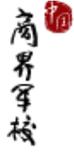




**PHBS**

北京大学汇丰商学院



# Insurance Module 4, 2018-2019

## Course Information

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**Instructor:**

PHBS Building, Room 762

Phone: 86-755-2603-2653

Email: [julan@phbs.pku.edu.cn](mailto:julan@phbs.pku.edu.cn)

Office Hour: M/R 11:00-12:00 or by appointment

**Teaching Assistant: Qianhui MA(马千惠)**

Phone: 18600890925

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**Classes:**

Lectures: M/R 13:30-15:20

Venue: PHBS Building, TBD

**Course Website:**

N/A

## 1. Course Description

### 1.1 Context

Course overview:

This course mainly focuses on basic concepts, relevant theories and practices related to insurance business.

Students are expected to understand the major functions and benefits of insurance, general principles of insurance, structure of insurance markets, basic lines of insurance (property and liability insurance, life and health insurance, annuities and employee benefits, etc.) and insurance demand for individual, corporations and the whole society. In addition, real world problems in China's insurance industry will be discussed in class.

### 1.2 Textbooks and Reading Materials

Lecture notes.

Other reading materials that may be distributed in the class.

## 2. Learning Outcomes

### 2.1 Intended Learning Outcomes

| Learning Goals                     | Objectives   | Assessment (YES with details or NO) |
|------------------------------------|--|-------------------------------------|
| 1. Our graduates will be effective | 1.1. Our students will produce quality business and research-oriented documents. | √                                   |

|  |   |   |
|--|---|---|
| communicators.   | 1.2. Students are able to professionally present their ideas and also logically explain and defend their argument.  | ✓ |
| 2. Our graduates will be skilled in team work and leadership.              | 2.1. Students will be able to lead and participate in group for projects, discussion, and presentation.   | ✓ |
|  | 2.2. Students will be able to apply leadership theories and related skills.   |   |
| 3. Our graduates will be trained in ethics.                                | 3.1. In a case setting, students will use appropriate techniques to analyze business problems and identify the ethical aspects, provide a solution and defend it. | ✓ |
|  | 3.2. Our students will practice ethics in the duration of the program.  | ✓ |
| 4. Our graduates will have a global perspective.                           | 4.1. Students will have an international exposure.  | ✓ |
| 5. Our graduates will be skilled in problem-solving and critical thinking. | 5.1. Our students will have a good understanding of fundamental theories in their fields.   | ✓ |
|  | 5.2. Our students will be prepared to face problems in various business settings and find solutions.  | ✓ |
|  | 5.3. Our students will demonstrate competency in critical thinking.   | ✓ |

## **2.2 Course specific objectives**

This course mainly focuses on basic concepts, relevant theories and practices related to insurance business.

Students are expected to understand the major functions and benefits of insurance, general principles of insurance, structure of insurance markets, basic lines of insurance (property and liability insurance, life and health insurance, annuities and employee benefits, etc.) and insurance demand for individual, corporations and the whole society. In addition, real world problems in China's insurance industry will be discussed in class.

## **2.3 Assessment/Grading Details**

|                      |      |
|----------------------|------|
| Class participation  | 10%  |
| Midterm              | 45%  |
| Presentation+ Report | 45%  |
|                      | 100% |

## **2.4 Academic Honesty and Plagiarism**

It is important for a student's effort and credit to be recognized through class assessment. Credits earned for a student work due to efforts done by others are clearly unfair. Deliberate dishonesty is considered academic misconducts, which include plagiarism; cheating on assignments or examinations; engaging in unauthorized collaboration on academic work; taking, acquiring, or using test materials without faculty permission; submitting false or incomplete records of academic achievement; acting alone or in cooperation with another to falsify records or to obtain dishonestly grades, honors, awards, or professional endorsement; or altering, forging, or misusing a University academic record; or fabricating or falsifying of data, research procedures, or data analysis.

All assessments are subject to academic misconduct check. Misconduct check may include reproducing the assessment, providing a copy to another member of faculty, and/or communicate a copy of this assignment to the PHBS Discipline Committee. A suspected plagiarized document/assignment submitted to a plagiarism checking service may be kept in its database for future reference purpose.

Where violation is suspected, penalties will be implemented. The penalties for academic misconduct may include: deduction of honour points, a mark of zero on the assessment, a fail grade for the whole course, and reference of the matter to the Peking University Registrar.

For more information of plagiarism, please refer to *PHBS Student Handbook*.

### 3. Topics, Teaching and Assessment Schedule

| Weeks | Topics                               |
|-------|--------------------------------------|
| 1     | Functions and Benefits of Insurance  |
| 2     | Principles of Insurance (I)          |
| 3     | Principles of Insurance (II)         |
| 4     | Life Insurance                       |
| 5     | Health Insurance, Accident Insurance |
| 6     | Employee Benefits, Social Insurance  |
| 7     | Property and Liability Insurance     |
| 8     | Structure of Insurance Markets       |
| 9     | Hot Topic Discussions*               |

\*: Guest speakers from the senior management of insurance companies may be invited to give talks. The schedule is subject to change.

### 4. Miscellaneous

#### Readings

The Economics of Moral hazard: Comment. Pauly, M.V. *American Economic Review*, 1968, vol. 58, 531-537.

Equilibrium in Competitive Insurance Markets: An Essay on the Economics of Imperfect Information. Michael Rothschild and Joseph Stiglitz. *The Quarterly Journal of Economics*, vol. 90, No. 4, 629-649.

On the Corporate Demand for Insurance. David Mayers and Smith, Clifford W., *The Journal of Business*, 1982, vol. 55, issue 2, 281-296.

Capacity Constraints and Cycles in Property-Casualty Insurance Markets. Anne Gron.

*RAND Journal of Economics*, 1994, vol. 25, issue 1, 110-127.