National Technical University of Ukraine
"Igor Sikorsky Kyiv Polytechnic Institute"

Industrial Marketing Department

MARKETING KPI

INTERNATIONAL INSURANCE (ПО 18)

Discipline Work Program (Syllabus)

Discipline Curriculum Requisites	
Academic degree	*First (bachelor)*
Knowledge branch	*05 "Social and Behavioural Science"*
Speciality	*051"Economics"*
Undergraduate program:	*"INTERNATIONAL ECONOMICS"*
Status of the academic discipline	*Compulsory educational components. Vocational training cycle*
Mode of study:	*Full-time*
Year of preparation, semester	*2021-2022 academic year, second course, autumn semester*
Credits (hours)	*ECTS 3,5 credits /105 hours*
Type and form of the semester control / control events	*The Exam /Module Control Work /* Individual tasks (a *calculation work*)
Class schedule	*http://rozklad.kpi.ua/Schedules/ViewSchedule.aspx?v=4109c241-1039-4e4c-a94f-ea0a40b68883*
Teaching Language	*English*
Teacher's Informaton	Lecturer : **Nataliya YUDINA**, *PhD (in Economics), Associate Professor, Associate Professor of the Industrial Marketing Department* *Contact Data:* +38-093-971-13-35 (phone, Telegram, Viber) Nataly.Yudina@meta.ua , Telegram: @NataliyaYudina https://t.me/NataliyaYudina Practical Lessons : **Nataliya YUDINA**, *PhD (in Economics), Associate Professor, Associate Professor of the Industrial Marketing Department* *Contact Data:* +38-093-971-13-35 (phone, Telegram, Viber) Nataly.Yudina@meta.ua , Telegram: @NataliyaYudina https://t.me/NataliyaYudina
Course location	http://e.futurolog.com.ua/course/view.php?id=5 https://zoom.us/j/92681975004/

Program of the academic discipline

1. The academic discipline description, its goal, the subject of study and the study results.

The discipline objective is to form students' abilities to keep a holistic knowledge framework of economic processes on the international insurance market; to master the necessary practical skills for dealing with insurance operations; to understand conceptual issues of theory and practice of insurance.

The discipline subject is to define the main features of international insurance

Why it is important for a student? The discipline learning forms a complex approach to decision making and insurance under the global risks and the great global uncertainty. The special focus of the discipline "International insurance" is on forecasting and prediction risks to find out the most effective insurance.

Learning the subject forms the next **program learning outcomes** for the students:
- To form the mission and strategic goals of the enterprise (PLO 27);
- Carry out a comparative description of insurance products and choose the appropriate ones (PLO 32).

2. Discipline prerequisites and post-requisites (the place in the structural and logical scheme, according to the curriculum)

The discipline «International Insurance» (ПО 18) grounds on the next disciplines as "Microeconomics" (ПО 5) and then insures the next disciplines "Integration Processes: Introduction"(ПО 13); "Economics of Foreign Countries"(ПО 25).

3. Academic discipline content

PART I. The world-wide system of risks. The global market of insurance services
Topic 1.1. Uncertainty of economic, political, environmental, cultural, social and demographic aspects.
Topic 1.2. The insurance world market: Insurance relations$ the structure of the insurance global market
Topic 1.3. The world-wide system of risks World-wide funding
Topic 1.4. Risk management and insurance. The Basic Characteristics of Insurance
Topic 1.5. Types of insurers and marketing insurance system.
PART II. The commercial insurance industry
Topic 2.1. Commercial international insurance. Types of insurance
Topic 2.2. Procedural and institutional aspects and features of international insurance activity
Topic 2.3. Principles of insurance
Topic 2.4. Insurance company operations in the international markets.

4. Training materials and resources

Basic recommended reading

1. Yudina N. V. International Insurance : distance e-learning course / Futurolog Portal. URL : http://e.futurolog.com.ua/course/view.php?id=5 .
2. Don Rebele Principles of Risk Management and Insurance. 2013, 202 P. URL : https://www.pdfdrive.com/principles-of-risk-management-and-insurance-e51100075.html
3. International Insurance Factbook - Insurance Information Institute, 2004. 112 P. URL : https://www.iii.org/sites/default/files/docs/pdf/international_insurance_factbook_2015.pdf
2. Yudina N. V. Strategic practical application of foresight for enterprises. Foresight: Scientific Vision, Strategies and Management : Collection of Materials of the Multidisciplinary Scientific and Practical Conference, Kyiv, July 28th, 2017 / [compiler L. I. Yudina]. – Kyiv, 2017. – Access mode : http://futurolog.com.ua/publish/6/Zbirnyk.pdf#page=17. – ISBN 978-966-97581-6-3.
3. Principles and Practice of General Insurance - ICAI. 2008. 333 P. URL : https://www.pdfdrive.com/principles-and-practice-of-general-insurance-icai-e1640688.html
4. Sabine L.B VanderLinden & Shãn M. Millie & Nicole Anderson & Susanne Chishti The INSURTECH Book: The Insurance Technology Handbook for Investors, Entrepreneurs and FinTech Visionaries. 2017. 331 P. URL : https://www.pdfdrive.com/the-insurtech-book-the-insurance-technology-handbook-for-investors-entrepreneurs-and-fintech-visionaries-e158234742.html
5. Rejda, George E. Principles of risk management and insurance / George E. Rejda, Michael J. McNamara. -- Twelfth edition. 721 P.
6. Property and Casualty Insurance. 2017. 112 P. URL : https://www.pdfdrive.com/property-and-casualty-insurance-e98546477.html
https://www.naic.org/meetings1708/cmte_c_2017_summer_nm_materials.pdf?1530403373003

7. A Guide to Trade Credit Insurance. The International Credit Insurance & Surety Association, 2015. 195 P. URL : https://www.pdfdrive.com/a-guide-to-trade-credit-insurance-e184580425.html.
8. Research Group & The Program Administration & Net Cost of Private Health Insurance Research Group The 2000-2005 World Outlook for Program Administration and Net Cost of Private Health Insurance. 2000, 127 P - URL : https://www.pdfdrive.com/the-2000-2005-world-outlook-for-program-administration-and-net-cost-of-private-health-insurance-strategic-planning-series-e185916774.html
9. Nataliya Yudina Time as Economic Value of Information Society. Scientific Challenges : Collection of Materials of the Multidisciplinary Scientific and Practical Conference on the occasion of World Science Day for Peace and Development, Kyiv, November 29, 2019. / [compiler L. I. Yudina]. Кyiv, 2019. p. 111-113. URL : http://futurolog.com.ua/publish/16/zbirnyk.pdf#page=111.
10. Zare A., Yudina N. Insurance of Global Mental Challengies. Sustainable Development under Conditions of Uncertainty and Catastrophes : Collection of Materials of the International Multidisciplinary Scientific and Practical Conference, Kyiv, March 11, 2020 / [compiler L. I. Yudina]. Кyiv, 2020. C. 50-52. URL : http://futurolog.com.ua/publish/17/zbirnyk.pdf#page=50.
11. Nartey R.K., Yudina N.V. Insurance in Ghana. Sustainable Development under Conditions of Uncertainty and Catastrophes : Collection of Materials of the International Multidisciplinary Scientific and Practical Conference, Kyiv, March 11, 2020 / [compiler L. I. Yudina]. Кyiv, 2020. 53-56 P. URL : http://futurolog.com.ua/publish/17/zbirnyk.pdf#page=53.

Auxiliary recommended reading
1. Yudina Nataliya. Business Forecasting of Marketing Activity Riskiness of Companies in Markets. *Economic Bulletin of National Technical University of Ukraine "Kyiv Polytechnic Institute".* №17(2020). P. 372-383. URL : http://ev.fmm.kpi.ua/article/view/216380/216473 ; https://doi.org/10.20535/2307-5651.17.2020.216380
2. Nataliya Yudina. MANAGING INSTRUMENTS OF THE FUTURE / *Marketing Of Scientific And Research Organizations*, Łukasiewicz Research Network – The Institute of Aviation Scientific Publishers. Poland, Warsaw 2020, Vol. 38, Issue 4, p. 69–88 pISSN 2353-8503 eISSN 2353-8414 http://minib.pl/wp-content/uploads/2020/12/4-Yudina_ang.pdf ; DOI: 10.2478/minib-2020-0027
3. Yudina N. V. Risks of changes of economic types and inertness of managers' mindsets. *Risks of Instability: Safety and Management* : Collection of Materials of the Multidisciplinary Scientific and Practical Conference, Kyiv, March, 16th, 2018 / [compiler L. I. Yudina]. – Kyiv : Yudina L. I., 2018. – Access mode : http://futurolog.com.ua/publish/8/Zbirnyk.pdf#page=69. – ISBN 978-966-97581-8-7.
4. Nartey R. K., Yudina N.V. Agriculture: a Tool for Sustainable Development in Ghana. *Scientific Thought of Information Era: Achievements, Challenges, Priorities* : Collection of Materials of the Multidisciplinary Scientific and Practical Conference, Kyiv, December 21th, 2018 / [compiler L. I. Yudina]. Кyiv, 2019. URL : http://futurolog.com.ua/publish/14/zbirnyk.pdf#page=113.
5. Natalija V.Yudina Multi-Layering Management Concept On The Basis Of The Innovative Development. *International Marketing and Management of Innovations*, №4, 2019, Bielsko-Biala (Poland), №4, 2019. E-ISSN 2451-1668. DOI 10.5281/zenodo.3252973 URL : http://immi.ath.bielsko.pl/wp-content/uploads/2019/07/IMMI_11_2019.pdf
6. Annual reports by the Control Risks Portal. URL : https://www.controlrisks.com/.
7. Yudina N.V. Methods of the Startup-Project Developing Based on 'the Four-Dimensional Thinking' in Information Society. *Marketing and Management of innovations.* 3'2017, P. 245-256. DOI:10.21272/mmi.2017.3-23 URL : http://mmi.fem.sumdu.edu.ua/journals/2017/3/245-256
8. Yudina N.V. Dependencies in Information Society and Management of Consumers' Behavior. Marketing Specialists' Responsibility. *Trends of the Future: Risks, Opportunities, Tasks* / [compiler L. I. Yudina]. Кyiv, 2016. P. 21-24. URL : http://futurolog.com.ua/publish/3/Zbirnyk.pdf#page=21. ISBN 978-966-97581-3-2.

5. Methods of mastering the discipline

There are lectures, practical lessons, the individual work (in the form of a calculation work), the control work, discussions, case-study and quizzes.

Lectures and practical trainings during a semester are planned by the academic subject program. Ans student self-tuition is planned by the academic subject program. The start rate (that is accumulated during all semester long) includes points that the student receives for:

1) the performance of the practice works: tasks, discussions, video-conferences, distance-conferences, cases;

2) the iquizzes on the basic of theoretical materials of lectures;

3) the module control work results (the accumulated result for Part I and Part II);

4) a calculation work.

Credit module learning ensures strategies of active thinking and collective mind learning that include next training methods and techniques:

1) problem-based learning (heuristic talking, research methods, case-study);

2) student-centered education that is based on active forms and techniques such as brainstorms, business games, SQ3R (survey-question-read-recite-review), discussions, video-conferences, express-conferences, interactive techniques, project technologies and others;

3) information and communicative technologies that ensure problem-based learning and activation of student self-tuition (electronic, online and multimedia presentations, video-lectures, multimedia and distance-learning supporting of the training process, net-communications etc.

Each student receives a personal login and a password to the distance-learning course for self-tuition. There are interactive didactic material, articles, links to the english books, other references that help student to perforn practical training tasks and arrange lecture material. Also control modul questions, lecture presentations and practical training tasks are punlished on it. Such the forman of supporting classes ensures reinforce information that students receive previously on lectures or practical classes.

The detailed course roadmap of training and tasks, recommended to the students, is published in the distance e-learning course [1]. The plan, the detailed topics, content of the lectures and auxiliary materials are published on the distance e-learning course [1]. There are the topics and the structural and logical construction of the course:

Academic week	TOPIC	Assessment
1-2	Uncertainty of economic, political, environmental, cultural, social and demographic aspects.	Quiz 1 Trainings 1-2
3-4	The insurance world market: Insurance relations$ the structure of the insurance global market	Quiz 2 Trainings 3-4
5-6	The world-wide system of risks World-wide funding	Quiz 3 Trainings 5-6
7-8	Risk management and insurance. The Basic Characteristics of Insurance	Quiz 4 Trainings 7-8
9-10	Types of insurers and marketing insurance system.	Quiz 5 Trainings 9-10
11-12	Commercial international insurance. Types of insurance	Quiz 6 Trainings 11-12 The module control work (Part 1)
13-14	Procedural and institutional aspects and features of international insurance activity	Quiz 7 Trainings 13-14
15-16	Principles of insurance	Quiz 8

		Trainings 15-16
17-18	Insurance company operations in the international markets.	Quiz 9 Trainings 17-18 The module control work (Part 2)
17	Performance of the calculation work	Publication
	The semester control (the exam session, according to the schedule)	Exam

The correspondence of to education components, teaching methods and forms of assessment to the program learning outcomes are shown in the next table:

Program learning outcomes EP	Teaching methods	Forms of assessment
PLO 27: To form the mission and strategic goals of the enterprise PLO 32: Carry out a comparative description of insurance products and choose the appropriate ones	The following methods are used collective and active teaching: 1) personality-oriented technologies based on active forms in teaching methods: brainstorming during collective discussions, case solving, interactive communication. 2) problem-research method of learning process (analytical reports and analysis individual situations)	Rating system evaluation, which provides: evaluation answers and performed training works of the practical classes, participation in discussions, module control work, the individual tasks in a form of a calculation work, exam

6. Student's self-tuition works

Student self-tuition work is planned in a form of cases and trainings and assumes working on auxiliary materials and tasks of Lectures. Training tasks on the distance e-learning course [1], more deep arranging theoretical materials.

№	Student's self-tuition work	Hours
1	According to the student's self-tuition roadmap on the distance e-learning course [1], work on resources on the topic "Uncertainty of economic, political, environmental, cultural, social and demographic aspects".	2
2	According to the student's self-tuition roadmap on the distance e-learning course [1], work on resources on the topic "The insurance world market: Insurance relations$ the structure of the insurance global market".	2
3	According to the student's self-tuition roadmap on the distance e-learning course [1], work on resources on the topic "The world-wide system of risks World-wide funding".	2
4	According to the student's self-tuition roadmap on the distance e-learning course [1], work on resources on the topic "Risk management and insurance. The Basic Characteristics of Insurance".	2
5	According to the student's self-tuition roadmap on the distance e-learning course [1], work on resources on the topic "Types of insurers and marketing insurance system".	1
6	Preparing for the module control work (Part 1)	4
7	According to the student's self-tuition roadmap on the distance e-learning course [1], work on resources on the topic "Commercial international insurance. Types of insurance".	1

8	According to the student's self-tuition roadmap on the distance e-learning course [1], work on resources on the topic "Procedural and institutional aspects and features of international insurance activity".	1
9	According to the student's self-tuition roadmap on the distance e-learning course [1], work on resources on the topic "Principles of insurance".	1
10	According to the student's self-tuition roadmap on the distance e-learning course [1], work on resources on the topic "Insurance company operations in the international markets".	1
11	Preparing for the module control work (Part 2)	4
12	Performing the calculation work	10
13	Preparing for the exam	30
TOTAL		51

The individual tasks were planned in a form of a calculation work by the work curriculum. The course assumes that a student will work on a good share of the calculation work at the practical classes during the semester.

The structure of the calculation work and a detailed methodical roadmap are published on [1].

Policy and control

7. Policy of the discipline

Non-compliance with deadlines of tasks performance and special motivational (bonus) points
The key events are the events that form a student's rating.
The penalty point for every week missing of the downloaded performed individual task is "-1point" (not more than 5 points total). It does not assume penalty points for non-compliance with deadlines of current tasks. But it is strongly recommended for students to be on schedule and pass quizzes, the module control work, perform practical trainings in time during the semester in accordance with the discipline roadmap [1].
Special motivation (bonus) points are assumed for deep working on some topics of the discipline which can be performed in the form of a scientific article or proceedings
Class attendance.
The regular attendance at the classes is flexible. But, a good share of the student's rating is created by dealing with problem tasks, the analysis of the particular situations, group and individual work, passing the control work, quizzes on the basis of theoretical materials of the lectures.
Omitted control events.
If control events were omitted by a student for valid reasons (disease or difficult straits), the particular quizzes might be available on the distance e-learning course [1] for the student.
Academic honesty policy is described in details in the Code of honour of Igor Sikorsky Kyiv Polytechnic Institute. These rules assume that a student takes responsibility for all his or her tasks followed all principles of the Code of honour of Igor Sikorsky Kyiv Polytechnic Institute.

8. Types of control and the student's rating system (PCO)

The credit mark (the student's rating) is the semester attestation. 100-point grading system and the university mark scale are used for grading of the students training.
1. The student's rating of the credit module consists of 100 point. The start rate consists of 60 points. The start rate (that is accumulated during all semester long) includes points that the student receives for:
   1) the performance of the practical works: tasks, discussions, cases (16 practical trainings);
   2) the calculation work.
   3) the module control work results;

4) the passing quizzes after the lectures (9 quizzes).

2. Criterions of point scoring:
2.1. Quiz passing after lectures.

The breadth and depth of knowledge absorption from every lecture are estimated by a test (Quiz) that is proposed for a student to pass after each lecture. The student can receive **2 maximum-point** for such the kind of different tests.

The maximum-point number for lecture theoretical material (estimated by testing) is **18 points**.

2.2. The student's performance of the practical trainings (practice work and the practical classes):

Self-tuition working and presenting student's tasks at the practical trainings and the participation in discussions. The rate is flexible and it depends on the task complexity (on an average ≈1 point). So the maximum-point number for 16 practical trainings is **16 points**. The students accumulate points for their participation in the topic discussions, answering the questions, preparing the reports:

- *active creative working and the performance of the practical results («excellent») – 1-0.95 point*
- *very strong performance («very good») – 0.94-0.85 point*
- *strong performance («good») -0.84-0.75 point*
- *satisfactorily performance or/and just the performed task downloaded on the distance-learning course («satisfactorily») – 0.74-0.6 point*
- *absence the practical training («unsatisfactory») – 0 point*

During a distance e-learning form the student receives scores on the basis of an electronic document just (without performance).

2.3. The individual student's work (the calculation work report)

The maximum-point number for the individual work (**the calculation work report**) consists of 18 points. The students receive points for the correct task execution or for the correct decision of a problem situation and the presentation of the results of it:

- *excellent creative work and the performance («excellent») - 17-18 points*
- *the calculation work is performed with minor shortcomings in the design or calculation («very good») - 15-16 points*
- *the calculation work is performed with minor shortcomings* (incorrectness) *in the design and in the meaning («good») - 13-14 points*
- *he calculation work is done with certain errors («satisfactorily») - 10-12 points*
- *the student calculation work report isn't accepted by a teacher: the student's calculation work hasn't been prepared by a student or there are many serious errors («unsatisfactory») – less than 10 points*

2.4. The module control work results.

Students also write a module control work and continue to accumulate points after finishing each two parts of the academic subject. Every part of the module control work is graded at 4 points (the accumulated result for Parts I-II or for Parts III-IV is **8 points**)

- *excellent work («excellent») - 8 points*
- *there are minor shortcomings («very good») - 6-5 points*
- *there are significant shortcomings («good») – 4-3 points*
- *there are errors («satisfactorily ») - 2 points*
- *the student's module (control) work isn't accepted by a teacher: the work hasn't been prepared by a student or there are no correct answers («unsatisfactory») - 0 points*

Special motivational (bonus) points. The maximum-point number is 5 points.

- An unconventional solution   +1 point
- The most active participation in a discussion during the preparation of a team task (the most interesting question, the most interesting answer, the most wonderful presentation)   +1 point
- The participation in conferences, contests, science works with the item of the discipline + 3 points

Penalty points: The penalty point for every week missing of the downloaded performed individual task is "-1point".

2.5. The first attestation eligibility criteria means a student to achieve **5 point** *(or more)*.

The second attestation eligibility criteria means a student to achieve **23 points** *(or more)*.

3. The exam eligibility criteria means that a student individual work (**the calculation work report**) has been accepted by a teacher with a positive rate and the start rating to be more than **25points**.

4. Calculation of the rating scale (grade students' training results):

Students write control work at the exam (40 points). Every task consists of two theoretical questions and one test task from different topics. Every theoretical question is assessed on 15 points; every test task is assessed on 10 points.

The knowledge assessment system by the theoretical questions:
- «*excellent*», the complete work (there is no less than 90% of necessary information) – 15-12 points;
- *(«very good»),* the answer is complete enough (there is no less than 85% of necessary information or some incorrectness) – 11-9 points;
- «*good*», the answer is complete enough (there is no less than 75% of necessary information or some incorrectness) – 8 -6 points;
- «*satisfactorily*», the answer isn't complete enough (there are no less than 60% of necessary information and some errors) – 5-1 points;
- «*unsatisfactory*», the answer is unsatisfactory – 0 point.

The knowledge assessment system by the test question:
- «*excellent*», the task solution is complete without errors – 10 points;
- *(«very good»),* the task solution is complete with some incorrectness – 9-7;
- «*good*», the task solution is complete with certain errors – 6-4 points;
- «*satisfactorily*», the task solution has some incorrectness – 3-1 points;
- «*unsatisfactory*», the task isn't ready – 0 points.

Table 1 - The sum of the start rate and exam rate

The start rate: $R = r_C + r_E$	Exam rate
95-100	Excellent
85-94	Very good
75-84	Good
65-74	Satisfactorily
60-64	
Less than 60	Unsatisfactory
a student individual work has been accepted by a teacher with a positive rate and $r_C < 25$	Not accepted

9. Supporting information

The detailed list of the semester control is available on the distance e-learning course [1].

Discipline work program (Syllabus) was created by:

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Nataliya CHERNENKO, PhD (in Economics), Associate Professor, Associate Professor of the International Economics Department

Approved on the meeting of the Industrial Marketing Department (Record № 28 on 14.06.2021)

Agreed upon by the Methodological Commission of Faculty of Management and Marketing (Record №10 on 15.06.2021