



Syllabus of Module

6. Insurance Industry

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Module Annotation

The Insurance Industry module is specifically focused on:

- defining the nature and importance of the insurance industry,
- characteristics of insurance industry and insurance products,
- insurance market (concept, regulation, analysis),
- an outline of insurance regulation,
- marketing in the insurance industry.

Within the above-mentioned content areas, theoretical explanations will always be given, but often concretisation and actual examples from practice will be given. Attention will also be paid to the entities and institutions operating in the insurance industry and the European aspects of insurance development will be included in the interpretation.

Module Objective

The aim of the module is to provide students with a comprehensive view of insurance, to define the specifics of insurance as a financial service, to explain the functioning of the

insurance market and insurance regulation, including its advantages and problems. Students should gain a deeper knowledge of the marketing of insurance companies and their customer orientation as well as of the institutions operating in the insurance industry, their basic competencies and interrelationships.

Literature

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