

Subject card

Subject name and code	Management of Insurance Company, PG_00148936						
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 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	4		ECTS credits		3.0		
Learning profile	academic		Assessment form		exam		
Conducting unit	Department of Organisation and Management -> 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	15.0	0.0	0.0	0.0	0.0	15
	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	15		5.0		25.0	45
Subject objectives	Introducing students to the fundamentals of insurance company management in the main areas of operations, principles of business planning, methods of risk mitigation, and the role of all levels of the organization.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[UBEZMU2_U06] The student is able to independently plan and implement his own lifelong learning and lead others in doing so.	He is capable of independently acquiring knowledge and developing his skills using available sources.	[SU4] test/exam - oral or written
	[UBEZMU2_W06] The student has an in-depth knowledge of the conditions, principles of creation and development of basic forms of activity in the insurance market and taxation of this activity.	He understands the essence of the organization and management of insurance companies, knows their purpose and significance in the domestic and foreign markets. He has knowledge of the sources of insurance law and can identify the basic issues of insurers	[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 knows the interrelationships between these structures and institutions on a national and international scale.	The student defines and has knowledge in the field of insurance company management and the factors influencing their development. He knows the functions and operating principles of insurance companies - and the terminology used in them.	[SW4] test/exam - oral or written
	[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.	He is prepared to prepare and participate in the creation of projects and tasks, taking into account the economic, legal, and organizational aspects related to the subject matter.	[SK8] observation of student's independent or team work
	[UBEZMU2_U01] The student has in-depth skills of observation and interpretation of phenomena related to economic and legal aspects of insurance, including the use of advanced information and communication techniques, and is able to integrate knowledge from various scientific disciplines.	The student has the ability to analyze and evaluate basic concepts in the field of insurance company management in both domestic and foreign markets. He can analyze the situation of insurers at all levels of management.	[SU4] test/exam - oral or written
	[UBEZMU2_K01] The student is critically aware of the level of his knowledge and skills, recognizes the importance of knowledge in solving cognitive and practical problems in the field of insurance, consults experts in case of difficulties in solving the problem independently.	The student understands the need for continuous broadening and deepening of acquired knowledge and strives to consistently supplement and improve his existing knowledge and skills.	[SK8] observation of student's independent or team work
	[UBEZMU2_W08] The student knows the methods and tools, including data and information acquisition techniques, appropriate to the field of insurance and related disciplines.	He knows and understands the basic principles of the operations of insurance companies. He is aware of the situation and can identify changes in the Polish and global insurance market, understanding the consequences of these changes in the context of insurance company management.	[SW4] test/exam - oral or written
	[UBEZMU2_K03] The student thinks creatively, is able to go beyond the usual patterns, is able to think and act in an entrepreneurial manner, is able to adapt flexibly to the requirements of the environment.	He can appropriately set priorities for the accomplishment of a task determined by himself or others.	[SK8] observation of student's independent or team work

Subject contents	1. Business environment of insurance companies (shareholders, stakeholders, clients, competition) and their impact on the organization and management of insurance companies 2. Organization and management of an insurance company, new trends in insurance company management 3. Risk management in an insurance company (risk management function, compliance, internal audit, actuarial) 4. Management of underwriting and evaluation of insurance risk 5. Financial management of an insurance company (excluding investment policy - separate subject) 6. Claims management 7. Internal monitoring and reporting in insurance companies 8. Human resource management (HR processes in organizations, HR strategies and their consequences, motivation systems, conflict resolution) 9. Insurance marketing 10. Reinsurance management in an insurance company 11. Management of relations with control and supervisory authorities (KNF, UOKiK, Financial Ombudsman, tax authorities, judiciary, others)		
Prerequisites and co-requisites	Passed subject: Conditions of conducting insurance business and insurance intermediation. Knowledge of the principles of insurance company operations.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	written test	51.0%	100.0%
Recommended reading	Basic literature	James A.F. Stoner, Edward Freeman, Daniel R. Gilberih: Kierowanie, PWE 2011 (wyd. II) A. Zakrzewska-Bielawska (red.) Podstawy zarządzania. Teoria i cwiczenia. Oficyna Wolters Kluwer business, Warszawa 2012 L. Gąsiorkiewicz., J.Monkiewicz , Zarządzanie ryzykiem działalności organizacji, CH Beck 2010 Monkiewicz J. (red.), "Podstawy ubezpieczeń - przedsiębiorstwo" III tom, Poltext, Warszawa 2003 Koncepcje zarządzania, M.Czerska, A.A. Szpitter (red.), C.H. Beck, Warszawa 2000	
	Supplementary literature	M.Czerminski. M. Czerska, D. Nogalski, R. Rutka, J. Apanowicz: Zarządzanie organizacjami. TNOiK, Torun 2002 Perspektywy spojrzenia na czynniki sukcesu organizacji XXI wieku H.Czubasiewicz, P.Grajewski, J. Waśniewski (red.), Uniwersytet Gdański 2016 Gąsiorkiewicz L., Zarządzanie gospodarką finansową zakładów ubezpieczeń. Ujęcie procesowe. Poltext 2014	
	eResources addresses		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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