COLLEGEWIDE COURSE OUTLINE OF RECORD

BUSN 160, INTRODUCTION TO INSURANCE

COURSE TITLE: Introduction to Insurance
COURSE NUMBER: BUSN 160
PREREQUISITES: None.
SCHOOL: Business, Logistics, and Supply Chain
PROGRAM: Business Administration
CREDIT HOURS: 3
CONTACT HOURS: Lecture: 3
DATE OF LAST REVISION: Fall, 2013
EFFECTIVE DATE OF THIS REVISION: Fall, 2014

CATALOG DESCRIPTION: Presents an introduction to the profession of insurance. The course includes an overview of the insurance industry, types of coverage that exist, insurance processes and expected outcomes.

MAJOR COURSE LEARNING OBJECTIVES: Upon successful completion of this course the student will be expected to:

1. Report an understanding of the history of the insurance industry to include: how it started, its evolution, and where it stands today.
2. Discuss the insurance industry regulating agencies that currently exist.
3. Describe the occupations available and requirements for employment in the insurance industry and its varied occupations.
4. List the types of insurance coverage.
5. Compare and contrast the type of medical insurance available including physician, hospital/facility, vision, pharmacy, hearing, dental, and behavioral health.
6. Discuss the types of life insurance and purchase decisions.
7. Differentiate between property and casualty insurance and types.
8. Describe the uses of commercial insurance.
9. Express an understanding of how standards are set for groups through the actuarial process.
10. Discuss the product development using a health focus.
11. Compare marketing responsibilities at the corporate, regional and agent levels.
12. Use examples to discuss the process of selling by agents.
13. Describe the operations of underwriting, claims, service and management.
14. Explain how a return on investment is obtained.

COURSE CONTENT: Topical areas of study will include –

Evolution Regulating agencies
Occupations Requirements
Physician Behavioral health
Vision Hospital/facility
Pharmacy Hearing
Dental       Life
Property     Casualty
Medical      Automobile
Health       Homeowners
Commission   Commercial
Actuarial    Marketing
Corporate    Regional
Agents       Operations
Claims       Underwriting
Service      Management
Investments  Commission Sales

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