



Module Narratives
BA (Hons) Insurance

Year 1, Level 4, Term 1:

1	Module Code	INS401 (COR41)
2	Module Title	Developing and Enhancing Academic Skills
3	Level	4
4	Credit points	20
5	Start date	September
6	Programme	BA (Honours) Insurance
7	Module Tutor	
8	Accredited by	University of Chichester Collaborative Partner: Peter Symonds College, Adult and Higher Education
9	Entry requirements	None
10	Aims	This module offers an introduction to the tools needed for personal and academic development in order to achieve at degree level. It seeks to develop an understanding of the expectations of study at this level, the skills and tools required and how to apply them within the context of some essential economic and business concepts and their impact on the insurance industry.
11	Learning Outcomes	At the conclusion of this module students should be able to: LO1 Discuss a range of research articles and opinions from differing sources, including their own, on a selected contemporary and thematic topics within the context of the student's degree subject, through research, evaluation, individual presentations and group discussions of challenging issues; LO2 Demonstrate an understanding of the process of analysing information from different sources and how to apply critical thinking; LO3 Communicate results of their study / work accurately and reliably and with structured and coherent arguments; and LO4 Provide a reflection on aspects of the learning process, facilitating fluidity of writing, applying frameworks and strategies for self-development and reflective practice analyse progress to date and produce an action plan to enhance and develop future learning.
12	Indicative Curriculum Content	Subject specific content <ul style="list-style-type: none"> • The Basic Economic Problem and Assumptions, Economic systems. • Global economic challenges and opportunities & impact on the insurance industry • Macro Economics:

	<ul style="list-style-type: none"> • Flow of income and expenditure • Fiscal and Monetary policy and the impact on the insurance industry • Business Cycles, changes in the levels of employment and inflation and the implications for the insurance industry • Micro Economics: • Demand & supply in the context of insurance <p>Academic Skills Development content:</p> <ul style="list-style-type: none"> • An introduction to theories and concepts of learning; • Essay Planning / proof reading; • The status of knowledge “claims/opinions & facts”; • Using electronic resources effectively & how to research topics for academic writing; • Engaging with the knowledge of others that has been published, validity, reliability & triangulation; • Critical thinking, how to develop it and argument construction; • Referencing and plagiarism; • Presentation skills and creating academic posters; • Being reflective and writing reflectively; • Carrying out a literature review • Key competences of academic reflection integrated within the course such as presentation and self-assessment techniques, personal action plans and appropriate developmental activities.
13	<p>Learning Strategies</p> <p>There will be a series of lead lectures to provide a framework for students to work on interactive tasks both individually and in small teams. The emphasis of this module is on experiential learning and there will be opportunities to apply knowledge and techniques to subject specific structured activities which will be supported by a range of resources both on line and within a subject specific module handbook.</p>
14	<p>Mode of Assessment</p> <p>Working initially in small groups using the subject specific material provided and any additional research / personal knowledge or experience. In your group identify the key points of the research:</p> <ol style="list-style-type: none"> 1. Assess the validity and reliability of each piece of research; and 2. Identify and discuss any conflicting / contradictory points from the research. <p>Formative:</p> <p>Submit draft of assignment analysing the value of the research.</p> <p>Summative:</p> <p>Individually write an analysis of the value of the research documents gathered and the conclusions which can be drawn from it. This might include an evaluation of the respective strengths and weaknesses of at least two pieces of research and an explanation of the diversity of thinking on the topic of the research and different perspectives. What is actually included as part of the analysis will vary depending on the actual nature of the topic.</p> <p>(2400 words, 70%, Learning Outcomes: LO1, LO2 & LO3 Summative).</p>

Completion of part 1 of the **learning journal and personal development plan**.
(1000 words, 30%, Learning Outcomes: LO4 Summative).

Assessment Criteria:

The criteria by which the **essay** will be awarded marks is that students will:

1. Demonstrate an aptitude for using key study skills and evidence the ability to develop a coherent argument.
2. Demonstrate an understanding of and are able to apply critical thinking skills to the information gathered.
3. Present material using appropriate language, spelling and punctuation and citing relevant references.

The criteria by which the **learning journal & Personal Development** plan will be awarded marks is that students will:

1. Demonstrate an ability to think reflectively in relation to the development of their academic skills over the module
2. Be able to plan what is required to enhance and develop their learning over the course of the academic year.
3. Present material using appropriate language, spelling and punctuation and citing relevant references

15 Indicative reading

Conway, E. (2009) *50 economics Ideas you really need to know*. London: Quercus.

Cottrell, S. (2003) *Skills for Success*. Basingstoke: Palgrave Macmillan.

Cottrell, S. (2003) *The Study Skills Handbook*. 2nd edn. Basingstoke: Palgrave Macmillan.

Cottrell, S. (2005) *Critical Thinking Skills: Developing Effective. Analysis and Argument (Palgrave Study Guides)*. Basingstoke: Palgrave Macmillan.

Lipsey, R. & Chrystal, Alec. (2015) *Economics*. 13th edn. Oxford: Oxford University Press.

Moon, J. (2000) *Reflection in Learning and Professional developmental theory and practice*. London: Kogan Page.

Solman, J. & Garratt, D. (2013) *Essentials of Economics*. 6th edn. London: Prentice Hall.
Thoyts, R. (2010) *Insurance Theory and Practice*. Oxon: Routledge.

Van Brink-Budgen, R (2010) *Critical Thinking for Students: Learning the Skills of Analysing, Evaluating and Producing Arguments*. Oxford: How To Books Ltd.

Journals

The Journal. London: CII. Six issues a year.

Also available online via www.cii.co.uk/knowledge (CII/PFS members only).

Post magazine. London: Incisive Financial Publishing.

	<p>Weekly The Economist. London: Economist Newspaper. Weekly. Financial times. London: Financial Times. Daily. Also available online at www.ft.com</p>
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1	Module Code	INS402) IN41
2	Module Title	Insurance Market, Products and Practice
3	Level	4
4	Credit points	20
5	Start date	September
6	Programme	BA (Honours) Insurance
7	Module Tutor	Karl Halliwell
8	Accredited by	University of Chichester Collaborative Partner: Peter Symonds College, Adult and Higher Education
9	Entry requirements	None
10	Aims	<p>The aim of this module is to develop students understanding and knowledge of The products currently available in the personal lines and commercial market. Students will develop an understanding of the different elements of an insurance product or package. They will also consider the benefits and drawbacks of packaged insurance products and apply knowledge and research skills to make recommendations for further development.</p>
11	Learning Outcomes	<p>At the conclusion of this module students should be able to:</p> <p>LO1 Outline and differentiate between a range of insurance products</p> <p>LO2 Demonstrate abilities to advise consumers on insurance products</p> <p>LO3 Assess the role of liability insurances in the function of the general UK business sector.</p>
12	Indicative Curriculum Content	<p>The history of insurance. The role of the insurance broker. The impact of ethics on insurance. Distribution channels – direct/indirect/Lloyds Market. Classes & categories of Insurance. What can be insured?</p> <ul style="list-style-type: none"> • Motor insurance. • Household insurance. • Liability insurance. • Commercial insurance packages. • Health related insurances. • Commercial property insurance. <p>Additional insurance. Co-insurance & reinsurance. Insurance product development and current trends. The wider impact of insurance on the business sector and the UK economy as a whole.</p>

13	<p>Learning Strategies</p> <p>There will be a series of lead lectures to provide a framework for students to work on interactive tasks both individually and in small teams. The emphasis of this module is the range of insurance products available on the UK market and the impact this has on the general business market and economy. Students will develop a sound knowledge of a range of markets and their consumer's insurance needs. Students will be able to focus their assessment on chosen markets based on their individual areas of interest and experience. Lead sessions and tasks will be supported by a range of resources online, within the classroom and experience/ evidence drawn from the workplace.</p>
14	<p>Mode of Assessment</p> <p>Formative:</p> <p>Mid module portfolio review group work on case studies</p> <p>Summative:</p> <p>A portfolio of research into a range of insurance products available in the UK market to include written commentary. (1400 words, 40%, Learning Outcome: LO1 & LO3 summative).</p> <p>Timed in-class assessment responding to a pre seen case study – advising an individual or business on their insurance needs, giving recommendations with accompanying rationale. (1.5 hours, 60%, Learning Outcomes: LO2 summative).</p> <p>Assessment Criteria:</p> <p>The criteria by which the portfolio will be awarded marks is that students will:</p> <ul style="list-style-type: none"> • Demonstrate knowledge of the role of insurance • Demonstrate awareness of a range of insurance products • Understanding of the significance of a range of products in the context of insurance • Demonstrate ability to compile a portfolio in a logical manner • Demonstrate ability to interpret research related to insurance • Assessment of the impact of insurance on the UK business sector • Present written response appropriately, using academic referencing and conventions suitable for level 4. <p>The criteria by which the timed assessment will be awarded marks is that students will:</p> <ul style="list-style-type: none"> • Demonstrate knowledge of a range of insurance products • Assessment of insurance needs • Presentation of key information regarding insurance products • Present information in a suitable manner for the audience • Awareness of the benefits and limitations of insurance products

	<ul style="list-style-type: none"> Research and content should be credited using academic referencing and conventions suitable for level 4. <p>Present material using appropriate language, spelling and punctuation and citing relevant references.</p>
15	<p>Indicative reading</p> <p>Essential reading</p> <p>Birds, J. (2013) <i>Bird's modern insurance law</i>. Hebden Bridge: Sweet and Maxwell.</p> <p>Clarke, M. (2013) <i>the law of liability insurance</i>. Colchester: Informa.</p> <p>Thoyts, R. (2010) <i>Insurance theory and practice</i>. Oxford: Routledge</p> <p>Towers Watson. (2013) <i>UK Motor Insurance Industry Report: A Choppy Voyage</i>. London: Towers Watson.</p>

Year 1, Level 4, Term 2

1	Module Code	INS403 (IN42)
2	Module Title	Broking and Claims Handling
3	Level	4
4	Credit points	20
5	Start date	January
6	Programme	BA (Honours) Insurance
7	Module Tutor	Karl Halliwell
8	Accredited by	University of Chichester Collaborative Partner: Peter Symonds College, Adult and Higher Education
9	Entry requirements	None
10	Aims	<p>The aim of this module is to develop students understanding and knowledge of the operation of insurance broking in the competitive environment and also the insurance claims process within an organisation. It also seeks to develop an understanding of legal and financial considerations relating to broking and claims. The context for the module is private and commercial insurance and in particular the function and practices of the Lloyds and London markets.</p>
11	Learning Outcomes	<p>At the conclusion of this module students should be able to:</p> <p>LO1 Demonstrate an understanding of the competitive environment for insurance brokers and the role of the broker within it.</p> <p>LO2 Provide an analysis of what is effective broking within this environment.</p> <p>LO3 Analyse the key aspects of the claims process.</p>

	LO4 Review & evaluate their learning and identifying the key points they have learnt and how they will carry this learning forward in their practice.
12	<p>Indicative Curriculum Content</p> <p>What is broking? Types of broker and their roles. Legal and regulatory consideration of broking and of claims. Financial consideration of broking and claims. The competitive environment & broking organisations. The role of the broker at different stages of the broking process. Ensuring client needs are met. Broking functions & practice in different markets, e.g. re-insurance, wholesale. What is a claim? Contribution and subrogation. Key considerations when processing claims including validity and indemnification. Responsibilities of the insured in the claims process. The claims process and roles relating to claims including outsourcing. Variations in claims due to different types of insurance. Claims Fraud. Claims Reserving – Ogden and other contemporary issues. The work of the claims department and the links to corporate strategy and underwriting. Potential liability of broker when something goes wrong.</p>
13	<p>Learning Strategies</p> <p>There will be a series of lead lectures to provide a framework for students to work on interactive tasks both individually and in small teams. The emphasis of this module is on experiential learning using the student's own knowledge of insurance claims handling and brokerage as a basis for development and enhancement. There will be opportunities to apply knowledge and techniques to case studies and specific scenarios which will be supported by a range of resources both on line and within a subject specific module handbook.</p>
14	<p>Mode of Assessment</p> <p>Formative :</p> <p>Submission of an essay plan Completion of a learning journal as the module progresses in order to form a basis for LO4</p> <p>Summative:</p> <p>Essay, outlining the competitive environment for insurance brokers, the role of the broker within it and an analysis of what is effective broking. (1500 words, 40%, Learning Outcomes LO1& LO2, Summative).</p> <p>A group presentation, analysing the key aspects of the claims process. (10 minutes plus questions, 30%, Learning Outcome LO3 Summative).</p>

Review and evaluation of learning points during module drawn from the formative learning journal with an analysis of how this will change or develop their practice (1100 words, 30%, Learning Outcome LO4, Summative).

Assessment Criteria:

The criteria by which the **essay** will be awarded marks is that students will:

- Demonstrate knowledge of the role of the broker in insurance
- Demonstrate awareness of the nature of the broking market and the requirement to be competitive
- Detailed description of what constitutes “effective broking”
- A coherent and considered analysis of the above
- Present written response appropriately, using academic referencing and conventions suitable for level 4.

The criteria by which the **Presentation** will be awarded marks is that students will:

- Demonstrate effective group working
- Demonstrate knowledge of insurance claims processes
- Analysis of the key stages of the claims process and the responsibilities of all parties throughout
- Present information in a suitable manner for the topic
- Discuss application of regulatory and ethical requirements
- Research and content should be credited using academic referencing and conventions suitable for level 4.

The criteria by which the **learning log** will be awarded marks is that students will:

- Demonstrate knowledge of own role and responsibilities
- Evidence of application of learning
- Reflection of own learning and study related skills
- Reflection on own practice and vocational skills
- Evaluation of how learning has added value
- Discussion on how learning will impact future actions
- Research and content should be credited using academic referencing and conventions suitable for level 4.

Present material using appropriate language, spelling and punctuation and citing relevant references

15 Indicative reading

Essential reading

Birds, J. (2013) *Bird's Modern Insurance Law*. London: Sweet and Maxwell.

Bowstead, W., Watts, P. and Reynolds, F. (2012) *Bowstead and Reynolds on Agency*. London: Sweet & Maxwell.

Clarke, M. (2009) *The law of insurance contracts*. London: Informa.

Mance, J., Goldrein, I. and Merkin, R. (2011) *Insurance Disputes*. London: Informa.

Mitchel, C. (2007) *Subrogation: Law and Practice*. Oxford: Oxford University Press.

Padfield, A. (2012) *Insurance Claims*. London: Bloomsbury professional.

Powell, J. and Stewart, R. (2012) *Jackson & Powell on Professional Liability*. London: Sweet and Maxwell.

Shaw, J. (1994) *Claims and public liability policies*. London: Witherby.

Silver, L. (2010) *Concise encyclopedia of insurance terms*. New York: Routledge.

Thoyts, R. (2010) *Insurance theory and practice*. Oxford: Routledge.

Walmsley, R. (2001) *Subrogation and contribution in insurance practice*. London: Witherby.

West, R. (2008) *Claims handling law and practice*. London: Witherby.

1	Module Code	INS404 (IN43)
2	Module Title	Introduction to insurance, principles and law
3	Level	4
4	Credit points	20
5	Start date	January
6	Programme	BA (Honours) Insurance
7	Module Tutor	Karl Halliwell
8	Accredited by	University of Chichester Collaborative Partner: Peter Symonds College, Adult and Higher Education
9	Entry requirements	None
10	Aims	The aim of this module is to develop students understanding and knowledge of the role of underwriting in the insurance Market. The module seeks to build the student's skills in making underwriting decisions and the application of underwriting principles to risks. The context for the module is personal lines and commercial insurance.
11	Learning Outcomes	At the conclusion of this module students should be able to: LO1 Discuss key principles of insurance LO2 Discuss legal obligations for insurance LO3 Review and evaluate processes and practices in place to comply with Insurance Law. LO4 Evaluate the role of case law in the development of insurance principles and law
12	Indicative Curriculum Content	

	<p>Sources of law in England & Wales.</p> <p>Principles of insurance:</p> <ul style="list-style-type: none"> ○ Insurable Interest ○ Utmost good faith & how modified by legislation and regulation ○ Proximate cause ○ Indemnity ○ Contribution ○ Subrogation <p>Legal personality.</p> <p>Law of agency.</p> <p>Law of Tort</p> <p>Contract law.</p> <p>Legal breaches.</p> <p>Practical application of principles.</p> <p>Maintaining legal compliance.</p> <p>Application of legal and regulatory principles.</p> <p>Processes and practice from start to finish.</p>
<p>13</p>	<p>Learning Strategies</p> <p>There will be a series of lead lectures to provide a framework for students to work on interactive tasks both individually and in small teams. The emphasis of this module is on case law and how this applies to modern practice and current legislation. There will be opportunities to reflect on own professional practice and experience with regard to application of the principle and compliance. Lead sessions and tasks will be supported by a range of resources both on line and within a subject specific module handbook.</p>
<p>14</p>	<p>Mode of Assessment</p> <p>Formative :</p> <p>Essay plan.</p> <p>Summative:</p> <p>End of module written essay to outline the main principles and laws around insurance. To include an evaluation of practices in industry to support the principles and laws. Throughout the essay students are required to make reference to case law. (3400 words, 100%, Learning Outcomes: LO1, LO2, LO3 & LO4 Summative).</p> <p>Assessment Criteria:</p> <p>The criteria by which the essay will be awarded marks is that students will:</p> <ul style="list-style-type: none"> • Demonstrate knowledge of the main principles of insurance. • Demonstrate knowledge of the origins of laws applied to insurance. • Explanation of the application of principles and law. • A coherent and considered evaluation of the effectiveness of current practice in relation to principles of insurance and law.

	<ul style="list-style-type: none"> Present written response appropriately, using academic referencing and conventions suitable for level 4. <p>Present material using appropriate language, spelling and punctuation and citing relevant references.</p>
15	<p>Indicative reading</p> <p>Essential reading</p> <p>Charlesworth, J. (2011) <i>Company Law</i>. Hebden Bridge: Sweet and Maxwell.</p> <p>Birds, J. (2013) <i>Bird's modern insurance law</i>. Hebden Bridge: Sweet and Maxwell.</p> <p>Clarke, M. (2010) <i>The law of insurance contracts</i>. London: Informa.</p> <p>Hodgin, R. (2002) <i>Insurance law: text and materials</i>. London: Cavendish.</p> <p>Merkin, R. and Steele, J. (2013) <i>Insurance and the law of obligations</i>. Oxford: Oxford University Press.</p> <p>Merkin, R. (2016) <i>Colinvaux's Law of Insurance</i>. London: Sweet & Maxwell.</p>

Year 1, Level 4, Term 3

1	Module Code	INS405 (IN44)
2	Module Title	Insurance Market Underwriting and Practice
3	Level	4
4	Credit points	20
5	Start date	April
6	Programme	BA (Honours) Insurance
7	Module Tutor	Karl Halliwell
8	Accredited by	University of Chichester Collaborative Partner: Peter Symonds College, Adult and Higher Education
9	Entry requirements	None
10	Aims	<p>The aim of this module is to develop students understanding and knowledge of the role of underwriting in the insurance Market. The module seeks to build the learners skills in making underwriting decisions and the application of underwriting principles to risks. The context for the module is personal lines and commercial insurance.</p>
11	Learning Outcomes	<p>At the conclusion of this module students should be able to:</p> <p>LO1 Assess the key stages of the insurance underwriting process.</p> <p>LO2 Evaluate the role of actuarial data in the development of insurance products and risk rating.</p> <p>LO3 Analyse the impact of legal and moral obligations in underwriting practice.</p> <p>LO4 Demonstrate application of underwriting principles.</p>

<p>12</p>	<p>Indicative Curriculum Content</p> <p>What is underwriting? Key stages of the underwriting process. Risk rating. Delegated underwriting authority. Actuarial data, analysis and application. Challenges of underwriting. The role of actuarial data in product development. Legal & regulatory obligations for underwriters e.g. Consumer Insurance Act (2012). Insurance Act (2015), ICOBS. Ethical considerations when underwriting. Decision making for underwriters. Co-insurance and reinsurance. The work of the underwriting department and the links to corporate strategy and claims. Contemporary regulatory topics e.g. vulnerable customer, dealing with misrepresentation and non-disclosure.</p>
<p>13</p>	<p>Learning Strategies</p> <p>There will be a series of lead lectures to provide a framework for students to work on interactive tasks both individually and in small teams. The emphasis of this module is on experiential learning using the student's own knowledge of insurance underwriting as a basis for development and enhancement. There will be opportunities to apply knowledge and techniques to case studies and specific scenarios which will be supported by a range of resources both on line and within a subject specific module handbook.</p>
<p>14</p>	<p>Mode of Assessment</p> <p>Formative:</p> <p>Submission of an essay plan Completion of a learning log as the module progresses in order to form a basis for LO4</p> <p>Summative:</p> <p>Essay, outlining the underwriting process in their own organisation and how actuarial data informs underwriting decisions and practice. (1500 words, 40%, Learning Outcomes LO1 & LO2 Summative).</p> <p>A group presentation, analysing the impact of legal and moral obligations in underwriting. (30% 10 minutes plus questions, Learning Outcome LO3 Summative).</p> <p>Reflective account, based on own experience of underwriting a risk. (1100 words, 30%, Learning Outcome LO4 Summative).</p> <p>Assessment Criteria:</p>

The criteria by which the **essay** will be awarded marks is that students will:

- Demonstrate knowledge of underwriting processes within an organisation
- Awareness of what actuarial data is and how it is used
- Assessment of key stages of the underwriting process
- Demonstrate knowledge of consideration when making underwriting decisions
- Present written response appropriately, using academic referencing and conventions suitable for level 4.

The criteria by which the **presentation** will be awarded marks is that students will:

- Demonstrate effective group working
- Demonstrate knowledge of legal obligations of underwriters
- Demonstrate knowledge of moral obligations of underwriters
- Analysis of the impact of the above – from the perspective of the underwriter, other insurance professionals / departments and the customer
- Present information in a suitable manner for the topic
- Demonstrate awareness of the importance of legal and moral requirements for underwriters
- Research and content should be credited using academic referencing and conventions suitable for level 4.

The criteria by which the **reflective account** will be awarded marks is that students will:

- Demonstrate knowledge of own role and responsibilities
- Evidence of application of learning
- Reflection of own learning and study related skills
- Reflection on own practice and vocational skills
- Evaluation of how learning has added value
- Discussion on how learning will impact future actions
- Research and content should be credited using academic referencing and conventions suitable for level 4.

Present material using appropriate language, spelling and punctuation and citing relevant references

15 Indicative reading

Essential reading

Henley, C. (2010) *Drafting insurance contracts: certainty, clarity, law and practice*. London: Leadenhall Press.

Lazaus, K. and Bulring, J. (2011) *Research handbook on international insurance and regulation*. Cheltenham.: Edward Elgar Publishing.

Steele, J. (2013) *Tort law and the Legislature: common law, statute and dynamics of legal change*. Oxford: Hart Publishing.

1	Module Code	INS406 (IN45)
2	Module Title	Risk and Risk Management
3	Level	4
4	Credit points	20
5	Start date	April
6	Programme	BA (Honours) Insurance
7	Module Tutor	Andy Ivory
8	Accredited by	University of Chichester Collaborative Partner: Peter Symonds College, Adult and Higher Education
9	Entry requirements	None
10	Aims	<p>The aim of this module is to develop student's skills in the management of risk. As part of the module students should review a wide range of strategies and methods of risk management. Students will cover some of theory around risk behaviours in the context of insurance. Students will explore ways to reduce and eliminate risk. The context of the module will include both personal and commercial risks.</p>
11	Learning Outcomes	<p>At the conclusion of this module students should be able to:</p> <p>LO1 Assess the role of risk management in insurance.</p> <p>LO2 Compare theoretical perspectives on risk behaviour.</p> <p>LO3 Evaluate a range of risk management strategies.</p> <p>LO4 Analyse the role of the broker offering risk management as a service.</p>
12	Indicative Curriculum Content	<p>What is risk management? The assessment of risk. Risk management for underwriting? Identifying risk behaviours. Risk behaviours – consumers and insurance professionals. Risk Management Surveys. Exploring risk management strategies. The challenges of risk management.</p>
13	Learning Strategies	<p>There will be a series of lead lectures to provide a framework for students to work on interactive tasks both individually and in small teams. The emphasis of this module is role of risk behaviour knowledge and risk assessment strategies in providing suitable insurance to consumers. Students will gain insight into theoretical perspectives on risk behaviour and apply these to an insurance context, they will also explore the role</p>

	<p>of reinsurance in the market and how this works. Students will consider the role of risk management in insurance and specifically how risk is managed in their own organisation. Led sessions and tasks will be supported by a range of resources both on line and within a subject specific module handbook.</p>
<p>14</p>	<p>Mode of Assessment</p> <p>Formative :</p> <p>Submission of plan/questions for client meeting Submission of draft Risk Management Survey</p> <p>Summative:</p> <p>Working in small teams you will lead a client meeting to establish a full risk management programme. From the information gathered at the client meeting you will individually compile a risk management survey and make recommendations (3400 words, 100%, Learning Outcomes LO1, LO2, LO3 & LO4 Summative).</p> <p>Assessment Criteria: The criteria by which the essay will be awarded marks is that students will:</p> <ol style="list-style-type: none"> 1. Demonstrate knowledge of the components of risk 2. Complete the risk management survey and identify opportunities eliminate and reduce risk. 3. A coherent and considered analysis of risk management strategies 4. Present written response appropriately, using academic referencing and conventions suitable for level 4. <p>The criteria by which the presentation will be awarded marks is that students will:</p> <ul style="list-style-type: none"> • Demonstrate effective group working • Demonstrate knowledge of theories of risk behaviour • Present information in a suitable manner for the topic • Demonstrate application of theory to practice in an insurance context • Research and content should be credited using academic referencing and conventions suitable for level 4.
<p>15</p>	<p>Indicative reading</p> <p>Essential reading</p> <p>Barlow, Lyde and Gilbert (2009) <i>Reinsurance practice and Law</i>. London: Informa.</p> <p>Blunden, T. and Thirlwell, J. (2010) <i>The FT guide to mastering operational risk</i>. Harlow: Financial Times / Prentice Hall.</p> <p>Hopkin, P. (2002) <i>Holistic risk management in practice</i>. London: Witherby</p>

Year 2, Level 5, Term 1

1	Module Code	INS501 (IN51)
2	Module Title	Management and Financial Accounts in Insurance
3	Level	5
4	Credit points	20
5	Start date	September
6	Programme	BA (Honours) Insurance
7	Module Tutor	Andy Ivory
8	Accredited by	University of Chichester Collaborative Partner: Peter Symonds College, Adult and Higher Education
9	Entry requirements	120 credits at Level 4
10	Aims	The aim of this module is to develop students understanding and knowledge of accounting principles for insurance. Learners will have comprehension of key terms and formulas and be able to apply them to practical scenarios. Learners will review the impact of effective and ineffective accounting in insure and develop appreciation of the importance of solvency and regulatory requirements for underwriters with regard to finance.
11	Learning Outcomes	At the conclusion of this module students should be able to: LO1 Critically examine the costs of an insurance policy to the consumer. LO2 Critically examine the costs of an insurance policy to the insurer. LO3 Provide critical analysis of the use of ratios in insurance accounting. LO4 Critically evaluate the current requirements for claims reserving for insurance.
12	Indicative Curriculum Content	Introduction to costing (fixed, variable, unit, marginal, total) pricing, revenue, contribution and profit calculations in relation to insurance policies. What makes up a premium? The accounting process. Financial and management accounting. Accounting standards and solvency. Managing stakeholder interests. Ratios in insurance. Analysing the financial strength of insurance companies.. Claims reserving. Capital adequacy. Solvency II. Trust (Client Money & Trust Accounts).
13	Learning Strategies	

	<p>There will be a series of lead lectures to provide a framework for students to work on interactive tasks both individually and in small teams. The emphasis of this module is on financial requirements for insurance organisation and the use of accounting in maintaining solvency and performance. The module will review the costs of premiums and the stages of accounting for insurance. There will be opportunities to apply knowledge and techniques to case studies and specific scenarios which will be supported by a range of resources both on line and within a subject specific module handbook.</p>
<p>14</p>	<p>Mode of Assessment</p> <p>Formative : Submission of a report plan</p> <p>Summative: An academic poster detailing the financial elements that make up an insurance premium from the perspective of the Broker and/ or insurer and the consumer. (10 minutes equivalent 1100 words, 30%, Learning Outcomes LO1 & LO2 Summative).</p> <p>A report evaluating the financial performance of an insurance organisation. The report should include an explanation of the ratios used in insurance and critically analyse their purpose. The report should examine the current claims reserving requirements and critically evaluate the effectiveness of this. (3,300 words, 70%, Learning Outcomes LO3 & LO4).</p> <p>Assessment Criteria:</p> <p>Academic poster - your tutor will be looking for the following when assessing your work:</p> <ul style="list-style-type: none"> • Demonstrate knowledge of the components of an insurance premium • Awareness of the function of pooling of risk • Research and content should be credited using academic referencing and conventions suitable for level 5. • Present material using appropriate language, spelling and punctuation and citing relevant references <p>Report - your tutor will be looking for the following when assessing your work:</p> <ul style="list-style-type: none"> • Analysis of the use of financial ratios in insurance • Evaluation of financial performance of insurance organisations • Awareness of regulatory and organisational requirements for accounting • Application of accounting principles within the context of an insurance organisation • Evaluations based on relevant research and examples • Research and content should be credited using academic referencing and conventions suitable for level 5.
<p>15</p>	<p>Indicative reading</p> <p>Essential reading</p>

Dyson, J. (2010) *Accounting for non-accounting students*. Harlow: Pearson Education.

Holmes, G., Sugden, and A. Gee, P. (2008) *Interpreting company reports and accounts*. Harlow: Pearson Education.

Mckenzie, W. (2009) *The Financial Times guide to using and interpreting company accounts*. Harlow: Pearson Education.

Price Waterhouse Coopers. (2011) *Solvency II: a guide to the new regime*. London: Risk Books.

The Chartered Insurance Institute. (2013) *P92: insurance business and finance*. London: CII.

Thoyts, R. (2010) *Insurance theory and practice*. Oxford. Routledge.

Weygandt, J., Kimmel, P. and Kieso, D. (2012) *Accounting principles*. Hoboken: Wiley.

Wood, F. and Sanger, A. (2011) *Frank Wood's business accounting*. Harlow: Pearson Education.

1	Module Code	INS503 (COR56)
2	Module Title	Personal Development Planning
3	Level	5
4	Credit points	20
5	Start date	September
6	Programme	BA (Honours) Insurance
7	Module Tutor	
8	Accredited by	University of Chichester Collaborative Partner: Peter Symonds College, Adult and Higher Education
9	Entry requirements	120 credits at Level 4
10	Aims	This module builds on work carried out in COR41 and carries personal development planning beyond development of learning and academic skills to a more holistic approach incorporating work focussed skills & knowledge and career aims. It also offers an opportunity to consider personal development planning and self-managed learning in a the wider context of promoting it to and the benefits it can bring to organisations
11	Learning Outcomes	At the conclusion of this module students should be able to: LO1 Demonstrate critical evaluation of own skills and knowledge

	<p>LO2 Develop a detailed plan for development</p> <p>LO3 Demonstrate active reflection and progress in the context of the personal development plan</p> <p>LO4 Critically evaluate strategies and methods of personal development and self-managed learning.</p>
<p>12</p>	<p>Indicative Curriculum Content</p> <p>What is personal development planning, self-managed learning & life-long learning. Learning Sets. Use of lecturer and online materials to analyse self: Locus of Control. Business Model You. Kipling's Six Questions. Mind Mapping. Balanced Score Card. Johari Window. Swot Analysis. Smart Objectives. 16 personalities. Mind tools tool kit. 7 Habits of highly effective people. Belbin.</p>
<p>13</p>	<p>Learning Strategies</p> <p>There will be a series of lead lectures to provide a framework for students to work on interactive tasks both individually and in small teams. The module is supported by workshops to review draft PDPs and obtain feedback from the module tutor and from peers via learning sets.</p>
<p>14</p>	<p>Mode of Assessment</p> <p>Formative: Discuss draft of PDP in learning sets. Submit plan of essay.</p> <p>Summative: A personal & professional development plan, you may want to draw on the work you completed in COR41, however this development plan should cover work and career not just development of academic skills as in COR41. (2300 words, 50%, Learning Outcomes LO1, LO2 & LO3 Summative).</p> <p>Essay "Lifelong learning in personal and professional contexts should be encouraged, critically evaluate the benefits of personal development and self-managed learning to the individual and the organisation". (2300 words, 50%, Learning Outcome LO4 Summative).</p> <p>Assessment Criteria:</p>

	<p>The Personal & Professional Development will be assessed according to the extent to which it:</p> <ul style="list-style-type: none"> • Reflection and awareness of their own personal history • An analysis of expectations of their position and role within their organisation • Identification of relevance of their learning to date • An analysis of future development needs and specific personal goals that will support their development • Demonstrate via engagement with relevant materials and ideas (e.g. Career & Life Planning schema) how the PDP has been personalised. <p>The Essay will be assessed according to the extent to which it:</p> <ul style="list-style-type: none"> • Evaluate approaches to personal development and self-managed learning • Propose ways in which lifelong learning in personal and professional contexts could be encouraged • Evaluate the benefits of personal development and self-managed learning to the individual and the organisation
15	<p>Indicative reading</p> <p>Essential reading</p> <p>Covey, S.R. (2004) <i>7 Habits of Highly Effective People</i>. Bath: Bath Press.</p> <p>Cunningham, I., Bennet, B., and Davies. G. (2000) <i>Self-Managed Learning in Action: Putting SML into Practice</i>. Gower: Aldersholt.</p> <p>Galford, M. and Seibold Drapeau, A. (2011) <i>The Trusted Leader</i>. NY: Atria Books</p> <p>Moon, J. (2000) <i>Reflection in Learning and Professional developmental theory and practice</i>. London: Kogan Page.</p> <p>Quinn, C. N.(2014) <i>Revolutionize Learning & Development Performance & Innovation Strategy for the Information Age</i>. Chichester: John Wiley & Sons Ltd.</p> <p>Thornton, P. (2001) <i>Be the Leader: Make the Difference</i>. CA: Griffin Publishing. Group.</p> <p>www.ceoexpress.com www.mindtools www.16personalities.com www.self managed learning.org /www.thetrustedleader.com</p>

Year 2, Level 5, Term 2

1	Module Code	INS502 (IN52)
2	Module Title	Crime, Compliance and Regulations in Insurance
3	Level	5
4	Credit points	20
5	Start date	April
6	Programme	BA (Honours) Insurance
7	Module Tutor	Karl Halliwell
8	Accredited by	University of Chichester Collaborative Partner: Peter Symonds College, Adult and Higher Education
9	Entry requirements	120 credits at Level 4
10	Aims	<p>The aim of this module is to develop the student's understanding around financial crime in insurance, its identification: prevention and consequences. Students will develop a sound understanding of the regulatory bodies and how the insurance sector is regulated in the UK. Students will have an opportunity to draw on their own experience, as well as considering the wider impact of financial crime.</p>
11	Learning Outcomes	<p>At the conclusion of this module students should be able to:</p> <p>LO1 Justify the requirements for regulation in insurance.</p> <p>LO2 Evaluate effectiveness of anti-crime processes in insurance.</p> <p>LO3 Analyse the wider impact of non-compliance and financial crime.</p>
12	Indicative Curriculum Content	<p>The context of crime, compliance and regulations in Insurance.</p> <p>The role of the Prudential Regulation Authority and the Financial Conduct Regulated vs Self-regulated.</p> <p>Financial crime in insurance.</p> <p>Claims fraud.</p> <p>Identifying financial crime.</p> <p>The prevention of financial crime.</p> <p>The impact of financial crime.</p> <p>Compliance in practice.</p>
13	Learning Strategies	<p>There will be a series of tutor led lectures to provide a framework for students to work on interactive tasks both individually and in small teams. The emphasis of this module is on the application of regulations and the prevention of financial crime. Students should reflect on their own practice in the insurance industry and draw conclusions as to the effectiveness of current working practices to ensure compliance. Groups will work together to share experiences and make recommendations for changes to improve current systems and practices.</p>

14	<p>Mode of Assessment</p> <p>Formative : Group discussion on regulation report plan</p> <p>Summative: Produce and present an academic poster showing how regulation works in insurance; justifying the requirement of regulation. (10 mins, 30%, Learning Outcome LO1 Summative).</p> <p>Produce a report which outlines the current issues regarding financial crime in insurance to include methods of detection and prevention. It should also include an evaluation of and recommendations for enhancement of current practice. (3300 words, 70%, Learning Outcomes LO2 & LO3 Summative).</p> <p>Assessment Criteria: The criteria by which the academic poster will be awarded marks is that students will:</p> <ul style="list-style-type: none"> • Demonstrate knowledge of the purpose of regulation. • Demonstrate ability to justify why regulation is required in the sector, making reference to previous practice and case studies. • Explain the regulation of a range of different insurance organisations e.g. Intermediaries, underwriters, claims management companies. • A coherent and considered presentation of regulation in insurance, which considers the viewpoint of a number of stakeholders (i.e. the customer, the organisation). • Use academic referencing and conventions suitable for level 5. <p>The criteria by which the report will be awarded marks is that students will:</p> <ul style="list-style-type: none"> • Demonstrate knowledge of current financial crime issues in insurance. • Discussion of the development of processes around detection and prevention. • Outline how financial crime is prevented in own practice / organisation. • Draw conclusions based on evidence. • Make reasonable and relevant recommendations for enhancement of practice in your organisation. • Ensure that evaluation and recommendations are supported by evidence from own research. • Use academic referencing and conventions suitable for level 5. <p>Present material using appropriate language, spelling and punctuation and citing relevant references.</p>
15	<p>Indicative reading</p> <p>Essential reading</p> <p>Harrison, K. & Ryder, N. (2013) <i>The Law relating to financial crime in the United Kingdom</i>. Farnham: Ashgate Publishing limited.</p>

Mills, A. and Haines, P. (2015) *Essential Strategies for financial services compliance*. Chichester: John Wiley & Sons Ltd.

Ryder, N. (2011) *Financial Crime in the 21st century: Law and Policy*. Cheltenham: Edward Elgar Publishing Limited.

Thoyts, R. (2010) *Insurance theory and practice*. Oxford: Routledge

1	Module Code	INS504 (COR54)
2	Module Title	Research Skills in Insurance
3	Level	5
4	Credit points	20
5	Start date	January
6	Programme	BA (Honours) Insurance
7	Module Tutor	
8	Accredited by	University of Chichester Collaborative Partner: Peter Symonds College, Adult and Higher Education
9	Entry requirements	120 credits at Level 4
10	Aims	<p>The module aims to: Equip students with an understanding of the research process whether it be through the workplace or small scale research projects and to develop an awareness of the ethical dimensions of work-focussed/ research led learning. Plan a coherent programme of work-focussed/ project based study and in so doing to negotiate learning agreement which meets the needs of the student, the employer (where appropriate) and the course. Specific issues include: the identification of a sound research question, an appreciation of the philosophical foundation of qualitative and quantitative approaches, reliability, validity triangulation and ethical issues in the study of insurance. Students will also gain an understanding of the foundations of numerical and textual analysis of research data.</p>
11	Learning Outcomes	<p>On completion of this module the successful student will be able to:</p> <p>LO1 Produce a proposal for a coherent programme of work-focussed study or small Projects.</p> <p>LO2 Select and justify approaches to the identified programme and consider any ethical issues arising.</p> <p>LO3 Relate the research process, the philosophical underpinnings of qualitative and quantitative approaches to research and the application of these aspects to the insurance industry.</p>
12	Indicative Curriculum Content	<ul style="list-style-type: none"> • How to plan and write a project proposal and project report; • Research philosophy, • Research methodology, • Research methods, • Research ethics, • Carrying out a literature review • Reliability and validity of research methods and data. <p>The module explores the positivist and interpretivist philosophies of science that underpin the relevant approaches to research. The plan of learning created by the student should include an opportunity to carry out basic analysis of research data using a qualitative and quantitative approach; and one aspect of the research should</p>

	focus on the investigation of a problem or phenomena with the intention of providing a solution, or improvement
13	<p>Learning Strategies</p> <p>A series of lead lectures followed by workshops during which students will identify their work-based/ research led learning goals, negotiate with their employers (where appropriate), then refine and agree these with their tutor. Ethical Sign off from employer (where appropriate) and tutor will be required.</p>
14	<p>Mode of Assessment</p> <p>Formative:</p> <p>Peer evaluation of ethics statements. Submission of draft plan of learning.</p> <p>Summative:</p> <p>A plan of learning which includes an opportunity to carry out basic analysis of research data using a qualitative and quantitative approach; and one aspect of the research should focus on the investigation of a problem or phenomena with the intention of providing a solution, or improvement. An ethics statement should also be provided. The problem or phenomena identified in this assessment can be further developed and action implemented for COR55 assessment. (2400 words, 55%, Learning Outcomes LO1 & LO2 Summative).</p> <p>An essay on philosophical approaches to research as it might be applied in the insurance industry. (2200 words, 45%, Learning Outcome LO3 Summative).</p> <p>Assessment Criteria:</p> <p>Assessment criteria for the plan of learning & ethics statement</p> <ul style="list-style-type: none"> • The plan is logical with a coherent rationale, Aims and objectives of the plan of learning are linked to the individual student's personal development objectives. • A clear method for tracking progress with SMART objectives has utilised • Agreement from relevant parties (workplace/ college tutor) has been obtained • Ethical issues have been identified and considered • Suitable protocol has been put in place as appropriate <p>Assessment criteria for the essay</p> <ul style="list-style-type: none"> • Demonstrate a competent understanding of the philosophy underpinning a particular research approach. • Be able to describe and discuss relevant aspects of the chosen topic and discuss the application of theory into practice.

15 Indicative reading

Essential reading

Cottrell, S. (2005) *Critical Thinking Skills: Developing Effective. Analysis and Argument (Palgrave Study Guides)*. Basingstoke: Palgrave Macmillan.

Cottrell, S. (2003) *Skills for Success*. Basingstoke: Palgrave Macmillan.

Cottrell, S. (2003) *The Study Skills Handbook*. 2nd edn. Basingstoke: Palgrave Macmillan.

Van Brink-Budgen, R. (2010) *Critical Thinking for Students: Learning the Skills of Analysing, Evaluating and Producing Arguments*. Oxford: How To Books Ltd.

Year 2, Level 5, Term 3

1	Module Code	INS505 (IN53)
2	Module Title	Marketing and Sales in Insurance
3	Level	5
4	Credit points	20
5	Start date	January
6	Programme	BA (Honours) Insurance
7	Module Tutor	Andy Ivory
8	Accredited by	University of Chichester Collaborative Partner: Peter Symonds College, Adult and Higher Education
9	Entry requirements	120 credits at Level 4
10	Aims	The aim of this module is to develop student's understanding around marketing, sales and customer services in insurance. The module will review historical and contemporary issues and practices and enable learner to critically evaluate both their individual and organisations performance in these areas.
11	Learning Outcomes	At the conclusion of this module students should be able to: LO1 Identify and appraise channels of insurance sales. LO2 Analyse information regarding buying behaviours for insurance. LO3 Evaluate current marketing strategies for personal lines insurance. LO4 Draw comparison between at least two organisations and appraise their marketing and customer communications and provide recommendation for improvement.
12	Indicative Curriculum Content	Marketing & market research in the context of insurance. Channels of insurance sales, personal lines and commercial. Buying behaviours for financial products. The marketing mix. The Marketing Planning Process. Reviewing marketing campaigns for insurance. Sales in insurance. Customer communication n insurance. Measuring the customer experience. Legal and regulatory obligations for marketing and sales of financial products to include TCF and relevant sections of ICOBs. Mis-selling and its consequences Need for marketing to be professional with a culture of treating customers fairly - clear fair and not misleading – driven by FCA. GDPR – general data protection regulation –in terms of the change in legislation and its impact throughout business.

13	<p>Learning Strategies</p> <p>There will be a series of lead lectures to provide a framework for students to work on interactive tasks both individually and in small teams. The emphasis of this module is on the marketing, sale and servicing on insurance policies. Learners will draw on their own experiences both as customers and within the insurance industry and evaluate marketing and sales strategies. Learners will be introduced to buy behaviours theory and analyse this to inform sales and marketing strategies. The regulatory and legal obligations for the sale of financial products will also be explored along with evaluation of best practice in providing effective and profitable services.</p>
14	<p>Mode of Assessment</p> <p>Formative:</p> <p>Group discussion on customer experience. Draft plan of essay.</p> <p>Summative:</p> <p>Essay examining each stage of the customer and insurer experience from marketing to servicing of insurance products. To include reference to buyer behaviours, meeting regulatory and legal obligations, how these are responded to and an evaluation of current marketing strategies in insurance. (3500 words, 75%, Learning Outcomes LO1, LO & LO3 Summative).</p> <p>Group presentation comparing the marketing and customer communication strategies of insurance organisation. Presentations should include evaluation of the research and conclude with recommendation for improvement. (10 minutes, 25%, Learning Outcome LO4 Summative).</p> <p>Assessment Criteria: The criteria by which the essay will be awarded marks is that students will:</p> <ul style="list-style-type: none"> • Demonstrate knowledge of the customer experience in own organisation • Demonstrate awareness of the consumer buying behaviours and how this impacts business operations • Detailed description each stage of the “customer journey” • A coherent evaluation supported by evidence • Relevant and achievable recommendations for improvement • Present written response appropriately, using academic referencing and conventions suitable for level 5. <p>The criteria by which the presentation will be awarded marks is that students will:</p> <ul style="list-style-type: none"> • Demonstrate effective group working • Demonstrate knowledge of existing marketing campaigns • Analysis of the key stages of the claims process and the responsibilities of all parties throughout • Application of research skills and methods

- Effective presentation skills
- Critical evaluation marketing campaigns in insurance
- Research and content should be credited using academic referencing and conventions suitable for level 5.

Present material using appropriate language, spelling and punctuation and citing relevant references

15 Indicative reading

Essential reading

Davies, C. (2011) *Winning client trust*. London: Ecademy Press.

Dibb, S. et al (2012) *Marketing concepts and strategies*. 6th edn. Cengage Learning.

Fifield, P. (2007) *Marketing strategy*. 3rd edn. Oxford: Butterworth-Heinmann.

Jobber, D. (2012) *Principles and practice of marketing*. 7th edn. London: McGraw-Hill Education.

Journal of financial services marketing. London: Palgrave Macmillan. Quarterly.

Mc Donald, M., and Wilson, H., (2011) *Marketing plans: how to prepare them, how to use them*. 7th edn. Chichester: Wiley.

Stephenson, R. (2005) *Marketing planning for financial services*. Gower,

1	Module Code	INS506 (COR55)
2	Module Title	Insurance Research Project/Portfolio
3	Level	5
4	Credit points	20
5	Start date	April
6	Programme	BA (Honours) Insurance
7	Module Tutor	Karl Halliwell
8	Accredited by	University of Chichester Collaborative Partner: Peter Symonds College, Adult and Higher Education
9	Entry requirements	120 credits at Level 4
10	Aims	<p>The rationale and aims of this module are detailed by students in a project proposal. It follows that this module will be unique in terms of its aims. The primary aim is to undertake a project which will require implementation of research methods within the insurance environment or context. All students will be required to maintain a learning journal during the course of their project</p>
11	Learning Outcomes	<p>On completion of this module the successful student will be able to:</p> <p>LO1 Produce a research question, justification and plan for their project;</p> <p>LO2 Demonstrate and analyse the potential usefulness of the project and justify approach taken.</p> <p>LO3 Produce a project which demonstrates the appropriate use of sources of knowledge and evidence.</p> <p>LO4 Evaluate information gathered, identify potential alternatives, evaluation of information used to plan and develop ideas as well as solutions; and Self-appraise and reflect upon practice.</p>
12	Indicative Curriculum Content	<ul style="list-style-type: none"> • Re-cap of content in COR54 • Statistical methods, presentation of data and analysis of results, • Programme of activities designed to fulfil the project proposal to meet specific objectives agreed between college tutor and student. This module allows students to determine their own learning in agreement with their tutor and work place if appropriate.
13	Learning Strategies	<p>Students will identify a mainly self-managed project with definable outcomes. Learning outcomes will be linked to assessment criteria. Students are expected to organise their studies, and other activity, to reflect the insurance related subject matter of their degree programme, the goals to be addressed, and their personal learning and work styles. This will involve reading, negotiation, research and practical activities. Sign off from employer (where appropriate) and tutor to include ethical considerations will be required.</p>

14 Mode of Assessment

Formative:

Submission of **draft of project proposal**.

Summative:

A project(s) proposal The problem or phenomena identified COR54's assessment can be further developed and action implemented for this assessment.
(800 words, 20%, Learning Outcome LO1 Summative).

A written report which applies and utilises appropriate, relevant theory in the context of the chosen focus of the project as well as assessing the value of the project undertaken.
(3000 words, 60%, Learning Outcomes LO2, LO3 & LO4 Summative).

Reflective learning log.
(800 words, 20%, Learning Outcomes LO5, Summative).

Assessment criteria:

Research proposal:

Students will be assessed against the following criteria:

- 1) Ability to select and formulate a suitable research question and rationale
- 2) Ability to select a suitable research design.
- 3) Ability to produce a realistic research plan with achievable timescales appropriate to level 5 study.

Extended Project:

Students will be assessed against the following criteria:

- 1) Ability to implement the project proposal effectively.
- 2) Ability to recognise and respond to any moral, ethical and safety issues as they relate to the insurance industry and working within it.
- 3) Ability to apply relevant theory appropriately to their project.
- 4) Ability to demonstrate at a level appropriate to the award, a critical approach in enquiry and a readiness to question existing practice, information or processes and potential to create new knowledge.
- 5) Ability to evaluate, critically assess evidence and draw conclusions in the context of research methodologies and data sources.

Reflective Learning Log:

Students will be assessed against the following criteria

- 1) Be able to reflect and explain how aspects of theory and/or key journals/books contributed to your learning.
- 2) To reflect and explain how you felt about the assessment, what it has contributed to your learning about yourself and how you learn, a metacognitive stance is taken (i.e. critical awareness of one's own process of mental functioning, including reflection).
- 3) Evidence of original thinking, own views are clearly stated with substantiating evidence and key points realised about self and learning presented with an explanation of how this will impact future learning.

15 Indicative reading

Essential reading:

Bell, J. and Waters, S, (2014) *Doing Your Research Project: A Guide for the First Time Researchers*. Berkshire: McGraw Hill.

Ryall, E. (2010) *Critical Thinking for Students*. Exeter: Learning Matters Ltd.

Thomas, G. (2013) *How to do your Research Project: A Guide for Students in Education & Applied Social Services*. London: Sage Publications Ltd.

Recommended reading:

Clough, P. & Nutbrown, C. (2007) *A Student's Guide to Methodology*. London: Sage Publications Ltd.

Forsyth, P. (2008) *How to Write Reports & Proposals*, 2nd edn, London: Kogan Page Ltd.

Machi, L. and McEvoy, B. (2009) *The Literature Review*,. London: Sage Publications Ltd

Silverman, D. (ed.) (2004) *Qualitative Research: Theory, Method and Practice*.

Year 3, Level 6, Term 1

1	Module Code	INS01 (IN61)
2	Module Title	Leadership and Management Theory
3	Level	6
4	Credit points	20
5	Start date	September
6	Programme	BA (Honours) Insurance
7	Module Tutor	Andy Ivory
8	Accredited by	University of Chichester Collaborative Partner: Peter Symonds College, Adult and Higher Education
9	Entry requirements	240 credits at Level 5
10	Aims	The aim of this module is to develop students understanding and abilities around Leadership and management in Insurance. The module will include theoretical perspectives on leadership and management and the application of them. Students will be required to have some leadership experience to complete reflection and apply the skills.
11	Learning Outcomes	At the conclusion of this module students should be able to: LO1 Understand contemporary factors affecting leadership and management LO2 Critically evaluate theories of leadership and management with reference to an insurance context. LO3 Critically evaluate your style of management and/or leadership and make recommendations for development.
12	Indicative Curriculum Content	Leadership vs. management. Skills required for managers and leaders. Management responsibilities in insurance. Leadership styles. Theories of Management / leadership Leadership Models. Contemporary factors: <ul style="list-style-type: none"> - Social media. - Remote leadership. - Supporting wellbeing of employees. - Current legislation. - Generational differences. - Tools for Self Analysis.
13	Learning Strategies	There will be a series of lead lectures to provide a framework for students to work on interactive tasks both individually and in small teams. The emphasis of this module is leadership <i>in insurance</i> and students will be required to make reference to practice throughout the unit and assessment. It would be highly beneficial for students to be in

	<p>a leadership / supervisory role during this time, however, if this is not possible then employers should provide opportunity for simulation and application of skills learned.</p>
<p>14</p>	<p>Mode of Assessment</p> <p>Formative :</p> <p>Submission of draft essay on management structure Plan of reflective essay</p> <p>Summative:</p> <p>An essay detailing the management structure of own organisation and critical analysis of the types leadership & management styles used within the organisation, its effectiveness and justification for conclusions drawn. It should also consider possible improvements and/or developments. Your report should refer to leadership models and management theories. (2750 words, 60%, Learning Outcomes LO1 & LO2 Summative).</p> <p>A portfolio of research into own management and /or leadership style with a commentary providing a critical analysis of own management and/or leadership style with recommendations for future development/enhancement. (1850 words ,40%, Learning Outcome LO3 Summative).</p> <p>Assessment Criteria:</p> <p>The criteria by which the report will be awarded marks is that students will:</p> <ul style="list-style-type: none"> • Demonstrate knowledge of the management structure in own organisation • Demonstrate awareness of a range of leadership models • Coherent and considered commentary of the management structure at own organisation • Realistic and achievable recommendations for improvement with regard to own organisation. • Critical analysis of contemporary issues in leadership and management and their impact • Present written response appropriately, using academic referencing and conventions suitable for level 6. <p>The criteria by which the portfolio will be awarded marks is that students will:</p> <ul style="list-style-type: none"> • Utilise a range of tools to evaluate own leadership & management skills • Critical evaluation of own practice with regard to leadership in an insurance context • Realistic and achievable recommendations for improvement with regard to own practice. • Present written response appropriately, using academic referencing and conventions suitable for level 6.

15 Indicative reading

Essential reading

Cottrell, S. (2005) *Critical Thinking Skills: Developing Effective. Analysis and Argument (Palgrave Study Guides)*. Basingstoke: Palgrave Macmillan.

Jackson, B. & Parry, K. (2011) *A very short fairly interesting and reasonably cheap book about studying leadership*. London: Sage Publications. Ltd.

Maoun, M. (2014) *The insurance manager's playbook: a leader's guide*. North Charleston: CreateSpace.

McGrath, J. & Bates, B. (2013) *The little book of big management theories: and how to use them*. Harlow: Pearson.

Northouse, P. (2013) *Leadership: theory and practice*. London: Sage publications Ltd.

<https://www.mindtools.com>

1	Module Code	INS605 (IN62)
2	Module Title	Contemporary Issues in Insurance
3	Level	6
4	Credit points	20
5	Start date	September
6	Programme	BA (Honours) Insurance
7	Module Tutor	Karl Halliwell
8	Accredited by	University of Chichester Collaborative Partner: Peter Symonds College, Adult and Higher Education
9	Entry requirements	240 credits at Level 5
10	Aims	To develop student's professional knowledge and professionalism for future practice. To develop and enhance skills of critical engagement and argument through an exploration of contemporary issues which affect the insurance industry.
11	Learning Outcomes	LO1 Identify and critically analyse contemporary issues of concern and interest to those working in the insurance industry. LO2 Critically appraise the impact of selected contemporary issues on those working in the sector. LO3 Develop presentation skills relevant to academic conferences.
12	Indicative Curriculum Content	The content will be adaptable in order to change with the relevant issues arising in insurance but likely content will include: <ul style="list-style-type: none"> • Telematics & insurance. • Big data & insurance. • Modern insurance fraud – Crash for cash. • The aggregator-led insurance chain. • The impact of social media on insurance. • The future of motor insurance – driver-less cars. • Cyber/ e-risk – the uninsurable major threat? • Ransom payments by insurers. • Ultra-high net-worth insurance. • Insurance distribution directive. • Drone insurance. • Solar Weather. • Globalisation of the population.
13	Learning Strategies	Through lectures, discussion and guest speakers students will gain an awareness of the variety of issues that affect those working in insurance. Seminars will also allow students to develop greater critical analysis skills and for discussion into the areas under discussion. Students will be encouraged to utilise recent reports and coverage

	<p>of insurance issues to highlight issues that occur. There will be extensive use of guest speakers to ensure relevance and real-world application.</p>
<p>14</p>	<p>Mode of Assessment</p> <p>Formative:</p> <p>A proposal for a seminar paper on a contemporary issues. Research and reading on the contemporary issue to be utilised in seminar discussion.</p> <p>Draft of the presentation to be submitted for approval.</p> <p>Summative:</p> <p>A academic paper, suitable for publication, which focuses on a contemporary issue, including a critical evaluation of the implications for those working in the insurance industry. (3000 words, 60%, Learning Outcomes LO1 & LO2 Summative).</p> <p>Presentation of the paper at a student conference held internally with external guests from a variety of jobs in insurance. (15 minutes presentation plus 5 minutes of questions, 40%, Learning Outcome LO3 Summative).</p> <p>Assessment Criteria:</p> <p>The essay will be assessed according to the extent to which it:</p> <ul style="list-style-type: none"> Critically evaluates a contemporary issue in insurance and the impact it has on those working in insurance. Is written in a suitably academic style relevant to publication. Utilises a wide range of suitable resources critically. <p>The presentation will be assessed according to the extent to which the student:</p> <ul style="list-style-type: none"> Demonstrates a professional approach suitable for conference speaking, including aspects such as time keeping. Presents findings using appropriate referencing, grammar, punctuation. Concisely presents findings utilising appropriate sources and critical analysis. Is able to answer questions from the audience in a confident manner.
<p>15</p>	<p>Indicative reading</p> <p>Essential reading</p> <p>The Journal- Chartered Insurance Institute Insurance Hound – http://www.insurancehound.co.uk</p> <p>Stay informed by using the following websites:</p> <p>Financial Times – http://www.ft.com/uk Insurance Times – http://www.insurancetimes.co.uk The Guardian, Insurance pages – http://www.theguardian.com/money/insurance Post Magazine – http://www.postonline.co.uk Lloyds of London – http://www.lloyds.com</p>

Yaer 3, Level 6, Term 2

1	Module Code	INS604 (COR61)
2	Module Title	Dissertation
3	Level	6
4	Credit points	40
5	Start date	January & April (across two terms)
6	Programme	BA (Honours) Insurance
7	Module Tutor	Karl Halliwell/Andy Ivory
8	Accredited by	University of Chichester Collaborative Partner: Peter Symonds College, Adult and Higher Education
9	Entry requirements	240 credits at Level 5
10	Aims	<p>The research project aims to allow students to experience the research process in a systematic supervised way and provides an opportunity for carrying out substantial, independent research in a chosen area within a field of insurance. It provides an opportunity for students to select, manage and execute a programme of investigation in an area of study of their own choice but related to their degree pathway. In so doing students deepen their learning develop their ability to interpret information to draw informed conclusions and to promote ability to conduct subsequent research which will be of value in their future careers.</p>
11	Learning Outcomes	<p>LO1 Apply theoretical principles and research techniques to a problem in the insurance industry.</p> <p>LO2 Justify and plan for a chosen research question demonstrating consideration of any ethical considerations.</p> <p>LO3 Demonstrate competence in research design, execution and analysis.</p> <p>LO4 Synthesise and critically evaluate information and data gathered to draw informed conclusions.</p> <p>LO5 Reflect critically on a) the research process; and b) research findings identify implications for own practice in the future.</p>
12	Indicative Curriculum Content	<p>Students are encouraged to identify a research question relevant to their degree pathway which is of interest and relevance to their studies. An appropriate approach to addressing the question is then determined through discussion with tutors who have relevant theoretical and practical expertise in the student's chosen area. The investigation may be based within a single discipline, or it may involve more than one discipline, but it must be based within the student's chosen degree programme. In all cases, tutors will advise on the capability of the student to complete the complexity of the study in the time available and with the necessary resources. Teaching sessions will include a recap of the following topics covered at level: 5 and will include an overview of the research philosophies, methodology and methods, guidance on research process, writing a research proposal, carrying out a literature review, ethics,</p>

	<p>preparing a research proposal, statistical methods, presentation of data and analysis of results, reliability and validity of research methods and data.</p>
<p>13</p>	<p>Learning Strategies</p> <p>Students are introduced to the preparation of a research project during their relevant work based learning modules at levels 4 and 5. A recap of key aspects covered in these modules along with a series of lectures in term 1 will provide students with the skills to consider research philosophies, methodology and methods as well as statistical tools useful for research in this area.</p> <p>Students are introduced to the preparation of a research project during their relevant research modules at Level 5. Students will be asked to submit a research proposal of 2000 words and to present this for formative assessment to the group. Students are encouraged to seek guidance with their tutor during this early planning stage of their research project.</p> <p>Students are required to work independently during their third year, in consultation with, and with support of the tutor, reading, collecting data and performing analyses.</p> <p>Students will be expected to work closely with their supervisor and submit regular drafts of their dissertation work to their supervisor over the course of the academic year. Upon arrangement by the student the project supervisor will initially assist in the following processes</p> <ol style="list-style-type: none"> 1. Clarifying the terms of the research project. 2. Establishing a timetable for the research and dates for subsequent student/supervisor meetings. 3. Directed background reading. 4. Study design, methodology, ethical approval (where necessary) and statistical analysis. <p>Supervisory support will form a key part of the teaching method, but ultimately, most of the learning will be student-centred. Supervisor meetings will continue periodically through the Project. A typical amount of contact time the student can expect is between eight and ten hours with the supervisor. Each meeting will be logged and a summary of the outcome should be signed by both parties using the appropriate proforma.</p>
<p>14</p>	<p>Mode of Assessment</p> <p>Formative:</p> <p>Presentation of the research proposal to the group Presentation of progress to date at mid-point of the research process Submission of one draft of each chapter to their research project</p> <p>Summative:</p> <p>A research proposal (1800 words, 20%, Learning Outcome LO2, Summative).</p>

Research project : The final report will be 7,200 words in length (plus or minus 10%) excluding the list of references and appendices.
(7200 words, 80%, Learning Outcomes LO1, LO3, LO4 & LO5 Summative).

Assessment Criteria:

For the **research project** students will be assessed against the following criteria:

- Rationale, including clear research objectives
- Literature base and critical review
- Methodology and implementation of research
- Presentation of findings and analysis of data
- Critical discussion of findings
- Conclusions and recommendations

Students will be required to conduct primary research and, on the basis of the data, write up the research. Core skills of logical argument and coherent reasoning, evidence of reflection on practice and the relation of principles to practice will be assessed throughout.

15 Indicative reading

Essential reading

Bryman, A. (2008). *Social Research Methods*. 3rd edn. Oxford: Oxford University Press.

Clough, P. and Nutbrown, C. (2012) *A Student's Guide to Methodology*, 3rd edn. London: Sage Publications Ltd.

Field, A. (2009) *Discovering Statistics Using SPSS*. 3rd edn. London: Sage Publications Ltd.

Robson, C. (2002) *Real World Research*. 2nd edn. London: Blackwell.

Rudestan, K.E. & Newton, R. (2001) *Surviving your research project*. 2nd edn. London: Sage Publications Ltd.

Sirkin, R.M. (2006). *Statistics for the Social Sciences*. London: Sage Publications Ltd.

Thomas, G. (2009) *How To Do Your Research Project*. London: Sage Publications Ltd.

Wolcott, H.F. (2001) *Writing Up Qualitative Research*. 2nd edn. London: Sage Publications Ltd.

Year 2, Level 6, Term 2

1	Module Code	INS604 (IN63)
2	Module Title	Strategic Management
3	Level	6
4	Credit points	20
5	Start date	January
6	Programme	BA (Honours) Insurance
7	Module Tutor	David Winders
8	Accredited by	University of Chichester Collaborative Partner: Peter Symonds College, Adult and Higher Education
9	Entry requirements	240 credits at Level 5
10	Aims	<p>This module aims: to provide an understanding of strategic analysis, strategic decision-making and strategic processes within the insurance industry. The module content combines approaches to strategic management, concepts and frameworks, and issues in strategic management. In particular, the themes covered include: internal and external environment, strategic options, selection and evaluation, strategy implementation and evaluation. The benefits and limitations of a range of approaches will be covered and learners will be able to make informed decisions regarding their own practice.</p>
11	Learning Outcomes	<p>At the conclusion of this module students should be able to:</p> <p>LO1 Recognise the different models of, and approaches to, strategic management, and interpret these as bases of strategic choice.</p> <p>LO2. Demonstrate a critical knowledge of selected strategy literature.</p> <p>LO3 Analyse an organisation's competitive environment, evaluate competitive positions, and identify core competences and strategy.</p> <p>LO4 Assess existing strategy through the application of appropriate strategic models, identification of future strategic choices, and possible methods for evaluation and correction of strategy for a specific organisation.</p> <p>LO5 Feedback on others assessments carried out in LO4 in a constructive manner</p>
12	Indicative Curriculum Content	<ul style="list-style-type: none"> • The strategic management process – strategy analysis, strategy direction, strategy formation, strategy implementation, strategy evaluation. • Theories & strategic implementation tools – to include but not exclusively; Mintzberg 5 P's for Strategy, SWOT/PEST Analysis, core competence identification, Porter 5 Forces, Porter Generic Competitive Strategies, Ansoff's Matrix, balanced score card, critical success factors, Booze Balls, critical evaluation and application of these theories/tools

	<ul style="list-style-type: none"> • Utilisation of case studies to assess existing strategy and future strategic choices. • Implementing strategy through the products, services systems, structures and culture of the organisation, Organisational change & development. • New product development and innovation.
13	<p>Learning Strategies</p> <p>There will be a series of lead lectures to provide a framework for students to work on interactive tasks both individually and in small teams. The emphasis of this module is on building knowledge around the fundamentals of strategic planning and management in insurance. At the end of the module learners should be able to review strategic management from a number of perspectives and make informed decisions. The module aims to build awareness of the wider impact of strategic management and planning decisions in an insurance context.</p>
14	<p>Mode of Assessment</p> <p>Formative :</p> <p>Working initially in small groups using the case study provided and any other information you are able to research carry out a SWOT or PEST analysis, decide what the strategic direction of the organisation is (mission/vision/objectives), decide what strategic options it has chosen, providing reasons to support your decisions, explain how the organisation appears to be implementing its strategic options and suggest possible future strategy. Present findings to whole class.</p> <p>Upload an essay draft on to moodle and obtain peer feedback on it.</p> <p>Summative:</p> <p>An essay which analyses the competitive environment, evaluates its competitive positions and identifies the current strategy of an organisation in the insurance sector applying tools and theory covered. Identify the strategic choices made by the organisation and explain how they have been implemented identify possible future strategic choices, and suggest how they might be implemented, monitored and corrected if necessary and evaluated. Provide a critical evaluation of the limitations of any tools or theory utilised. (3700 words, 80%, Learning Outcomes LO1, LO2, LO3 & LO4 Summative).</p> <p>Completion of peer feedback on draft essay via module discussion forum. (1000 words, 20%, Learning Outcome LO5 Summative).</p> <p>Assessment Criteria:</p> <p>The criteria by which the report will be awarded marks is that students will:</p> <ol style="list-style-type: none"> 1. The report should show evidence of critical thinking, problems solving and decision making skills. 2. Business strategy tools, models and concepts should be applied competently to the specified case study.

3. Communication should be effectively structured, citing relevant references to support propositions.
4. Business strategies proposed should be reasoned, realistic and justified

The criteria by which the **peer feedback** on the draft report will be awarded marks is that students will:

1. Demonstrate an ability to provide constructive feedback to peers (i.e. identify both positive and negative aspects both in terms of content and construction and to make suggestions for improvements).
2. Identify how at least one other model studied might be applied in the context of the report in consideration.

15 Indicative reading

Essential reading

Cottrell, S. (2005) *Critical Thinking Skills: Developing Effective. Analysis and Argument (Palgrave Study Guides)*. Basingstoke: Palgrave Macmillan.

Lynch, R. (2015) *Strategic Management*. Harlow: Pearson.

Henry, A.E. (2011) *Understanding Strategic Management*. Oxford: Oxford University Press.

Thoyts, R. (2010) *Insurance theory and practice*. Oxford. Routledge.

Year 3, Level 6, Term 3

1	Module Code	INS602 (IN62)
2	Module Title	Management Information and Technology for Insurance
3	Level	6
4	Credit points	20
5	Start date	April
6	Programme	BA (Honours) Insurance
7	Module Tutor	
8	Accredited by	University of Chichester Collaborative Partner: Peter Symonds College, Adult and Higher Education
9	Entry requirements	240 credits at Level 5
10	Aims	The aim of this module is to develop students understanding and knowledge of the role of Management information and technology in insurance operations. At the conclusion of the module learners will be able to make informed decisions on how they can use management information and technology for their own practice and in an insurance context.
11	Learning Outcomes	At the conclusion of this module students should be able to: LO1 Critically evaluate the use of management information (data) in insurance. LO2 Critically evaluate the use of information and communication technology in customer relationship management. LO3 Critically Evaluate the use of information and communication technology in administration for insurance.
12	Indicative Curriculum Content	What is management information? Interpreting data. Using data to inform underwriting decisions. Using data to measure performance. Telematics for insurance. Communication technology . Customer relationship management and technology.
13	Learning Strategies	There will be a series of lead lectures to provide a framework for students to work on interactive tasks both individually and in small teams. The emphasis of this module is on how technology and management information is currently used, and may be used in the future to support insurance operations. The module will consider the customer and insurer perspectives and the limitations as well as the benefits.

<p>14</p>	<p>Mode of Assessment</p> <p>Formative Submission of an report plan</p> <p>Summative: A report which critically evaluates the use of technology and management information in an insurance context. You may use examples from your own practice or case studies to support your arguments.</p> <p>Your report should also critically evaluate the use of management information and communication technology throughout the customer and insurer journey in the administration of insurance products and explain how both contribute to aiding decision making in relation to issues such as pricing, product development, supporting customer relations management and performance management.</p> <p>It could also include an analysis of any new business models or innovations in the insurance sector emerging in response to new technology and/or recommendations for improvement. (4600 words, 100%, Learning Outcomes LO1, LO2 & LO3 Summative).</p> <p>Assessment Criteria:</p> <p>The criteria by which the report will be awarded marks is that students will:</p> <ul style="list-style-type: none"> • Demonstrate knowledge of management information used in own organisation • Awareness of benefits and limitations of technology used in insurance • Demonstrate ability to critically evaluate using evidence • Awareness of both organisational and consumer perspectives • Realistic and achievable recommendations based on evidence • Demonstrate knowledge of technology as a tool for customer relationship management • Present written response appropriately, using academic referencing and conventions suitable for level 5. <p>Present material using appropriate language, spelling and punctuation and citing relevant references.</p>
<p>15</p>	<p>Indicative reading</p> <p>Essential reading</p> <p>Buttle, F. and Maklan, S. (2015) <i>Customer relationship management: concepts and technologies</i>. Abingdon: Routledge.</p> <p>Cottrell, S. (2005) <i>Critical Thinking Skills: Developing Effective. Analysis and Argument (Palgrave Study Guides)</i>. Basingstoke: Palgrave Macmillan.</p> <p>Laudon, K. and Laudon, J. (2011) <i>Management Information Systems</i>. Harlow: Pearson Education Limited.</p> <p>Nicoletti, B. (2015) <i>Digital Insurance: Business innovation in the post-crisis era</i>. Basingstoke: Palgrave.</p>

	<p>Thomas, R. and McSharry, P. (2015) <i>Big Data Revolution: What Farmers, Doctors and Insurance Agents teach us about discovering big data patterns</i>. Chichester: John Wiley and Sons.</p>
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