

Subject card

Subject name and code	Ethics in Insurance, PG_00139617						
Field of study	Insurance - Interdisciplinary Studies						
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 Humanistic-social subject group		
Mode of study	part-time studies		Mode of delivery		at the university		
Year of study	2		Language of instruction		Polish		
Semester of study	4		ECTS credits		2.0		
Learning profile	academic		Assessment form		exam		
Conducting unit	Katedra Strategicznego Rozwoju -> Faculty of Management -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Ewa Wycinka				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	10.0	0.0	0.0	0.0	0.0	10
	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	10		11.0		29.0	50
Subject objectives	To familiarise students with the issue of ethics in the activities of an insurance broker in their dealings with the client, the insurance company and competing entities						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[UBEZMU2_W03] The student knows and understands the main trends in the development of insurance as a subject of study in the disciplines of economics and finance and legal sciences.	Student knows the developments of ethical concepts in the field of insurance business.	[SW4] test/exam - oral or written
	[UBEZMU2_W02] The student has advanced and structured knowledge of various types of structures and institutions and the changes taking place in them, especially the insurance and financial system of market and public character. The student has known the interrelationships between these structures and institutions on a national and international scale.	The student has a structured knowledge of insurance market institutions and their efforts to raise ethical standards in the insurance profession.	[SW4] test/exam - oral or written
	[UBEZMU2_U02] The student is proficient in the use of legal, professional and ethical principles and norms in the activities undertaken.	The student correctly uses ethical principles and norms in the decision-making process related to the profession of insurance broker.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[UBEZMU2_K04] The student adheres to the principles of business ethics, respects the law, is objective, is able to recognize conflicts of interest, correctly identifies and resolves dilemmas.	Students is able to recognise and resolve ethical dilemmas associated with the insurance brokerage profession.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
	[UBEZMU2_W07] The student has a structured knowledge of the principles and norms applicable to the procedures related to the application of insurance law and understands the necessity of ethical conduct in matters related to insurance and insurance law.	The student has a structured knowledge of the ethical norms and principles related to the profession of insurance broker, including those codified. Understands the need for ethical behaviour in the field of insurance business.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
	[UBEZMU2_W01] The student has an expanded knowledge of insurance and its place in the system of sciences of economics and finance and legal sciences and its relationship to other sciences.	Student has an extended knowledge of business ethics concepts related to the business of insurance.	[SW4] test/exam - oral or written
Subject contents	1. Basic concepts and principles of ethics, ethics in business. 2. Ethical enterprise: adherence to moral, legal, economic, social and professional rules. 3. Ethical standards of a good manager desirable character traits and methods of personnel management. Ethics of the employee. 4. Identification and principles for solving ethical dilemmas. 5. Dimensions of responsibility of the broker to the client, the insurance company, the competition. 6. Prevention of conflicts of interest. 7. Breach of broker's ethics rules case study. 8. Sanctions for breach of rules of conduct		
Prerequisites and co-requisites	Previous courses: Activity of Insurance Undertakings and Insurance Intermediaries, Customer Protection on the Insurance Market - duties of intermediaries. Knowledge of the principles of offering insurance products and cooperation between insurance market entities.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Written test	51.0%	60.0%
	Presentation	51.0%	40.0%

Recommended reading	Basic literature	Dembiński P.H., Etyka odpowiedzialności w świecie finansów, Studio Emka 2017. Gasparski W., Biznes, etyka, odpowiedzialność, Wydawnictwo Naukowe PWN 2020. L. Sikora, Etyka w biznesie, WSH-E 2007. Kodeks Etyki Zawodowej Brokera.
	Supplementary literature	M. Rybak, Etyka menedżera. Społeczna odpowiedzialność przedsiębiorstwa, PWN 2011. Baremburch, A., Hazard moralny w działalności pośredników finansowych. Prace i Materiały Wydziału Zarządzania Uniwersytetu Gdańskiego, nr 4/5 z 2011. Baremburch, A., Systemy wynagradzania pośredników finansowych: teoria i praktyka. Zeszyty Naukowe Ostrołęckiego Towarzystwa Naukowego, 25 z 2011. Płoska R., Etyka biznesu - istota i poziomy, [w] Antonowicz P. (red.), Zarządzanie rozwojem przedsiębiorstwa. Interaktywny podręcznik z zakresu zarządzania. Repozytorium case study dla studentów, Wydawnictwo UG 2020. R. Płoska, Nadużycia w przedsiębiorstwie [w] P. Antonowicz (red.), Zarządzanie rozwojem przedsiębiorstwa: interaktywny podręcznik z zakresu zarządzania - repozytorium case study dla studentów. Wydawnictwo Uniwersytetu Gdańskiego, Sopot 2020, s. 289-298.
	eResources addresses	
Example issues/ example questions/ tasks being completed	The concept of business ethics and its levels Tools for implementing ethics in the organisation Essence and types of corruption The nature of conflicts of interest Features of an ethical manager Ethical decision-making process and its determinants Unethical market practices in insurance Pathologies in employee relations Principles included in the Insurance Broker Code of Ethics	
Work placement	Not applicable	

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