



# ÇANKAYA UNIVERSITY

## Çankaya Vocational Training School

### Course Definition Form

#### Part I. Basic Course Information

<b>Department Name</b> <i>Use capital letters only</i>	BANKING AND INSURANCE	<b>Dept. Numeric Code</b>	4   5
<b>Course Code</b>	Dept. Code+Course No B   A   I   2   3   1	<b>Number of weekly lecture hours</b>	3
		<b>Number of weekly lab/tutorial hours</b>	0
<b>Course Web Site</b> <i>Use capital letters only</i>	BAI231.CANKAYA.EDU.TR	<b>ECTS Credit</b>	0   5

#### Course Name

*This information will appear in the printed catalogs and on the web online catalog.*

English Name *maximum 40 characters*

Case Studies in Insurance

Abbreviated English Name *maximum 15 characters*

CSI

Turkish Name *maximum 40 characters*

Sigortacılıkta Örnek Uygulamalar

Abbreviated Turkish Name *maximum 15 characters*

SÖU

<b>Prerequisites</b> (if any) <i>Give course codes and check all that are applicable.</i>	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/> Consent of the Instructor		<input type="checkbox"/> Give others, if any.	
	<input type="checkbox"/> Senior Standing			
<b>Co-requisites</b> (if any)	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Course Type</b> <i>Check all that are applicable</i>				
<input type="checkbox"/> Must course for Dept. <input type="checkbox"/> Must course for other dept(s) <input checked="" type="checkbox"/> Elective course for Dept. <input type="checkbox"/> Elective course for other dept(s)				

#### Part II. Detailed Course Information

**Justification for the proposal** *Maximum 80 words*

The case studies are the important part of an application based course. In this course students will gain practical experience as well as theoretical training by going through real events and dealings in insurance field.

**Course Description**

*Provide a brief overview of what is covered during the semester. This information will appear in the printed catalogs and on the web online catalog. Maximum 60 words.*

The course will have conducted in Turkish. By building real-world examples and case studies in the field of insurance, the students will have a dialogical and interactive lessons on the events. The focus of this course will be on the subjects of insurance products and applications.

**Course Objectives**

*Explain the aims of the course. Maximum 100 words.*

Performing SWOT analysis on real events in related to business analysis, financial analysis, individual sales, commercial sales, transfers, external transactions, conducting market analysis, in dialog with customers, learning how to behave according to the customer.

**Learning Outcomes**

*Explain the learning outcomes of the course. Maximum 10 items.*

Students will get practical knowledge in;

- individual sales operations in insurance industry
- commercial sales operations in insurance industry
- life and non-life insurance sales operations
- sales techniques of different insurance branches
- penetration and promotion techniques in insurance industry
- calculation of premium techniques in insurance

**Course Outline**

*List the topics covered within each week.*

Week	Topic(s)
1	Introduction to insurance marketing
2	Consumer inducement techniques in insurance
3	Calculation techniques of insurance premium
4	Pricing process of insurance
5	Communication techniques
6	Insurance agency
7	Consumer relation of agency
8	Midterm Exam
9	Sales techniques of agency
10	Insurance software practice
11	Insurance brokers
12	Consumer relation of brokers
13	Sales techniques of life and non-life insurance companies
14	Review

<b>Textbook(s)</b> <i>List the textbook(s), if any, and other related main course materials.</i>				
Author(s)	Title	Publisher	Publication Year	ISBN
Timur, N.	Banka ve Sigorta Pazarlaması	AÖF	2006	975-060406-7
Kırkbeşoğlu, E.	Risk Yönetimi ve Sigortacılık	Gazi	2015	978-605-344-250-9

<b>Teaching Policy</b> <i>Explain how you will organize the course (lectures, laboratories, tutorials, studio work, seminars, etc.)</i>
Face to face and interactive lessons will be held and participation is required. There will be one mid-term examination and one final examination.

<b>Grading Policy</b> <i>List the assessment tools and their percentages that may give an idea about their relative importance to the end-of-semester grade.</i>								
Assessment Tool	Quantity	Percentage	Assessment Tool	Quantity	Percentage	Assessment Tool	Quantity	Percentage
Midterm	1	40						
Participation	1	10						
Final	1	50						

<b>ECTS Workload</b> <i>List all the activities considered under the ECTS.</i>			
Activity	Quantity	Duration (hours)	Total Workload (hours)
Attending Lectures ( <i>weekly basis</i> )	14	3	42
Attending Labs/Recitations ( <i>weekly basis</i> )	14	-	-
Preparation beforehand and finalizing of notes ( <i>weekly basis</i> )	14	2	28
Collection and selection of relevant material ( <i>once</i> )	2	8	16
Self study of relevant material ( <i>weekly basis</i> )	10	2	20
Preparation for Midterm Exams ( <i>including the duration of the exams</i> )	1	7	7
Preparation of Term Paper/Case Study Report ( <i>including oral presentation</i> )	1	5	5
Preparation for Final Exam ( <i>including the duration of the exam</i> )	1	8	8
<b>TOTAL WORKLOAD</b>			126
<b>TOTAL WORKLOAD / 25</b>			5,04
<b>ECTS Credit</b>			<b>5</b>

**Program Qualifications vs. Course's Learning Outcomes**

Consider the below program qualifications determined in terms of learning outcomes of all the courses in the curriculum and capabilities. Look at the learning outcomes of this course given above. Relate these two using the Likert Scale by marking with X in one of the five choices at the right..

No	Program Qualifications (Specific to each program)	Contribution				
		0	1	2	3	4
BAI-1	Be able to monitor and analyze the dynamics of banking and financial markets.	x				
BAI-2	Be able to utilize the basic knowledge that obtained with an interdisciplinary approach to business, economics, etc. in creating expertise in the fields of Banking and Insurance in accordance with the requirements of the globalized business environment.					x
BAI-3	Be able to identify and analyze the validity of theories related to the banking and insurance and their relationships with current conditions.				x	
BAI-4	Have a good knowledge of the regulations and legislation underpinning the financial markets and institutions.				x	
BAI-5	Be able to use quantitative techniques and methods that are predominantly used in banking and insurance.				x	
BAI-6	Be able to use the theoretical and practical knowledge obtained in his/her field in analyzing and evaluating data.					x
BAI-7	Be able to construct, analyze and interpret financial and economic models					x
BAI-8	Be able to understand and evaluate the problems in baking and insurance and to discuss and express his/her opinions clearly.					x
BAI-9	Gain self-evaluation skills to identify exactly his/her self-learning and self-improvement needs, being at the same time equipped with the capacity to follow advanced courses and degree studies.					x
BAI-10	To maintain scientific, social, and ethical standards when collecting, interpreting, and disseminating financial information, and in application of financial ideas.					x
BAI-11	Be able to know the mechanism how the banking sector works in the global economy.			x		
BAI-12	Be able to have the practical implications of the insurance policy in financial sector.		x			

Contribution Scale to a Qualification: 0-None, 1-Little, 2-Medium, 3-Considerable, 4-Largest