

# **TQF 3: Course Specification**

## **Bachelor's Degree Program**

Course Title (English): Principles of Insurance

Course Code: FIN 4509

Field of Study: Finance and Investment (B.B.A. – Finance and Banking Track)

Faculty: Faculty of Management Science, Suan Sunandha Rajabhat University (SSRU)

Semester: 2 Academic Year (B.E.): 2568

### **Section 1: General Information**

#### **1. Course Code and Title**

1.1 Course Code: FIN 4509

1.2 Thai Title: ความรู้เบื้องต้นเกี่ยวกับการประกันภัย

1.3 English Title: Principles of Insurance

#### **2. Credits: 3 (3–0–6)**

#### **3. Curriculum and Course Type**

3.1 Curriculum: Bachelor of Business Administration Program (Finance and Banking)

3.2 Course Type: Major (Specialized) Course

#### **4. Course Coordinator and Instructor**

4.1 Course Coordinator: Assistant Professor Dr. Charawee Butrbumrung

4.2 Instructor: Assistant Professor Dr. Charawee Butrbumrung

#### **5. Contact Information**

5.1 Office: Room 5722, Building 57, Faculty of Management Science

5.2 E-mail: charawee.bu@ssru.ac.th

#### **6. Semester / Enrollment**

6.1 Semester 2 / Academic Year 2568 (B.E.)

6.2 Maximum Enrollment: 45 students (1 section)

- 7. Pre-requisite: None
- 8. Co-requisites: None
- 9. Venue: Faculty of Management Science, Suan Sunandha Rajabhat University
- 10. Date of Preparation/Revision: 26 November 2568 (B.E.)

## Section 2: Course Aims and Objectives

### 1. Course Aims

- To provide students with foundational knowledge and understanding of insurance, risk management, types of insurance, the nature of insurance contracts, and policy terms and conditions;
- To explain the role of the insurance business in professional ethics in the insurance profession;
- To introduce institutions related to and supervising the insurance business;
- To develop students' ability to think and analyze situations related to insurance;
- To enable students to apply knowledge for personal benefit and quality of life, and to disseminate knowledge for societal benefit.

### 2. Rationale for Course Development/Improvement

To update cases, activities, and teaching methods to better align with current situations and learning needs.

## Section 3: Course Description and Implementation

### 1. Course Description

Basic understanding of insurance, risk management, types of insurance, nature and conditions of insurance policies, the role of insurance business in professional ethics and standards, relevant institutions, and insurance supervision.

### 2. Hours per Semester

Item	Hours
Lecture	3 hours/week or 55 hours/semester
Tutorial / Additional Teaching	As needed (based on student needs)
Practicum / Fieldwork / Internship	—
Self-study	6 hours/week or 90 hours/semester

### 3. Academic Consultation Hours

- Face-to-face consultation: Instructor office, Building 57, Room 5722 (Faculty of Management Science).

- Telephone consultation: via office/mobile contact as announced by the instructor.
- E-mail consultation: charawee.bu@ssru.ac.th
- Online platforms: Facebook / LINE class group.
- Web/Internet: <https://ssrudlp.ssru.ac.th/>

#### 4. Teaching Mode

Hyflex / Hybrid classroom (onsite, online, and on-demand) using communication tools such as Google Meet, Zoom, Microsoft Teams, Google Classroom, Google Forms, Google Docs, Padlet, etc. The course emphasizes clear and frequent explanations and structured consultation time to support students' self-directed learning and information search skills.

### Section 4: Student Learning Outcomes (CLOs) and Assessment Approach

#### 1. Ethics and Morality

1.1 Expected outcomes: moral awareness, integrity, discipline, punctuality, responsibility, and respect for others.

1.2 Teaching methods: punctual attendance and appropriate dress code; teamwork roles; academic integrity; ethics-related activities.

1.3 Assessment: punctuality, timely submission, participation, integrity in examinations, responsibility, and respect for others' opinions.

#### 2. Knowledge

2.1 Expected outcomes: understanding key principles and theories; ability to follow academic progress; integration with related fields.

2.2 Teaching methods: learner-centered activities; theory plus real-world application; site visits/guest speakers where appropriate; practical exposure.

2.3 Assessment: quizzes, midterm/final exams, reports/projects, and presentations.

#### 3. Cognitive/Intellectual Skills

3.1 Expected outcomes: searching, classifying, and analyzing information; applying knowledge to solve business problems.

3.2 Teaching methods: discussions, case studies, projects, and practical work situations.

3.3 Assessment: case/problem-based tests; project/research presentations and written reports.

#### 4. Interpersonal Skills and Responsibility

4.1 Expected outcomes: responsibility for assigned tasks; teamwork as leader/member; good interpersonal skills and adaptability.

4.2 Teaching methods: collaborative learning, group reports/presentations, and embedded responsibility.

4.3 Assessment: observation of behaviors in discussions, presentations, and participation.

## 5. Numerical Analysis, Communication, and IT Skills

5.1 Expected outcomes: apply relevant math/statistical techniques; communicate effectively; use IT appropriately.

5.2 Teaching methods: analyze simulations/cases using quantitative techniques; present solutions; IT-based assignments.

5.3 Assessment: quality of quantitative/IT use in presentations and explanations; discussion of presented cases.

## Section 5: Teaching Plan and Evaluation

### 1. Teaching Plan (Industry-Embedded Learning)

Teaching and assessment in this semester are conducted in collaboration with TISCO Bank Public Company Limited, in accordance with the university policy on industry-embedded learning. Students are assigned to learn, study, and perform practical work in real workplaces under the selection and supervision process coordinated with the partner organization.

#### 1.1 Weekly Teaching Schedule

Week(s)	Topics / Details	Hours	Learning Activities / Media	Instructor / Partner
1–2	Orientation and course overview; textbooks and information sources; integrating basic insurance knowledge with assigned tasks; General knowledge of insurance; Types of insurance; Nature of insurance contracts; Policy terms and conditions;	6	Online/onsite (Hyflex); course briefing per TQF3; agreements for class conduct (camera on for online sessions, chat/mic use); review & discussion; lecture via Google Classroom; media: PowerPoint and related materials.	Asst. Prof. Dr. Charawee Butrbumrung

	Risk management; Preparation and assignment of field-practicum tasks (TISCO Bank).			
3–5	Institutions related to the insurance business; Insurance business supervision; Role of insurance business in professional ethics.	3	Online/onsite; review prior lessons; discussion & Q&A; exchange ideas; end-of-chapter exercises; lecture via Google Classroom; media: PowerPoint.	Asst. Prof. Dr. Charawee Butrbumrung
6	Orientation by TISCO Bank at the designated TISCO Bank site.	3	Students attend on-site orientation as scheduled by the partner organization.	TISCO Bank + Asst. Prof. Dr. Charawee Butrbumrung
7–15	Field practicum (industry-embedded learning) at TISCO Bank, including: credit operations; personal finance; life & accident insurance; banking/finance operations; workplace communication; essential soft skills for future work (e.g., online marketing, service skills). Students practice as if they were	36	On-site work-based learning; instructor visits and monitoring; guidance and consultation; students summarize and integrate learning from practice. Learning media: workplace resources, internet sources.	TISCO Bank + Asst. Prof. Dr. Charawee Butrbumrung

	employees; instructor visits and online follow-up.			
16–17	Presentation of learning outcomes from workplace practice; Knowledge test.	6	Online/onsite; student presentations of real experiences; discussion and synthesis of learning and benefits; media: Google Classroom.	Asst. Prof. Dr. Charawee Butrbumrung

## 2. Assessment Plan (Weighting)

Learning Outcomes	Assessment Methods	Weeks Assessed	Weight (%)
Ethics & Morality (3)	Punctuality, responsibility, timely submission, participation; academic integrity; acceptance of others' opinions; partner evaluation during practicum.	Weeks 1–5, 16–17 and Weeks 6–15 (practicum)	5 + 5
Knowledge (1)	Knowledge test; integration of assigned work; partner evaluation of knowledge during practicum.	Weeks 16–17; Weeks 6–15	30 + 30
Cognitive/Intellectual Skills (3)	Score from synthesis/summary of knowledge gained from workplace learning; partner evaluation of cognitive skills during practicum.	Weeks 16–17; Weeks 6–15	15
Interpersonal Skills & Responsibility (2)	Partner evaluation of interpersonal skills and responsibility during practicum.	Weeks 6–15	15
Numerical/Communication/IT Skills (3)	Observation of IT and quantitative tool usage (e.g., social networks, websites) in integrated	Weeks 16–17; Weeks 6–15	15

	assignments; presentation/discussion; partner evaluation during practicum.		
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Total: 100% (Assessed by TISCO Bank Public Company Limited and the instructor)

## Section 6: Teaching and Learning Resources

### 1. Main Textbooks / Core Materials

- Thitiwadee Chaiwat. Risk Management and Insurance in the 21st Century. (Thai reference)
- Instructor's teaching materials from <https://ssrudlp.ssru.ac.th/> (personal website).
- Training curriculum/materials provided by TISCO Bank Public Company Limited.

### 2. Key Documents / Essential References

- Insurance course materials (ชุดวิชาการประกันภัย), Sukhothai Thammathirat Open University.

### 3. Recommended Resources

- Websites of insurance-related institutions and organizations (e.g., insurance regulators and insurance companies).
- Websites of institutions related to the insurance business.
- Google Classroom resources.

## Section 7: Course Evaluation and Improvement

### 1. Student Evaluation of the Course

Instructor evaluation via the university's central evaluation system.

### 2. Teaching Evaluation

- Observation of student behavior in discussion and Q&A in class.
- Evaluation based on grades, tests, assigned work, and partner organization evaluation.

### 3. Teaching Improvement

- Knowledge exchange on teaching practices in course/program faculty meetings.
- Instructor training in relevant fields to develop academic/professional competence and transfer updated knowledge to students.

### 4. Learning Outcome Verification (Moderation)

- Sampling of student assignments and/or exam scores to verify outcome standards (primary and secondary responsibilities).
- Consideration of partner organization evaluation results from workplace study/practice.

- Review by the program/faculty exam committees for appropriateness of grading before submission and announcement.

#### 5. Continuous Review and Improvement Plan

- Analyze instructor evaluation results and student exam scores to improve teaching and learning in the following semester.
- Possible rotation of instructors to provide students with diverse perspectives.

### Appendix: Curriculum Mapping (Programme-to-Course Mapping)

Legend: ● Primary responsibility ○ Secondary responsibility blank = not responsible

Course	1. Ethics			2. Knowledge			3. Cognitive			4. Interpersonal			5. Numerical/Comm/IT		
	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
FIN 4509 Principles of Insurance	○	○	●	●	○	○	○	○	●	○	●	○	○	○	●