

COURSE OUTLINE**Business Administration 113
Principles of Property and Liability Insurance****I. Catalog Statement**

Business Administration 113 is intended to help individuals learn basic information regarding property and liability insurance for use in employment as insurance professionals in entry-level and higher positions. It covers the fundamentals of insurance including the types of insurers, institutions that provide insurance, how it is regulated, and measurement of financial performance. This course is intended to help prepare students for a variety of entry-level positions in the insurance industry and for a number of insurance certification examinations.

Units – 3.0

Lecture hours – 3.0

Prerequisite – None.

II. Course Entry Expectations

Skills Level Ranges: Reading 3; Writing 3; Listening/Speaking 3; Math 2

III. Course Exit Standards

Upon successful completion of the required coursework, the student will be able to:

1. define insurance as a transfer system, a business, and a contract;
2. describe types of insurers and insurance regulation;
3. identify measures of financial performance such as profitability and solvency;
4. explain marketing concepts, i.e. the legal role of an insurance agent, insurance marketing systems, compensation of producers, advertising, marketing management, and regulation of insurance producers;
5. describe underwriting activities, underwriting management, the underwriting process, and the regulation of underwriting activity;
6. explain responsibilities of claim representatives, types of claim representatives, the claim handling process, establishing loss reserves, and unfair claim practice laws;
7. describe elements of a contract, insurance contracts, and conditions commonly found in property and liability insurance policies;
8. describe loss exposures and policy provisions;
9. identify liability loss exposures and policy provisions;
10. explain the risk management process of benefits or risk management.

IV. Course Content**Total Contact Hours = 48**

- A. Insurance Defined
1. Transfer system
 2. Business
 3. Contract

3 hours

B. Providers of Insurance and Regulation	4 hours
1. Types of insurers	
2. Insurance regulation	
C. Measurers of Financial Performance of Insurance	5 hours
1. Insurer profitability	
2. Insurer solvency	
3. Financial performance monitoring	
D. Marketing	7 hours
1. Legal role of an insurance agent	
2. Insurance marketing systems	
3. Compensation of producers	
4. Advertising	
5. Marketing management	
E. Underwriting	6 hours
1. Activities of underwriting	
2. Underwriting management	
3. Underwriting process	
4. Regulation of underwriting activity	
F. Claims	7 hours
1. Responsibilities of claim representative	
2. Types of claim representatives	
3. Claim handling process	
4. Establishing loss reserves	
5. Unfair claim practice laws	
G. Insurance Contracts	4 hours
1. Elements of a contract	
2. Insurance contracts	
3. Conditions commonly found in property and liability insurance policies	
H. Property Loss Exposures and Policy Provisions	4 hours
1. Property loss expenses	
2. Property insurance policy provisions	
I. Liability Loss Exposures and Policy Provisions	4 hours
1. Liability loss exposures	
2. Liability insurance policy provisions	
J. Managing Loss Exposures: Risk Management	4 hours
1. Risk management process	
2. Benefits of risk management	

V. Methods of Presentation

The following instructional methodologies may be used in the course:

1. lecture/discussion;
2. group assignments;
3. field trips;
4. multi-media activities;
5. online activities.

VI. Assignments and Methods of Evaluation

1. Oral and written assignments.
2. Chapter examinations.
3. Mid-term examination.
4. Final examination.

VII. Textbooks

Luthardt, Smith & Wiening. Property and Liability Insurance Principles. 3rd Edition.
Malvern, PA: American Institute for Chartered Property Casualty Underwriters/Insurance Institute of America, 2005.
9th Grade Textbook Reading Level. ISBN: 0-89462-132-X.

INS 21 Course Guide: Property and Liability Insurance Principles. 3rd Edition.
Malvern, PA: American Institute for Chartered Property Casualty Underwriters/Insurance Institute of America, 2005.
9th Grade Textbook Reading Level. ISBN: 0-89463-248-5

VIII. Student Learning Objectives

Upon successful completion, the student will be able to:

1. describe underwriting activities, underwriting management, the underwriting process, and the regulation of underwriting activity;
2. explain responsibilities of claim representatives, types of claim representatives, the claim handling process, establishing loss reserves, and unfair claim practice laws;
3. describe elements of a contract, insurance contracts, and conditions commonly found in property and liability insurance policies;
4. describe loss exposures and policy provisions.