

SYLLABUS
Vocational School
Banking and Insurance Program

Course Code	Course Title		Credits	ECTS
SiG 205	Basic Insurance Operations (EPLAS-Branded Course)		3 (1-2-3)	8
Prerequisite Courses:	None			
Language of Instruction:	Turkish	Mode of Delivery:	Face-to-Face	
Course Type and Level:	Compulsory / 2nd Year / Fall Semester			
Instructor		Course Hours	Office Hours	E-mail
Dr. Dilara DEMİREZ		Wednesday 13:25 – 15:55	Tuesday–Friday 10:00 - 16:00	dilarademirez@cag.edu.tr
Course Coordinator:	Dr. Dilara DEMİREZ			
Course Objective: The aim of this course is to introduce students to the fundamental concepts, products, and operational processes of insurance, while providing a comprehensive perspective through field applications, digital transformation, customer relations, and entrepreneurial opportunities. The course aims to equip students with the knowledge and skills needed before graduation, help them explore different career paths in the insurance sector, and develop a vision for the future of the industry.				
Learning Outcomes	Upon successful completion of this course, students will be able to:		Relations	
			Program Outcomes	Net Contribution
	1	Explain the fundamental concepts, products, and operational processes of insurance.	1,2	5,5
	2	Evaluate the current state of the insurance sector in Turkey and future opportunities.	2,4,6	5,5,4
	3	Apply operational processes such as policy preparation, quotation, and claims management.	2,3,4	5,5,5
	4	Develop different sales scenarios using insurance sales techniques and customer communication skills.	3,5	4,4
	5	Analyze digital insurance applications and the integration of artificial intelligence into the sector.	2,4,6	4,4,3
	6	Identify entrepreneurial opportunities in the insurance sector and plan their careers.	3,4	4,4
7	Develop customer analysis and risk assessment skills through virtual reality and role-play applications.	3,4,5,7	5,5,5,4	
Course Description:	This course covers fundamental concepts and products of insurance, insurance types, policy processes, claims management, and operational applications. In addition, sales and customer relations, communication in insurance, digital insurance and AI applications, insurance entrepreneurship, and the 2030 vision of the sector will be discussed. The course will be conducted in a student-centered manner through case studies, field applications, simulations, and virtual reality-supported role-play activities.			
Weekly Course Plan				
Week	Topic	Preparation	Teaching Methods and Techniques	
1	Introduction to Insurance and Basic Concepts		Lecture, prior knowledge assessment	
2	Importance of Insurance and Its Status in Turkey	Review current reports from the Insurance Association of Turkey	Lecture, discussion, short report sharing	
3	Insurance Products I (Life and Health Insurance)	Research example policies from surroundings	Lecture, case analysis, group discussion	
4	Insurance Products II (Motor Insurance)	Listen to experiences of motor insurance holders and summarize	Lecture, case analysis, group discussion	
5	The Future of Insurance: 2030 Vision (Branded Session)	Prepare opinions on “How will insurance look in 2030?”	Guest speaker, panel, Q&A	

6	Operational Insurance (Practical) (Branded Session)	Review sample policies	Lab practice, demonstration
7	Before Graduation: Your Toolkit (Branded Session)	List personal strengths and weaknesses	Workshop, personal development analysis, discussion
8	Midterm Exam		
9	Midterm Exam		
10	Sales and Field Applications (Branded Session)	Prepare short phone sales scenarios, develop sales strategies	Field practice, simulation
11	Fundamentals of Insurance Law and Legislation	Study basic insurance law	Lecture, legislation review, Q&A
12	Digital Insurance and Artificial Intelligence (Branded Session)	Examine digital insurance applications	Guest speaker, Q&A, brainstorming
13	Insurance Products III (Fire, Home, Compulsory Earthquake Insurance)	Analyze current natural disaster examples	Lecture, case analysis, group discussion
14	Insurance Products IV (Liability and Cargo Insurance)	Bring examples of liability and cargo insurance	Lecture, case analysis, group discussion
15	Virtual Reality for Risk Inspection and Customer Role Play (Practical) (Branded Session)	Conduct a brief research on VR technologies	VR practice, demonstration
16	After Graduation: Careers in Insurance (Branded Session)	Prepare a personal career plan	Workshop, guest speaker session
17	Final Exam		
18	Final Exam		

Course Resources

Textbook:	Hayırsever Baştürk F., Çakmak D., Demirtaş B. (2017), Introduction to Insurance – Basic Insurance Knowledge, İstanbul, Akademi Eğitim. Risk Management and Insurance, Editor: Erdem Kırkbeşoğlu (2022), İstanbul, Akademi Eğitim.
Recommended Reading:	www.tsb.org.tr www.sbm.org.tr www.seddk.gov.tr www.segem.org.tr www.tarsim.gov.tr

Course Assessment and Evaluation

Activities	Number	Contribution	Notes
Class Participation and Engagement	14	%10	Active participation in lectures and branded sessions
Assignments / Practical Work	14	%15	Weekly or term-long assignments
Midterm Exam	1	%25	Open-ended and multiple-choice questions covering first 7 weeks
Final Exam	1	%50	Theoretical exam covering all topics

ECTS Table

Content	Number	Hour	Total
Class Hours	14	3	42
Out-of-Class Study	14	3	42
Assignments	14	3	42
Midterm (Exam + Preparation)	1	40	40
Final Exam (Exam + Preparation)	1	70	70
Total:			236

Total / 30:	236/30
ECTS Credits:	7,86