

Course title: Insurance services			
Lecturer: Jova Miloradić			
Course status: Elective, First Semester			
ECTS: 6			
Requirements: none			
Course aim Taking this course enables the students to master the main concepts in the area of market research and the selling of insurance policies. The point is to train the students to research complex issues of the insurance market and to use this as a base for the selling of insurance policies in order to enhance the profitability of insurance companies.			
Course outcome Student gains additional theoretical and practical skills in the area of insurance. The student gets the latest knowledge in the area of the global and domestic insurance markets. The student is in command of a wider and more complex terminology from the insurance business.			
Course content <i>Theory classes</i> <ol style="list-style-type: none"> 1. Modern conceptions of marketing in insurance 2. The state of the domestic and the global insurance market 3. Globalization of financial insurance markets 4. The models of achieving the market potential in insurance 5. Methods and channels of distribution of insurance services 6. Customer centres, electronic and other channels for selling policies 7. The supply and demand of insurance services 8. Agencies for jobs in the insurance business 			
Recommended Literature: <ol style="list-style-type: none"> 1. Jova Miloradić, <i>Ekonomika osiguranja</i>, Beograd 2010. 2. Jova Miloradić, <i>Osiguranje</i>, Beograd, 2006. 3. Jova Miloradić, Dragan Mrkšić, Nebojša Žarković, <i>Uvod u osiguranje i Životna osiguranja</i>, Novi Sad 2006. 4. Cummins, J.D., Venard, B. (Editors), <i>Handbook of International Insurance</i>, Springer, New York, 2007. 5. Fiordelisi, F., Ricci, O. (editors), <i>Bancassurance in Europe: Past, Present and Future</i>, Palgrave Macmillan, Basingstoke, 2012. 			
Number of active teaching classes:	Theory classes: 2	Practice classes: 2	
Teaching methods			
Knowledge assessment			
Pre-exam	points	Final exam	points
In-class activity	10	written exam	
practice classes		oral exam	30
mid-term tests	50	
seminar papers	10		