

# Course Descriptions

## Basic modules with special reference to insurance

## The MBA study modules

### Marketing

- The Marketing Environment
- Consumer Buying Behavior
- Product/Pricing Decisions
- Developing and Managing Products
- Pricing Concepts/Setting Prices

Ref : IIM 546

### Organizational Theory & Behavior

- Individual & Organizational Learning
- Decision Making, Leadership
- Power & Influence/Conflict & Negotiation
- Group Dynamics & Team Work / Team Building
- Organization Design and Development : structure & Management Systems
- Leadership

Ref : IIM 521

### Corporate Finance

- Financial statements and cash flows
- Forecasting and ratio analysis
- Decision rules for investment decisions
- Topics in strategy and valuation
- Capital Asset Pricing Model

Ref : IIM 573

### Business law and ethics

- Schools of Jurisprudential Thought
- Legal Authorities & Business Regulation
- Comparative Administrative & Employment Law
- Overview of ethics
- Principles of ethical decision making

Ref : IIM 550

### Accounting

- Overview of Accounting Theory
- Financial statements - Income Statement; Balance Sheet; Working Capital; Cash Flow
- Long-term assets – Property; Plant & equipment; Investments; Intangibles
- Long-term liabilities - Income tax; Leases; Pensions; Other post-retirement benefits
- International accounting

Ref : IIM 571

### Statistics

- Correlation, Regression, Probability
- Measures of central tendency & dispersion
- Discrete & continuous distributions

- Sampling and sampling distributions
- Hypothesis testing

Ref : IIM 530

### Economics

- Aggregate demand management
- Role of money
- Labor market policies
- Economic growth in the short and long run
- Monetary policy in closed and open economies
- The European Central bank and its objectives

Ref : IIM 560

### Management Information Systems

- IS, IT & a Systems Approach to Management
- Managing Information and Knowledge
- IS/IT infrastructure & competitive advantage
- IS/IT & new organizational forms
- Redesigning businesses and processes

Ref : IIM 534

### Strategy

- Context of strategic management
- Analysis of the environment
- Analysis of the Company's competencies
- "Envelop" & "Inferred", formulating and implementing, corporate strategy

Ref : IIM 510

### Operations Management

- Value engineering & design cost
- Process and organization to design
- ABC and process performance
- Process control & continuous improvement
- TPM and Quality management
- Operational planning

Ref : IIM 536

### General and legal framework of insurance

- Notion of risk
- Principle of precaution
- Insurability
- Review of the basic principles of insurance
- Insurance contracts
- Insurance companies
- The Mutual societies known as the "Mutuelles 45"
- Providence societies

### Insurance products 1

#### Life and pensions business

- Further study of insurance techniques
- Life insurance, Bancassurance
- Main issues in retirement pension insurance and systems
- Health insurance – a look at health risks worldwide
- Assistance services
- Personal protection insurances

### Insurance products 2

#### Property damage and liability insurances

- Property damage insurance

- Transport insurance
- International risks
- Liability insurance – international comparisons
- Legal defence insurance
- The economic issues in Reinsurance

### A global view of the insurance market players

- Presentation of the insurance markets
- The London market
- French and European market bodies (FFSA, GEMA, CEA, AISAM, etc)
- Role of the European institutions

### Presentations & Dissertation

- Undertake a dissertation and present it to a jury
- Presenting projects in front of Management committees
- Composing Product information material

### Insurance English

- Using British / American insurance vocabulary
- Taking part in international meetings
- Making presentations in English

## Conditions for obtaining the MBA degree

→ All course modules are subject to assessment (continuous assessment, individual and group work). The diploma MBA Manager specialising in Insurance is conferred by the Cnam-IIM after examination of the candidate by a jury at the end of the course and on condition the student has reached a minimum of 10 in all marks during the course and is given a mark of at least 12 (average) by the examining jury for his/her dissertation.