

Subject card

Subject name and code	Insurance in Customer Risk Management, PG_00177682						
Field of study	Finance and Accounting						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2026/2027		
Education level	Master's studies		Subject group		Obligatory subject group in the field of study Optional subject group Subject group related to scientific research in the field of study		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	2		Language of instruction		Polish		
Semester of study	3		ECTS credits		5.0		
Learning profile	academic		Assessment form		exam		
Conducting unit	Department of Banking and Finance -> Faculty of Management -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Piotr Pisarewicz				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	30.0	0.0	0.0	0.0	60
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	60		4.0		61.0	125
Subject objectives	Familiarizing Students with insurance as a tool for managing customer risk. The scope of the subject includes managing individual and corporate customer risk in the area of life insurance and other personal insurance and property insurance.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[FiRMU2_W06] The student possesses a comprehensive understanding of the objectives, essence, nature, and interrelationships of financial processes. They are knowledgeable about how these processes are recorded and the principles of rational decision-making, particularly in terms of strategic decisions and the implementation of changes in this area.	The student identifies the objectives, essence, nature and interrelationships of insurance as a tool for managing customer risk and the principles of rational decision-making in this area.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
	[FiRMU2_K02] The student is prepared to assume professional roles with responsibility, to understand and uphold the principles of professional ethics, and to act in accordance with them. Additionally, the student is committed to fostering achievements and upholding the values and traditions of professions related to finance and accounting.	The student is ready to responsibly perform professional roles, observe and develop the principles of professional ethics and work to ensure their observance in professions related to the insurance sector.	[SK2] presentation/project/paper/report
	[FiRMU2_W07] The student possesses a comprehensive understanding of regulations and legal, organizational, and ethical norms, including the protection of intellectual property relevant to finance and accounting.	The student recognizes and understands the regulations and legal, organizational and ethical standards of the insurance market and insurance products.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
	[FiRMU2_U12] The student can use technologies and IT systems (including advanced ones) to support their professional work in finance and accounting.	The student is able to use information technologies and systems that support professional work in the area of risk management and insurance.	[SU2] presentation/project/paper/report
	[FiRMU2_U05] From a finance and accounting perspective, the student can identify and correctly apply legal, professional, and ethical norms within the realms of management, quality sciences, economics, and finance.	The student is able to correctly apply legal, professional and ethical standards in the context of the insurance area.	[SU2] presentation/project/paper/report

Subject contents	1. The concept of risk - theoretical foundations (definitions, risk elements: danger, physical, moral, motivational, legal hazard, risk classification according to multidimensional criteria, insurable and uninsurable risks). 2. Decision-making in risk conditions: (risk and uncertainty, information asymmetry and the problem of anti-selection (negative selection), abuse, the role of information in risk management and sources of information). 3. Risk management (risk management as a process, methods and tools for risk management and optimization). 4. Household risk management (types and sources of risk, determining tolerance for individual risks, determining priorities in risk management). 5. Formal and legal foundations of the functioning of the insurance sector. The role and tasks of the Polish Financial Supervision Authority regulations in the activities of insurance companies. 6. Analysis of household insurance needs. Modification of the household insurance protection plan. 7. Construction of insurance products for individual clients in the field of personal and property insurance. 8. Risk in the enterprise: the place of risk management in the system of enterprise objectives, sources of risk in the enterprise, types of risk in the enterprise, selection of risk management methods, internal audit as a method of assessing risk management. 9. Analysis of the insurance needs of a corporate client in the area of personal and property insurance. Building an insurance protection plan for the enterprise. 10. Specificity and functioning of group insurance on the domestic insurance market. 11. Insurance distribution, formal and legal principles, entities of the insurance distribution market (agents, brokers, bancassurance, other insurance distribution channels). 12. Digital transformation in insurance: technological innovations, telematics, automation and artificial intelligence as tools for building a competitive advantage.		
Prerequisites and co-requisites	Students should have basic knowledge of finance, economics and the functioning of financial markets.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	The project and its presentation during the exercises	51.0%	50.0%
	Written test - exam during the lecture	51.0%	50.0%
Recommended reading	Basic literature 1. Iwanicz-Drozdowska M. (red.), Ubezpieczenia, Wydawnictwo PWE, 2024. 2. Kwiecień I. (red.), Ubezpieczenia w zarządzaniu ryzykiem działalności gospodarczej, Wydawnictwo Uniwersytetu Ekonomicznego we Wrocławiu, Wrocław, 2017. 3. Wierzbicka E., Ubezpieczenia non-life, CeDeWu, 2022. 4. Ostrowska D., Warelis A., Sowa P., Ubezpieczenia zdrowotne w Polsce i na świecie, CeDeWu, 2017.		

	Supplementary literature	1. Maśniak D., Prawo ubezpieczeniowe, Wydawnictwo UG, Gdańsk, 2020. 2. Kaczmarek T.T., Ryzyko i zarządzanie ryzykiem. Ujęcie interdyscyplinarne, Difin, Warszawa, 2010. 3. Pisarewicz P., Gierusz A., Kowalczyk Rólczyńska P., Pobłocka A., Produkty ubezpieczeniowe, Wydawnictwo UG, Gdańsk, 2020. 4. Janowicz-Lomott M., Spigarska E., Dąbrowski I., Łyskawa K., Finanse ubezpieczeń, Wydawnictwo UG, Gdańsk, 2020. 5. Wycinka E., Szreder M. red., Zastosowania metod ilościowych w ubezpieczeniach, Wydawnictwo UG, Gdańsk, 2020. 6. Bednarczyk T., Bielawska K., Jackowska B., Wycinka E., Ekonomiczne i demograficzne uwarunkowania funkcjonowania i rozwoju ubezpieczeń, Wydawnictwo UG, Gdańsk, 2019. 7. RonkaChmielowiec W. (red.), Ubezpieczenia, C.H.Beck, Warszawa 2016. 8. Rogoziński D., Rekomendacja U dotycząca dobrych praktyk w zakresie bancassurance. Komentarz, Wolters Kluwer Polska, Warszawa, 2014.
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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