

STUDY MODULE DESCRIPTION FORM		
Name of the module/subject Economic insurance		Code 1011105311011138337
Field of study Engineering Management - Part-time studies -	Profile of study (general academic, practical) (brak)	Year /Semester 1 / 1
Elective path/specialty Production and Operations Management	Subject offered in: Polish	Course (compulsory, elective) elective
Cycle of study: Second-cycle studies	Form of study (full-time, part-time) part-time	
No. of hours Lecture: 12 Classes: - Laboratory: - Project/seminars: -		No. of credits 2
Status of the course in the study program (Basic, major, other) (brak)		(university-wide, from another field) (brak)
Education areas and fields of science and art social sciences Economics		ECTS distribution (number and %) 2 100% 2 100%
Responsible for subject / lecturer: dr hab. Marek Szczepański email: marek.szczepanski@put.poznan.pl tel. +48 61 665 33 90 Faculty of Engineering Management ul. Strzelecka 11 60-965 Poznań		Responsible for subject / lecturer: dr hab. Marek Szczepański email: marek.szczepanski@put.poznan.pl tel. +48 61 665 33 90 Faculty of Engineering Management ul. Strzelecka 11 60-965 Poznań
Prerequisites in terms of knowledge, skills and social competencies:		
1	Knowledge	Student has a basic knowledge of macroeconomics and finance.
2	Skills	Student can acquire and interpret basic legislation and other regulations (eg, General Conditions of Insurance) for economic and social security).
3	Social competencies	Student has the ability to use teamwork and knowledge of the economy and law to solve problems related to the management of enterprise risk and household.
Assumptions and objectives of the course: Aims of the course: - To familiarize students with the basic knowledge of business insurance and social security - Manufacturing of practical skills related to decision-making on the selection of insurance for specific risks in the enterprise and in the home - Manufacturing of ability to assess risks and the proper application of the methods of its limitations (methods of insurance and non-insurance methods)		
Study outcomes and reference to the educational results for a field of study		
Knowledge:		
1. The student knows what is the risk and how it differs from uncertainty. - [K1A_W20]		
2. The student has a basic knowledge of economic and social security, and knows the sources update their knowledge in this area - [K1A_W20]		
3. The student knows the insurance and non-insurance risk management methods - [K1A_W14]		
Skills:		
1. Student knows how to make a comparative analysis of different insurers offer from the point of view of some, of objective criteria. - [K1A_U02]		
2. The student is able to apply acquired knowledge to prepare the insurance coverage of the household. - [K1A_U03]		
3. The student is able to take effective decisions regarding enterprise risk management and risk household using the method of insurance). - [K1A_U03]		
Social competencies:		

1. The student is aware of the importance of behavior in a professional manner and comply with the rules of professional ethics and respect for the diversity of views and cultures. - [K1A_K04]
2. Students can contribute to the preparation of substantive social projects in terms of the legal, economic and organizational - [K1A_K05]
3. The student is aware of Their Responsibility for Their own work and the willingness to Comply with the principles of teamwork and shared responsibility for the tasks performed - [K1A_K02]

Assessment methods of study outcomes

Forming Rating:

a) in the exercise:

1. Jedno test checking the state of the practice (test of open and closed questions, tasks)? in the last quarter of classes).
2. Projekt prepared in the groups? insurance program for the selected company.

b) in respect of lectures:

checking the current level of mastery of knowledge by asking questions at the beginning of the lecture on the issues presented in previous lectures

Summary (final) assessment (in terms of classes and lectures):

1. Test final test students' knowledge of the whole course program (open and closed questions, tasks? Eg calculation of damages in different liability of the insurer)).

Course description

- 1 The historical evolution of insurance.
- 2 The risk, risks, risk management).
- 3 Type of insurance and other risk management methods).
- 4 The definition of insurance.
- 5 An insurance-insurer, the insured, the insurer).
- 6 Features insurance coverage.
- 7 Insurance business and social policy classification of insurance.
- 8 Some types of insurance (property, cars)).
- 9 The social security system).

Basic bibliography:

1. Konkol S., Marketing mobilny, Wyd Helion, One press, Gliwice 2010.
2. Reed J., Szybkie łącze z klientami: marketing internetowy, Wyd Helion, One press, Gliwice, 2012.

Additional bibliography:

1. Scott D., Nowe zasady marketingu i PR: jak korzystać z komunikatów informacyjnych, blogów, podcastingu, marketingu wirusowego oraz mediów internetowych w celu bezpośredniego dotarcia do nabywcy, Wyd. Wolters Kluwer Polska. : International Publishing Service. IPS, Warszawa, 2009.
2. McLeod A., Marketing internetowy w praktyce: jak rozkręcić dochodowy biznes w Internecie, Internetowe Wydawnictwo
3. T. Karwatka, Usability w e-biznesie. Co kieruje Twoim klientem? Helion, Gliwice 2009.
4. A.J. Grandys, Marketing i technologia informacyjna. O związkach strategii marketingowych i strategii IT. Lodart, Łódź 2000.
5. R. Kozielski, Wskaźniki marketingowe. Oficyna Ekonomiczna, Kraków 2004.

Result of average student's workload

Activity	Time (working hours)
1. Participation in exercises.	15
2. Participation in lectures.	15
3. The consultation exercise.	20
4. Preparation for exercises.	20
5. Preparation of project.	26
6. The final test of knowledge (test)	2
7. Discussion of the results of the final test and the evaluation of the project	2

Student's workload

Source of workload	hours	ECTS
Total workload	100	2
Contact hours	66	1
Practical activities	38	1