

**PJSC ‘Higher Educational Institution
‘Interregional Academy of Personnel Management’**



**SYLLABUS OF THE ACADEMIC DISCIPLINE
‘INSURANCE MANAGEMENT’**

Speciality: D3 Management
Educational level: first (bachelor’s) level
Study programme: Management

General information about the academic discipline

Name of the academic course	“ Insurance management ”
Code and name of the speciality	D3 ‘Management’
Level of higher education	first (bachelor’s) level of Higher Education
Status of the discipline	Optional
Number of credits and hours	3 credits / 90 hours Lectures: 15 Seminar classes: 15 Independent work of students: 60
Terms of study of the discipline	semester
Language of instruction	Ukrainian
Type of final assessment	Credit
Page of the discipline on the website	https://ks.maup.com.ua/en/pro-nas/akredytacija/akredytacija-menedzhment-2026

General information about the lecturer. Contact information

Ohienko Svitlana Oleksiivna	
Scientific degree	Candidate of Economic Sciences
Academic title	Associate Professor
Position	Associate Professor of the Department of Entrepreneurship Economics
Disciplines taught by NPP	Enterprise economy Marketing
Areas of scientific research	Enterprise management, logistics activities
Links to identifier registers for scientists	Google Академія https://scholar.google.com.ua/citations?hl=uk&user=R14rEx8AAAAJ ORCID https://orcid.org/0000-0002-5715-0443
Contact information of the lecturer :	

E-mail:	
Contact phone number	
The teacher's portfolio on the website of the department /Institute /Academy	https://kh.maup.com.ua/

Course annotation. The «Insurance Management course builds management competencies for insurance companies, covering strategy development, insurance organization, risk portfolio formation, and financial management. Methods of ensuring the stability of the insurer, marketing of services and harmonization of the interests of owners, staff and customers are studied.

The subject of the academic discipline is the financial and organizational aspects of managing the processes of creation, functioning and effective use of the resource potential of insurance companies. It covers management decision-making mechanisms to ensure financial reliability, risk optimization, marketing activities and interaction with insurers

The purpose of studying the discipline is to acquire knowledge for the rational use of the potential of insurers and effective management of their activities. The discipline prepares specialists to make strategic and operational decisions that increase the efficiency of the insurance business in market conditions.

Tasks of the educational discipline: mastering the methods of organizing the work of an insurance company, including reinsurance and the development of insurance products; mastering the mechanisms of formation, placement and use of insurance reserves to ensure reliability; acquisition of skills in assessing and controlling risks during their insurance; harmonization of financial interests of consumers, owners and personnel of insurance companies.

The pre-requisites of the academic discipline «Insurance management» are fundamental knowledge of economics, finance, and general management. It is necessary to learn basic courses: management, enterprise finance, insurance, financial services market, enterprise economy, marketing, etc

Post-requisites of the academic discipline. Studying the academic discipline «Insurance management» contribute to the successful study by students of higher education of a number of other academic disciplines aimed at the formation of professional knowledge and skills.

Content of the academic discipline (full-time education)

№	Topic name	Teaching methods/ assessment methods
CONTENT MODULE 1. Theoretical foundations of the organization and management of insurance activity		Teaching methods: verbal (educational lecture; conversation; educational discussion); inductive method; deductive method; analytical method; synthetic method; practical (working with economic models, statistics, graphs); Explanatory and illustrative; reproductive;
Topic 1.	The essence, principles and role of insurance	
Topic 2.	Organization and management of insurance activities	
Topic 3.	Insurance classification. Insurance risks and their assessment	
Topic 4.	State regulation of insurance activity	
Topic 5.	Insurance services and features of their implementation	problem presentation method; partially-search; Research;
CONTENT MODULE 2. Management of insurance company activities		interactive methods (analysis of economic situations; discussions, debates; brainstorming; situational modeling; practice of modeling
Topic 6.	The procedure for concluding an insurance agreement	
Topic 7.	Personnel management of the insurance company	
Topic 8.	Insurance marketing	

Topic 9.	Innovative management in insurance	skills); case method (analysis of real economic situations, search for problems, proposal of solutions, construction of models); modeling of professional activity (building economic models, forecasting, scenario modeling). Assessment methods: oral control (oral survey, evaluation of participation in discussions, other interactive learning methods); written control (control, independent works, analytical tasks, essays); test control (closed form tests: test alternative, test compliance, data and model analysis tasks); self-control and self-assessment method; assessment of case tasks; assessment of project and laboratory works (simulation of economic processes, forecasting).
Topic 10.	Safety of insurance activity	
Modular test		
Form of assessment: credit		

Technical facilities and/or software. In the educational process, classrooms, a library, a multimedia projector and a computer are used to conduct lecture and seminar classes with elements of the presentation. Studying certain topics and performing practical tasks requires access to information from the worldwide Internet, which is provided by a free Wi-Fi network.

Forms of control methods.

Control of the success of education seekers is divided into current and final (semester).

Current control is carried out during practical and seminar classes. Its purpose is systematic verification:

- understanding and assimilation of the theoretical foundations of economic processes;
- ability to apply knowledge to build models and analyze economic data;
- skills in diagnosis and forecasting of economic processes;
- use of specialized software for modeling and processing statistical data.

Forms of student participation in the educational process, which are subject to current control:

- speeches and presentations on the analysis of economic processes;
- oral reports on the analysis of economic cases;
- addendum, questions to who answers;
- systematic work in seminar classes and activity during discussions;
- participation in discussions, brainstorming, interactive forms of classes;
- analysis of economic data, statistical indicators, economic and mathematical models;
- written assignments (control papers, test papers, analytical and abstract papers);
- preparation of notes, theses, analytical notes;
- independent study of discipline topics and lecture materials.

Current control methods:

- oral control (survey, conversation, report, message);
- written control (control work, analytical report, abstract, performance of tasks for building models or processing statistics);
- combined control (oral and written combination to assess understanding and practical skills);
- presentation of independent work or case analysis;
- observation of activity and participation in practical classes;
- test control (closed and open tasks, analysis of graphs and models);
- work with problem situations (analytical cases, scenario modeling of economic processes).

Assessment system and requirements.

Table of distribution of points received by students of higher education*

Topics	Ongoing knowledge assessment										Final control		
											Modular control work	Credit **	Total number of points
	Topic 1	Topic 2	Topic 3	Topic 4	Topic 5	Topic 6	Topic 7	Topic 8	Topic 9	Topic 10	20	20*	100
Work in seminar class	3	3	3	3	3	3	3	3	3	3			
Independent work	3	3	3	3	3	3	3	3	3	3			

*The table contains information about the maximum points for each type of academic work of a higher education applicant.

When assessing the mastery of each topic for the current academic activity, applicants are given grades based on the approved assessment criteria for the relevant discipline.

The criteria for assessing the learning outcomes of students and the distribution of points they receive are regulated by the Regulations on the Assessment of Academic Achievement of Higher Education Students at PJSC 'Higher Educational Institution 'MAUP'".

Modular control is carried out in the last class of the module in written form, in the form of a test.

Criteria for assessing the modular test in the academic discipline "Insurance Management":

When assessing the modular test, the volume and correctness of the tasks are taken into account:

- a grade of 'excellent' (A) is given for the correct completion of all tasks (or more than 90% of all tasks);

- a 'good' (B) grade is given for completing 80% of all tasks;

- a 'good' (C) grade is given for completing 70% of all tasks;

- a 'satisfactory' (D) grade is given for correctly completing 60% of the proposed tasks;

- A grade of 'satisfactory' (E) is given for the correct completion of more than 50% of the proposed tasks.

- A grade of 'unsatisfactory' (FX) is given for the completion of less than 50% of the tasks.

Failure to attend the module test results in 0 points.

The above grades are converted into rating points as follows:

«A» - 18-20 points;

«B» - 16-17 points;

«C» - 14-15 points;

«D» - 12-13 points.

«E» - 10-11 points;

«FX» - less than 10 points.

Final Semester Assessment

The final semester assessment in the course “Insurance Management” is a mandatory component of evaluating students’ learning outcomes. It is conducted within the timeframe established by the academic calendar and covers the full scope of material defined by the course syllabus.

The final assessment is conducted in the form of a test. Only students who have completed all required coursework and assessment tasks are admitted to the final semester assessment.

The final grade is determined based on the student’s academic performance throughout the semester. It consists of:

- points accumulated through continuous assessment;
- incentive (bonus) points awarded in accordance with institutional regulations.

Students who have completed all required tasks and obtained 60 points or higher receive the corresponding final grade without additional testing.

Students who have completed all required tasks but obtained fewer than 60 points, as well as those wishing to improve their grade, are required to complete a final test administered during the last scheduled class of the semester.

Assessment of Additional (Individual) Learning Activities

Additional (individual) learning activities include participation in: scientific conferences; student research groups and academic clubs; problem-focused research groups; preparation of academic publications; national academic Olympiads and competitions; international competitions and other scholarly activities exceeding the requirements of the course syllabus.

By decision of the department, students who actively participate in research activities or complete additional individual academic tasks may be awarded incentive (bonus) points for the respective educational component.

Assessment of Independent Study

The total number of points obtained for independent study constitutes an integral component of the overall academic performance in the course.

Independent work for each topic, in accordance with the course syllabus, is assessed within a range of 0 to 3 points, based on standardized and generalised assessment criteria evaluating the level of knowledge acquisition and analytical competence.

Assessment scale for independent work (individual assignments) assessment criteria.

Maximum possible grade for independent work (individual assignments)	Level of implementation			
	Excellent	Good	Satisfactory	Unsatisfactory
3	3	2	1	0

Assessment forms include: ongoing assessment of practical work; ongoing assessment of knowledge acquisition based on oral answers, reports, presentations and other forms of participation during practical (seminar) classes; individual or group projects requiring the development of practical skills and competences (optional format); solving situational tasks; preparing summaries of independently studied topics; testing or written exams; preparing draft articles, conference abstracts and other publications; other forms that ensure comprehensive mastery of the curriculum and contribute to the gradual development of skills for effective independent professional (practical, scientific and theoretical) activity at a high level.

To assess the learning outcomes of higher education students during the semester, a 100-point, national and ECTS assessment scale is used.

Final assessment scale: national and ECTS

Total points for all types of educational activities	ECTS rating	Assessment on a national scale

		for exams, course projects (assignments), practical training	for credit
90 – 100	A	excellent	passed
82 – 89	B	good	
75 – 81	C		
68 – 74	D	satisfactory	
60 – 67	E		
35 – 59	FX	unsatisfactory with the possibility of retaking the exam	Failed with the possibility of retaking the exam
0 – 34	F	unsatisfactory with mandatory retaking of the course	Failed with mandatory retaking of the course

Course policy.

To successfully master the course «Insurance Management», the student of education has:

- regularly attend lectures and practical classes;
- systematically, systematically and actively work in lectures and practical classes;
- practice missed classes or unsatisfactory grades obtained in classes;
- perform in full the tasks required to be prepared by the teacher, their proper quality;
- perform control and other independent work;
- adhere to the norms of academic behavior and ethics.

The course «Insurance Management» involves the assimilation and observance of the principles of ethics and academic integrity, in particular, the focus on preventing plagiarism in any of its manifestations: all works, reports, essays, essays and presentations must be original and author's, not overburdened with quotes, which must be accompanied by references to primary sources. Violations of academic integrity are considered: academic plagiarism, self-plagiarism, fabrication, falsification, write-off, deception, bribery, biased assessment.

Recommended sources of information.

Basic literature:

1. Borysyuk O. Insurance management: lecture notes. Lutsk: Volyn National University named after Lesya Ukrainka, 2022. 102 p.
2. Vyhovska N.G., Polchanov A.Yu. Insurance management in tables and schemes : training manual. Zhytomyr : State University «Zhytomyr Polytechnic», 2020. 114 p
3. Klapkiv L.M., Klapkiv Yu.M., Svirskyi V.S. Financial risks in the activities of insurance companies: theoretical foundations, modern realities and pragmatism of management: monograph. Ivano-Frankivsk: Publisher Kushnir H. M., 2020. 171 p.
4. Klapkiv Yu. M. Market of insurance services: conceptual foundations, technical innovations and development prospects : monograph. Ternopil: TNEU, 2020. 568 p.
5. Melnyk T. A., Sibirtsev V. IN. Insurance: education. manual. Kropyvnytskyi : PP «Exclusive System», 2022. 307p. Opalchuk R.M. Insurance management: a study guide. Kyiv: CPU «Comprint», 2023. 251 p.
6. Sirenko N. M., Melnyk O.I., Shishpanova N.O. Insurance management: education. manual. Mykolaiv: MNAU, 2020. 180 p.
7. Steshenko O. D. Insurance management: Lecture notes. – Kharkiv: UkrDUZT, 2021. 50 p
8. Finance of insurance organizations : in schemes and tables : education. manual/incl.: M.P. Fedyshyn, L.V. Popova, S.S. Kucherivska. Chernivtsi: Chernivtsi. national University named after Yu. Fedkovych. 2023. 228 p.

Additional literature:

1. Zhuravka O. S., Bukhtiarova A. G., Pakhnenko O. M. Insurance: education. manual. Sumy: Sumy State University, 2020. 350 p.
2. Plysa V. Y. Insurance: textbook. 2nd ed., ex. and add. Kyiv: Karavela, 2019. 512 p.
3. Popova L. V., Marych M. G., Fedyshyn M. P. International insurance: education. manual. Y. Fedkovych Chernivtsi: ChNU, 2019. 184 p.
4. On insurance: Law of Ukraine dated March 7. 1996. № 85/96-BP. Information of the Verkhovna Rada of Ukraine (VVR). 1996. № 18. Art. 78. URL: <https://zakon.rada.gov.ua/laws/show/85/96- vr>.
5. Tereshchenko T. E., Zavaloka L. O., Ponomaryova O. B. Insurance (in schemes, tables, comments): education. manual. Dnipro: University of Customs and Finance, 2020. 221 p.
6. Shirinyan A. A. Competitive position of the insurance company in the market of insurance services. Formation of market relations in Ukraine. 2023. № 12 (271), 97-107.
7. Shirinyan L. V., Shirinyan A. A. Key indicators of the efficiency of the insurance market for insurance companies. Accounting and finance. 2019. №3(85). S. 122-128.

Electronic resources:

1. Vernadsky National Library of Ukraine. National Academy of Sciences of Ukraine: <http://www.nbu.gov.ua>.
2. Lviv Stefanyk Scientific Library of the National Academy of Sciences of Ukraine: <http://www.lsl.lviv.ua>.
3. State Statistics Service of Ukraine: <http://www.ukrstat.gov.ua>.
4. Statistical Service of the European Commission (Eurostat): www.europa.eu.int.
5. Periodicals (magazines, weeklies):
 - Current problems of the economy: <http://eco-science.net/Arhive.html>.
 - Economy of Ukraine: <https://journals.ua/business/ekonomika-ukrainy-ukrainskiy>.
 - Effective economy: www.economy.nayka.com.ua. o Economy, finance, law: efp.in.ua/arhiv-nomeriv.
 - Economist: ua-ekonomist.com. o Entrepreneurship, economy and law: pgp-journal.kiev.ua.
 - Finances of Ukraine: fu.minfin.gov.ua.
 - Economic problems: www.problecon.com.
 - Business Information: www.business-inform.net.