, K1	lecture

Additional information

Activities	Methods of conducting classes
lecture	Lecture using multimedia techniques, Working on a project

Activities	Examination method	Percentage
lecture	End-of-course assessment - group project	100%

Activities	Credit conditions
lecture	final report, in electronic version, that presents the outcomes of group project the project should present a complex design of an insurance strategy, for a business entity

Literature

Obligatory

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

Optional

1. Baranoff, E (2004). Risk Management and Insurance. Wyd. John Wiley & Sons, Hoboken
2. Ashby S., Diacon R.(1998) 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>
3. Wiczorek-Kosmala M. (2016) Non-life insurance markets in CEE countries part I: Products structure, Journal of Economics and Management 25(3): 121-125 DOI 0.22367/jem.2016.25.08

Calculation of ECTS points

Activity form	Activity hours*
lecture	15
Field work - collecting source data	30
Preparation of the end-of-course assessment - group project	30
Consultations	2
Re-sit assignement	2
Student workload	Hours 79
Number of ECTS points	ECTS 3

* hour means 45 minutes

Major learning outcomes for the subject

Code	Content
FAB.M_K02	Recognizes the importance of knowledge, especially in finance and accounting, in solving cognitive and practical problems and is willing to seek experts' opinions in case of difficulties in solving them independently.
FAB.M_U05	Can lead the work of a team, including in an international environment, interact with others as part of teamwork, and act as a leader.
FAB.M_W03	Knows and understands the fundamental dilemmas and challenges of modern civilization and their links to the financial and real spheres, including from an international perspective.