

Course 保險實務
Semester Spring 2008
Lecturer 曾郁仁
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Objectives

The course is designed for undergraduates students. The course can help students to understand the fundamental concepts and contemporary developments in risk management and insurance.

Course Outlines

Insurance Marketing

- Pricing
- Product
- Place
- Promotion
- Personnel
- Positioning

Insurance Regulation

- Insolvency
- Marketing
- Compulsory Insurance

Grade

Your Score = 50% A/L Report + 50% Marketing Report