

1ST INTAKE
CERTIFICATION COURSE ON
INSURANCE INNOVATION
MANAGEMENT AND TECHNOLOGY
 (INCORPORATING COMPANY VISITS)

Zhaw Campus, ZÜRICH, SWITZERLAND
 (In collaboration with The Centre For Risk and Insurance (CRI),
 Zhaw Zurich University of Applied Sciences, Switzerland)

13 - 17
Jan 2020

REGISTRATION OPENING SOON !

35
 CPD
 hours

Course Fee eligible for FTS funding for company-sponsored Singapore-based participants who are Singapore Citizens or Singapore Permanent Residents

COURSE FEE
S\$2,500
 Excluding airfare and accommodation

CLICK HERE TO INDICATE YOUR INTEREST

FOR WHOM

For Senior Executives and Managers working in life insurance, general insurance and reinsurance companies with a strong interest in innovation management.

JOINT CERTIFICATE OF COMPLETION

A joint Certificate of Completion, powered by Blockchain, will be awarded by ZHAW and SCI to successful completers of the course.

This course, conceptualised and organised by the Singapore College of Insurance, is conducted fully in Zurich, Switzerland which has been voted as the most innovative country in the world according to the Global Competitiveness Index 2019, World Economic Forum.

This course integrates theoretical foundations and practical know-how in addressing the fundamental challenges and opportunities posed by technology adoption in the insurance industry.

Candidates will study a selected technology-driven new entrant to understand its business model, key technology drivers as well as assess its advantages and disadvantages as compared to an existing incumbent company.

The course culminates in a presentation in front of a panel of lecturers and insurance experts representing the board of the incumbent company.

This is one of the six courses in SCI's Masterclass series focusing on Digital Leadership. The course contents of the Masterclass series are developed around the SCI Digital Competency Framework (DCF) which is centred around seven digital competency pillars.

TOPIC

1 Strategic Management and Innovation

By the end of this module, candidates will be able to:

- get an overview of the most important elements and processes in strategic management of insurance companies, including internal and external influencing factors
- understand the challenges for insurers in implementing strategies
- judge strategies of insurance companies

TOPIC

2 Business Model Innovation

By the end of this module, candidates will be able to:

- define the term innovation in the insurance industry and are familiar with the concept of the business model
- discuss why insurers need to work on business model innovation (besides innovation related to products, processes and marketing)
- describe the business model of insurers and brokers in the insurance market

TOPIC

3 Blockchain in Insurance

By the end of this module, candidates will be able to:

- understand the disruptive character of Blockchain Technology for the insurance industry
- understand the basic functionality of Blockchain Technology
- understand the drivers behind the Blockchain Ecosystem in Switzerland

TOPIC

4 Technology in Insurance

By the end of this module, candidates will understand how insurance companies have deployed, and are deploying technology to:

- improve risk selection
- understand customer relationships
- improve retention

GROUP PROJECT & PRESENTATION

Apply the above concepts via a Group Project

- analyse and critique the business model of an insurance company
- identify how companies are applying technology for sustainable advantage and the implications of this model for incumbents / other companies

Note: Syllabi may be subject to change

ABOUT ZÜRICH UNIVERSITY OF APPLIED SCIENCES

The Zurich University of Applied Sciences (ZHAW) is one of the leading universities of applied sciences in Switzerland. Teaching, research, continuing education and other services are both scientifically-based and practice-oriented. There are eight Schools in the University: Applied Linguistics, Applied Psychology, Architecture, Design and Civil Engineering, Engineering, Health Professions, Life Sciences and Facility Management, Social Work, and Management and Law.

The School of Management and Law (SML) is the largest business school of a university of applied sciences in Switzerland and is accredited by AACSB. Its main principle 'Building Competence. Crossing Borders.' reflects a commitment to quality education and a global mindset, which is also demonstrated by formal partnerships with over 170 universities in every corner of the globe.

FACULTY MEMBERS



Dr. Daniel Greber
 Head of Center for Risk & Insurance



Dr. Rolf Gunter
 Senior Lecturer, Center for Risk & Insurance



Dr. Carlo Pugnetti
 Senior Lecturer, Center for Risk & Insurance



Dr. Röschella Zeier
 Deputy Head of Center for Risk & Insurance

SUGGESTED ACCOMMODATION

ibis Winterthur City Hotel
<https://www.accorhotels.com/gb/hotel-3561-ibis-winterthur-city/index.shtml>

Hotel Banana City Winterthur
<https://www.banana-city.ch/>

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Information presented on this marketing material is correct at the time of publishing. However, changes to the programme contents, dates, time, duration, venue and faculty members can occur owing to unforeseen circumstances. Every effort will be made to inform all participants of such changes on a timely basis.

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