

# THE CYPRUS INTERNATIONAL INSTITUTE OF MANAGEMENT

## COURSE UNIT DESCRIPTION

Course Unit Title	<b>RISK AND INSURANCE MANAGEMENT</b>	
Course Unit Code	FB515	
Type of Unit	Elective	
Level of Course Unit	Second cycle	
Year of Study	First / second year	
Number of ECTS Credits	6 ECTS	
Course Unit Objectives	This course aims at providing students a firm foundation in the general principles of risk and uncertainty that we all face in our everyday lives as well as familiarity with the concept of insurance as a risk transfer mechanism. It also aims at providing an insight in how insurers assess, price, accept risks and through the use of sophisticated methods manage their exposures. Last but not least, its objective is to familiarize students with the regulatory framework which will be challenging the insurance industry in the years to come.	
Learning Outcomes	On completion of this course students are expected to:	
	CILO 1	Describe risk in its business context.
	CILO 2	Describe the basic functions of insurance and its legal principles.
	CILO 3	Describe the process behind the underwriting, pricing of risks as well as the management of claims.
	CILO 4	Describe the role of the regulatory framework in the operations of insurance companies.
	CILO 5	Assess ethical issues surrounding the insurance industry.
Name of Lecturer(s)	Mr. Christodoulos Proestos	
Mode of delivery	Face to Face	
Prerequisites or corequisites	None	
Course Content	1. Risk and Uncertainty	CILO 1
	2. Classification of risks	CILO 1
	3. Risk and the need for insurance	CILO 2
	4. How Insurance works – Importance of Insurance	CILO 2
	5. The Insurance market place	CILO 2
	6. The nature of insurance	CILO 2
	7. Underwriting and Premium Rating	CILO 3
	8. Insurance cycle and underwriting considerations	CILO 3
	9. Managing exposures	CILO 3
	10. The management of claims	CILO 3
	11. Risk management for insurers	CILO 3
	12. Insurance Regulation	CILO 4
	13. Financial Management of Insurance Companies	CILO 4
	14. Business Ethics and Ethics in Insurance	CILO 5
	15. Conclusion	CILO 1,2,3,4,5
Recommended or required reading	<a href="http://www.iac.org.cy/">http://www.iac.org.cy/</a> <a href="http://search.ebscohost.com">http://search.ebscohost.com</a> (log in through moodle)	
Planned learning activities	Lectures, in-class assignments, in-class debates and discussion	
Assessment methods and criteria	100% Assignment	
Language of Instruction	English	
Work Placement(s)	Not applicable	



<b>Course Unit Title</b>	<b>DIGITAL MARKETING – GROUP PROJECT</b>	
<b>Course Unit Code</b>	MA651	
<b>Type of Unit</b>	Elective	
<b>Level of Course Unit</b>	Second cycle	
<b>Year of Study</b>	First/second year	
<b>Number of ECTS Credits</b>	4.5 ECTS	
<b>Course Unit Objectives</b>	The objective of this course is for participants to apply, practice and master the knowledge which they have acquired in the ‘Digital Marketing – Professional DMI Diploma’ course to a group project to build brands and drive sales.	
<b>Learning Outcomes</b>	On completion of this course students are expected to:	
	CILO 1	Apply a strategic approach to digital marketing to contribute significantly to the achievement of marketing objectives of a specific project.
	CILO 2	Develop appropriate (digital) marketing objectives for the specific project and suggest appropriate digital channels to contribute to their achievement.
	CILO 3	Practice the application of the various digital marketing tools for the success of a specific project.
	CILO 4	Set up a complete digital marketing strategy for a specific project and prepare a professional presentation to a client.
<b>Name of Lecturer(s)</b>	Prof. Mike Berry	
<b>Mode of delivery</b>	Face to Face	
<b>Prerequisites or co-requisites</b>	None	
<b>Course Content</b>	1. Introduction to the group project in Digital Marketing	CILO 1,2
	2. Search Engine Optimisation & Paid Search Advertising	CILO 3
	3. Email Marketing	CILO 3
	4. Mobile Marketing	CILO 3
	5. Social Media Marketing	CILO 3
	6. Developing Digital Marketing Strategy	CILO 1,2,4
	7. Group Presentations & Feedback	CILO 4
<b>Recommended or required reading</b>	<p>DMI slides and course materials</p> <p><u>Textbooks:</u></p> <p>Ryan, D. (2014) <i>Understanding Digital Marketing</i> (3rd ed.) Kogan Page</p>	

	<p>Chaffey, D. &amp; Ellis-Chadwick, F. (2012). <i>Digital Marketing: Strategy, Implementation and Practice</i> (5th ed.). Pearson.</p> <p>Rowles, D. (2014). <i>Mobile Marketing: How Mobile Technology is Revolutionizing Marketing, Communications and Advertising</i>. Kogan Page</p> <p>Berry, M. &amp; Sinisalu, H. (2015) <i>The Best Of Global Digital Marketing Storybook 2</i>. Best Marketing International</p> <p>Solis, B (2013) <i>What's the Future of Business?: Changing the Way Businesses Create Experiences</i>, John Wiley</p> <p><u>Journals:</u></p> <p><i>Journal of Strategic Marketing</i>, <i>Journal of Marketing</i>, <i>Harvard Business Review</i>, <i>Journal of Direct, Data and Digital Marketing Practice</i> (Palgrave Macmillan)</p> <p><u>Online sources:</u></p> <p><a href="http://econsultancy.com/uk/blog">http://econsultancy.com/uk/blog</a></p> <p><a href="http://www.smartinsights.com">http://www.smartinsights.com</a></p> <p><a href="http://www.mashable.com">http://www.mashable.com</a></p> <p><a href="http://www.brandrepublic.com">http://www.brandrepublic.com</a></p> <p><a href="http://www.iabuk.net">http://www.iabuk.net</a></p> <p><a href="http://figarodigital.co.uk">http://figarodigital.co.uk</a></p> <p><a href="http://www.clickz.com">http://www.clickz.com</a></p> <p><a href="http://moz.com/">http://moz.com/</a></p> <p><a href="http://www.socialmediaexaminer.com">http://www.socialmediaexaminer.com</a></p> <p><a href="http://www.google.com/think/">http://www.google.com/think/</a></p>				
<p><b>Planned learning activities and teaching methods</b></p>	<p>Lectures; in-class discussion and debates; in-class exercises; group work, presentations; videos. Group work is the key activity in this course.</p> <p>This course requires the use of computer. <b>Please bring your laptop to class.</b></p>				
<p><b>Assessment methods and criteria</b></p>	<table border="0"> <tr> <td>-Group Presentation</td> <td>50%</td> </tr> <tr> <td>-Individual written report</td> <td>50%</td> </tr> </table>	-Group Presentation	50%	-Individual written report	50%
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-Individual written report	50%				

	TOTAL 100%
<b>Language of Instruction</b>	English
<b>Work Placement(s)</b>	Not applicable