

Enforcement Rules for Finance and Insurance Product Marketing Focused Course Program of the School of Management at Ming Chuan University

Passed at the Academic Affairs Committee Meeting on December 20, 2012

Passed at the School Affairs Committee Meeting December 03, 2012

Passed at the Department Affairs Committee Meeting November 20, 2012

Article 1. In accordance with the Procedures for Establishing Cross-school, Cross-department, and Cross-disciplinary Degree and Course Programs, Enforcement Rules for Finance and Insurance Product Marketing Focused Course Program (hereinafter called the Rules) were established to cultivate professionals in the fields of risk management and insurance with a more comprehensive and global worldview.

Article 2. The program committee consists of 5 to 7 committee members. One member shall be elected as the convener by and from the entire membership of the committee. Program committee is responsible for program curriculum planning.

Article 3. The responsible unit for this program is the Risk Management and Insurance Department of the School of Management.

Article 4. Upon being passed at the Department Curriculum Committee Meeting, School Curriculum Committee Meeting and University Curriculum Committee Meeting and the Academic Affairs Committee Meeting, and approved by the president, the list of the required courses and associated credit hours was announced and implemented.

Article 5. All undergraduate students of Ming Chuan University can apply for this program through MCU Student Information System and be admitted upon approval.

Article 6. Students must complete 20 credit hours. Among them, at least 6 credits shall come from the outside of the departments of the student's major and minor. After the completed credits are reviewed by Economics and Banking Department and approved by the president, the certificate will be issued by the University.

Article 7. With the exception students in the Teacher Education Program who are eligible to extend their study period in accordance with regulations outlined in Procedures for Establishing Teacher Education Centers, if students taking the program related to these Rules meet the requirements for graduation in their original department or graduate program but have not completed the credits required for the program, they are limited by regulations outlined in University Law and may not extend the number of years required for graduation.

Article 8. The program will be reviewed periodically by the School of Management, including the numbers of applicants, certificates obtained, and students' satisfaction levels. Revision or termination of the program shall be made according to the assessment results.

Article 9. Matters not covered in these Rules will be dealt with in according with the General Provisions for Study which have been established at this institution, and other

relevant regulations.

Article 10. Upon being passed at the Department Affairs Committee Meeting, School Affairs Committee Meeting and Academic Affairs Committee Meeting, and approved by the president, these regulations may be announced and implemented. Any revision must follow the same procedure.

****In the event of any inconsistency or discrepancy between the Chinese and other language versions of this document, the Chinese version shall prevail.****

Course Outline of Finance and Insurance Product Marketing Focused Course Program

Responsible Unit: Risk Management and Insurance Department

Course Type	Course Name & Number	Credits	Note
Required	Risk and Insurance 56101/ Insurance	4/3	Department of RM & Insurance Department of Accounting
Required	Life Insurance 56203/56210	4/3	Department of RM & Insurance
Required	Property Insurance 56204/56211	4/3	Department of RM & Insurance
Elective	Insurance Marketing 56483	3	Department of RM & Insurance
Elective	Insurance Law 56404/56322/ 65314,41302	4/3/ 2	Department of RM & Insurance Department of Financial Law Department of Law
Elective	Social Insurance 56235/56247	4/3	Department of RM & Insurance
Elective	Casualty Insurance 56234/56246,	4/3	Department of RM & Insurance
Elective	Transportation Insurance 56362	3	Department of RM & Insurance
Elective	Annuity Insurance and Retirement Annuity Planning 56364,	3	Department of RM & Insurance
Elective	Group Insurance 56350	3	Department of RM & Insurance
Elective	Automobile Insurance 56251	3	Department of RM & Insurance
Elective	Regulation of Finance and Insurance 56365	3	Department of RM & Insurance
Elective	Personal Financial Planning 56363,54386	3	Department of RM & Insurance Department of Finance
Elective	Ethics for the Insurance Industry 56252/ General Sense and Ethic in Finance 54103	2/3	Department of RM & Insurance Department of Finance
Elective	Service Operations Management 57339	3	Department of Int'l Business
Elective	Financial Regulations 54238	2	Department of Finance
Elective	Financial Instruments Marketing 54363	3	Department of Finance
Elective	Financial Derivatives 54466	3	Department of Finance
Elective	Marketing Management 57303,54361/ Marketing 52333	3	Department of Int'l Business Department of Finance Department of Accounting
Elective	Service Marketing 57438,11486	3	Department of Int'l Business Department of Business Admin.

Elective	Trust Banking 52342	3	Department of Accounting
Elective	Consumer Behavior 57336,11396	3	Department of Int'l Business Department of Business Admin.
Elective	Customer Relationship Management 11241	3	Department of Business Admin.

Note: A maximum of 20 credits for courses should be completed, including the 3 required courses. Among these 20 credits, at least 6 credits should be taken outside this department.