

# INSURANCE



## Insurance Learning Center

### The nature of our services

ILC is a dedicated center for the advancement of insurance as a professional service in the Gulf and Middle East, providing world-class professional learning opportunities that improve insurance performance. We work closely with our customers to deliver tailor-made packages that help their staff achieve their company goals – whether our clients seek to improve the quality of their service or increase revenues, ILC can help.

### Our credentials and experience

The courses at ILC are accredited by highly respected international institutes such as the Chartered Insurance Institute (CII). The multinational professional faculty at the ILC of the BIBF is experienced and well qualified. We have the resources to offer our three Diplomas in either Arabic or English, anywhere in the Middle East.

### Teaching approach

Our teaching style balances theory and practical and even includes site visit and the opportunity to work on real insurance claims. Our unique position in the industry gives us access to commercial enterprises in international locations, providing excellent commercially aligned training and awareness. As the market changes, we are able to respond in a timely and relevant manner with targeted courses.

### Our Courses

We offer the following courses:

#### **BIBF Insurance Diploma (BID)**

(English or Arabic)

- Earns CII Exemptions
- For those new to the industry

#### **BIBF Advanced Insurance Diploma (BAID)**

(English or Arabic)

- Earns more CII Exemptions
- For experienced professionals

#### **BIBF Management Insurance Diploma**

(English or Arabic)

- Earns even more CII Exemptions
- For managers or future managers in insurance

#### **Professional Insurance Certificate (PIC)**

- Arabic only (distance learning)
- For people who prefer to study in Arabic

Category Course	Category Title	Page #	Code
Insurance Diploma	Introduction to Insurance & Insurance Documentation	133	401E & 401A
	Motor Insurance	134	412E & 412A
	Fire & Loss of Profits Insurance	135	423E & 423A
	Medical Insurance	136	470E & 470A
	Miscellaneous Accident Insurance	137	425E & 425A
Advanced Diploma	Liability Insurance	138	413E & 413A
	Life Assurance And Bancassurance	139	440E & 440A
	Transportation Insurance	140	424E & 424A
	Engineering Insurance (Car/Ear)	141	422E & 422 A
	Reinsurance	142	433E & 433A
Management Insurance Diploma	Islamic Insurance (Takaful)	143	477E & 477A
	Underwriting Management	144	815E & 815A
	Risk Management	145	462E & 462A
	Quantative Methods In Insurance	147	463E & 463A
	Insurance Marketing	148	465E & 465A

## 401E & 401A INTRODUCTION TO INSURANCE & INSURANCE DOCUMENTATION

### Description

Part of BIBF Insurance Diploma Program "BIDP", covering Introduction to Insurance and Insurance Documentation.

### Objectives

After completing this course, participants will have:

- Received a broad introduction to the concept of insurance and will have a general understanding of the insurance market.
- Acquired a basic knowledge of the nature and function of insurance.
- Understand the economic, legal and social environment in which insurance operates.
- Participants within insurance and related industries will have acquired a basic knowledge of the nature and function of insurance and the economic, legal and social environment in which it operates.

### Content Highlights

- History of Insurance.
- The Concept of Risk.
- Risk Management Process.
- Functions & Limitations of Insurance
- Insurable Fundamental Principles.
- The Insurance Market and its main components.
- Main Insurance Classes and Covers.
- Agency in Insurance
- Underwriting & Rating Principles.
- Insurance Documentation
- Claims & Office Administration.
- Reinsurance.

### Target Audience

Employees in the early stages of their career.

Non-insurance employees who wish to acquire basic insurance knowledge.

### Prerequisites

#### Minimum Prerequisite Courses:

None

Participants must have a good command of the English language for the courses conducted in English Language.

#### Recommended Prerequisite Course:

None

### Course Structure

The course is conducted using a combination of lecture, discussions, and case studies.

### Course Facts

Duration : 5 Days plus one morning for the examination  
Instructors : BIBF Staff & Guest Lecturers  
Language : English & Arabic

### Fees: Member Institutions

GCC Nationals: Covered by levy  
Other Nationalities: BD150

### Fees: Non Member Institutions

All Nationalities: BD600

## 412E & 412A MOTOR INSURANCE

### Description

Part of BIBF Insurance Diploma Program "BIDP", covering Motor Insurance.

### Objectives

Upon completion of this course participants will have:

- Acquired the full knowledge of the principles and practices of motor underwriting.
- Understood the cover provided for private motor risks, goods and passenger-carrying vehicles, and other special types.

### Content Highlights

- Introduction & History of Motor Insurance
- Contract Law and Basic principles as applied to:
  - Motor insurance
  - Road Traffic
  - Legal system
- Motor Insurance Documentation
- Application of Insurance Principles to Motor Insurance.
- Underwriting & Rating Principles
- Fleet rating & schemes
- The Motor Market
- Policy covers for all Classes of Motor Insurance.
- Motor Claims
- Motor Department Administration
- Motor Reinsurance

### Target Audience

Insurance Companies, Brokers, Agents, Loss Adjustors, Employees who manage insurance in non insurance companies in those who wish to join insurance companies.

### Prerequisites

#### Minimum Prerequisite Courses:

Introduction to Insurance and Insurance Documentation 401.

Participants must have a good command of the English language for the courses conducted in English Language.

#### Recommended Prerequisite Course:

A minimum 6 months insurance experience.

### Course Structure

The course is conducted using a combination of lecture, discussions, and case studies.

### Course Facts

Duration	:	5 Days plus one morning for the examination
Instructors	:	BIBF Staff & Guest Lecturers
Language	:	English & Arabic

### Fees: Member Institutions

GCC Nationals:	Covered by levy
Other Nationalities:	BD150

### Fees: Non Member Institutions

All Nationalities: BD600

## 423E & 423A FIRE & LOSS OF PROFITS INSURANCE

### Description

Part of BIBF Insurance Diploma Program "BIDP", covering Fire & LOP Insurance.

### Objectives

Upon completion of the course participants will:

- A clear understanding of Property and Business Interpretation Insurance.
- A comprehension of the essential principles and underwriting aspects of Property and Business Interpretation Insurance.
- An ability to exercise practical aspects of Property and Business Interpretation Insurance.

### Content Highlights

- General Introduction to Property & Business Interruption Insurances.
- Insurance Principles vis-à-vis Property & Business Interruption Insurance.
- Essentials of the Property & Business Interruption Insurance Contracts.
- Fire & Special Perils Policy
- Home Insurance
- Property All Risk Policy
- Business Interruption Policy
- Special Policy Extensions and Covers.
- Nature of Fire & Loss Prevention.
- Rating & Underwriting.
- Maximum Possible Loss
- Property Reinsurance
- Claims Aspects

### Target Audience

Insurance Companies, Brokers, Agents, Loss Adjustors, Employees who manage insurance in non insurance companies in those who wish to join insurance companies.

### Prerequisites

#### Minimum Prerequisite Courses:

Introduction to Insurance and Insurance Documentation 401

Participants must have a good command of the English language for the courses conducted in English Language.

#### Recommended Prerequisite:

Minimum 12 months experience in the Fire or Accident Departments.

### Course Structure

The course is conducted using a combination of lecture, discussions, case studies and video-based learning.

### Course Facts

Duration:	5 Days plus one morning for the examination
Instructors	: BIBF Staff and Guest Lecturers
Language	: English & Arabic

### Fees: Member Institutions

GCC Nationals: Covered by levy

Other Nationalities: BD150

### Fees: Non Member Institutions

All Nationalities: BD600

## 470E & 470 A MEDICAL INSURANCE

### Description

The course provides a basic working knowledge to the Medical insurance concept. (Introductory level)

### Objectives

After completing this course participants will have received an understanding of the health care delivery system and the nature and principles of medical insurance, from the perspective of insurer, administrator and policyholder. They will also have received and introduction to the benefits, contract, rating, underwriting and claims aspect to medical insurance.

### Content Highlights

- Health care delivery systems and structures
- Risk and medical insurance
- Insurance principles vis-à-vis medical insurance
- Historical Development
- Special features of medical insurance
- Types of medical insurance plans
- Scope of coverage
- Rating & underwriting principles
- Claims

### Target Audience

Insurance Companies, Brokers, Agents, Loss Adjustors, Employees who manage insurance in non insurance companies in those who wish to join insurance companies.

### Prerequisites

BIBF Insurance Diploma

Participants must have a good command of the English language for the courses conducted in English Language.

### Course Structure

The course is conducted using a combination of lecture, discussions, case studies and video-based learning.

### Course Facts

Duration : 5 Days plus one morning for the examination  
Instructor : BIBF Staff and Guest Lecturer  
Language : English & Arabic

### Fees: Member Institutions

GCC Nationals: Covered by levy  
Other Nationalities: BD 150

### Fees: Non Member Institutions

All Nationalities: BD 600

## 425E & 425 A MISCELLANEOUS ACCIDENT INSURANCE

### Description

Part of BIBF Insurance Diploma Program "BIDP", covering different classes of Accident Insurances.

### Objectives

Upon completion of this course participant will have gained a board appreciation of the different classes of the Accident Department both in regard to policy cover and underwriting.

### Content Highlights

- Historical Development of Accident Insurance.
- Insurance Principles Affecting Accident Insurance. Covers of:
  - Medical Insurance
  - Fidelity Guarantee (with all sub classes).
  - Theft Classes
  - All Risks / Glass / Computer All Risks.
  - Goods in Transit / Travel
  - Money
  - Life & Personal Accident (Individual & Group).
  - Workmen's Compensation.
  - Liability (limited).
  - Engineering (limited).
  - Industrial / Commercial All Risks.
  - Office Combined.
- Miscellaneous Extraneous covers:
  - Reinsurance / Coinsurance.
  - Underwriting & Rating aspects.
  - Claims Aspects.

### Target Audience

Insurance Companies, Brokers, Agents, Loss Adjustors, Employees who manage insurance in non insurance companies in those who wish to join insurance companies.

### Prerequisites

BIBF Insurance Diploma

Participants must have a good command of the English language for the courses conducted in English Language.

### Course Structure

The course is conducted using a combination of lecture, discussions, case studies and video-based learning.

### Course Facts

Duration:	5 Days plus one morning for the examination
Instructors	: BIBF Staff & Guest Lecturers
Language	: English & Arabic

### Fees: Member Institutions

GCC Nationals:	Covered by levy
Other Nationalities:	BD150

### Fees: Non Member Institutions

All Nationalities: BD600

## 413E & 413A LIABILITY INSURANCE

### Description

Part of BIBF Advanced Insurance Diploma Program "BAIDP", covering different classes of Liability Insurances.

### Objectives

After completing this course, participants will:

- Understand the principles of Public & Products Liability Insurance cover and Professional Indemnity.
- Have background knowledge to identify danger areas and weaknesses in a corporate scenario involving possible large liability claims.

### Content Highlights

- Legal Personality
- Nature of tort.
- Negligence, Trespass, Nuisance, Defamation & Strict Liability.
- Defenses & Remedies in tort.
- Law of Contract
- Limitation of actions.
- Compensation Awards in Liability Insurance.
- Public Liability Insurance Policy.
- Employers Liability Insurance & Workmen's Compensation.
- Products Liability Policy.
- Professional Indemnity, Errors & Omission and Directors & Officers Indemnity Insurance.
- Underwriting & Rating of Liability Insurance

### Target Audience

Insurance Companies, Brokers, Agents, Loss Adjustors, Employees who manage insurance in non insurance companies in those who wish to join insurance companies.

### Prerequisites

BIBF Insurance Diploma

Participants must have a good command of the English language for the courses conducted in English Language.

### Course Structure

The course is conducted using a combination of lecture, discussions, case studies and video-based learning.

### Course Facts

Duration	:	5 Days plus one morning for the examination
Instructors	:	BIBF staff & Guest Lecturers
Language	:	English & Arabic

### Fees: Member Institutions

GCC Nationals: Covered by levy

Other Nationalities: BD150

### Fees: Non Member Institutions

All Nationalities: BD600

## 440E & 440 A LIFE ASSURANCE AND BANCASSURANCE

### Description

The course covers different aspects Life Assurance.

### Objectives

- Upon completion of this course participants will have:
- Received a good introduction to the concept of Life Assurance.
- A general understanding of the Life market.
- Received instruction on the administration aspects of running the day-to-day operation of a Life office.
- Typical life product sold through bancassurance

### Content Highlights

- Structure of the Insurance Market
- Risks and Insurance
- Fundamentals of Life Insurance
- Law of Agency and Contract
- Documents used in Life Insurance Transactions
- Professionalism and Ethics
- Life Insurance Needs Analysis
- Impact of Inflation
- Tem Life Insurance
- Endowment Life Insurance
- Whole Life Insurance
- Unit Linked Life Insurance
- Life Insurance Contractual Provisions
- Buying & Selling Life Insurance
- Annuities
- Claim Aspects of Life Insurance
- Reinsurance

### Target Audience

Insurance Companies, Brokers, Agents, Loss Adjustors, Employees who manage insurance in non insurance companies in those who wish to join insurance companies.

### Prerequisites

BIBF Insurance Diploma

Participants must have a good command of the English language for the courses conducted in English Language.

### Course Structure

The course is conducted using a combination of lecture, discussions, case studies and video-based learning.

### Course Facts

Duration: 5 Days plus one morning for the examination  
Instructors : BIBF staff & Guest Lecturers  
Language : English & Arabic

### Fees: Member Institutions

GCC Nationals: Covered by levy  
Other Nationalities: BD150

### Fees: Non Member Institutions

All Nationalities: BD600

## 424E & 424A TRANSPORTATION INSURANCE

### Description

Part of BIBF Insurance Diploma Program "BIDP", covering Transportation Insurance.

### Objectives

After completing this course, participants will have received a broad introduction to the theory and practice of Marine Hull and Cargo Insurance, as well as aspects of Aviation Insurance.

### Content Highlights

- Historical development of Hull & Cargo and Aviation Insurance.
- The old and the new policy wordings.
- Marine Covers and Institute Clauses.
- Practice of International Trade.
- Marine & Trade Documentation.
- Risk Rating.
- The Market.
- Underwriting Principles on Hull and Cargo.
- Claims & Reinsurance Aspects.
- Aviation: Types of cover available.
- Aviation: Introduction to documentation.
- Department Administration.

### Target Audience

Insurance Companies, Brokers, Agents, Loss Adjustors, Employees who manage insurance in non insurance companies in those who wish to join insurance companies.

### Prerequisites

BIBF Insurance Diploma

Participants must have a good command of the English language for the courses conducted in English Language.

### Course Structure

The course is conducted using a combination of lecture, discussions, case studies and video-based learning.

### Course Facts

Duration : 5 Days plus one morning for the examination  
Instructors : BIBF staff & Guest Lecturers  
Language : English & Arabic

### Fees: Member Institutions

GCC Nationals: Covered by levy  
Other Nationalities: BD150

### Fees: Non Member Institutions

All Nationalities: BD600

## 422E & 422 A ENGINEERING INSURANCE (CAR/EAR)

### Description

Part of BIBF Advanced Insurance Diploma Program "BAIDP", covering CAR, EAR and other different aspects of Engineering Insurance.

### Objectives

Upon completion of this course participants will have a broad appreciation of all sub- classes of Engineering Insurance.

### Content Highlights

- Contractors All Risks, Erection All Risks, Endorsements and Warranties.
- Construction Contracts Wordings
- Machinery Plants & Equipment.
- Advanced Loss of Profit (Delay in Start-up).
- Decennial Insurance.
- Machinery Breakdown & Machinery All Risks.
- Boilers Explosion.
- Computer All Risks
- Deterioration of Stocks.
- Underwriting & Rating of Engineering Risks.
- Claims Procedures
- Engineering Reinsurance.

### Target Audience

Insurance Companies, Brokers, Agents, Loss Adjustors, Employees who manage insurance in non insurance companies in those who wish to join insurance companies.

### Prerequisites

BIBF Insurance Diploma

Participants must have a good command of the English language for the courses conducted in English Language.

### Course Structure

The course is conducted using a combination of lecture, discussions, case studies and video-based learning.

### Course Facts

Duration: 5 Days plus one morning for the examination  
Instructors : BIBF staff & Guest Lecturers  
Language : English & Arabic

### Fees: Member Institutions

GCC Nationals: Covered by levy  
Other Nationalities: BD150

### Fees: Non Member Institutions

All Nationalities: BD600

## 433E & 433A REINSURANCE

### Description

Part of BIBF Advanced Insurance Diploma Program "BAIDP", covering different aspects Reinsurance.

### Objectives

Upon completion of this course participants will have a solid awareness of:

- The different types of Reinsurance arrangements available.
- Practical applications of the different types of Reinsurance market.
- The Reinsurance market.

### Content Highlights

- General Introduction to Reinsurance.
- Insurance Principles vis-à-vis Reinsurance.
- Essentials of the Reinsurance Contract/Agreement.
- Types of Treaty and Facultative Reinsurance Arrangements.
- Proportional and Non-proportional Reinsurance
- Special Reinsurance Extensions and Covers
- Alternative Risk Transfer
- The Reinsurance Market
- Reinsurance Transactions & Documentation.
- Rating, Underwriting and Claims

### Target Audience

Insurance Companies, Brokers, Agents, Loss Adjustors, Employees who manage insurance in non insurance companies in those who wish to join insurance companies.

### Prerequisites

BIBF Insurance Diploma

Participants must have a good command of the English language for the courses conducted in English Language.

### Course Structure

The course is conducted using a combination of lecture, discussions, case studies and video-based learning.

### Course Facts

Duration: 5 Days plus one morning for the examination  
Instructors : BIBF staff & Guest Lecturers  
Language : English & Arabic

### Fees: Member Institutions

GCC Nationals: Covered by levy  
Other Nationalities: BD150

### Fees: Non Member Institutions

All Nationalities: BD600

## 477E & 477 A ISLAMIC INSURANCE (TAKAFUL)

### Objective:

To develop knowledge and understanding of the technical aspects of Islamic Insurance (Takaful) and its application in the global marketplace.

At the end of this unit, candidates should have a knowledge and understanding of the:

- Nature and principles of Islamic insurance
- Sharia framework of Islamic insurance
- Operational framework of Islamic insurance
- Structure of Islamic insurance markets
- Constraints and opportunities for Islamic insurance
- Way in which ethical considerations of Islamic insurance are applied and practiced

### Contents Highlights:

- Explain the main features of Islamic contracts
- Discuss prohibited contracts from the Sharia point of view
- Explain why traditional insurance is prohibited from the Sharia point of view
- Discuss the main features of Islamic insurance vis-à-vis conventional insurance
- Explain the operational framework of Islamic insurance including the different
- Discuss the management principles and practices relating to Islamic insurance companies
- Explain the constraints and opportunities for Islamic insurance
- Explain the application of the ethical considerations of Islamic insurance practice and their impact **on underwriting policy and practice**

### Target Audience

Insurance Companies, Brokers, Agents, Loss Adjustors, Employees who manage insurance in non insurance companies in those who wish to join insurance companies.

### Prerequisites

BIBF Insurance Diploma

Participants must have a good command of the English language for the courses conducted in English Language.

### Course Structure

The course is conducted using a combination of lecture, discussions, case studies and video-based learning.

### Course Facts

Duration : 5 Days plus one morning for the examination

Instructors : BIBF Staff and Guest Lecturers

Language : English & Arabic

### Fees: Member Institutions

GCC Nationals: Covered by levy

Other Nationalities: BD150

### Fees: Non Member Institutions

All Nationalities: BD600

## 815E & 815 A UNDERWRITING MANAGEMENT

### Objective:

To develop in the candidate:

- an understanding of and the ability to apply the requirements for managing a general insurance underwriting account through selection of class of business and design of products;
- a knowledge of setting the underwriting policy for those products;
- a knowledge of establishing the price and managing the exposures;
- a knowledge of the implementation of operational controls, budgeting and monitoring results;
- the ability to apply knowledge and skills to practical situations;
- the ability to synthesise different aspects of the syllabus and apply them to given scenarios.

### Content Highlights:

- The Environment
- The Financial Services Authority
- Statutory and legislative influences
- The underwriting cycle
- Structure of the underwriting portfolio
- Underwriting policy and corporate objectives
- Distribution channels
- Underwriting policy and practice
- Underwriting considerations
- Liaison with claims function
- Risk Exposure
- Pricing
- Management of exposures
- Measuring exposures

### Target Audience

Insurance Companies, Brokers, Agents, Loss Adjustors, Employees who manage insurance in non insurance companies in those who wish to join insurance companies.

### Prerequisites

BIBF Advanced Diploma and BIBF Insurance Diploma

Participants must have a good command of the English language for the courses conducted in English Language.

### Course Structure

The course is conducted using a combination of lecture, discussions, case studies and video-based learning.

### Course Facts

Duration : 5 Days plus one morning for the examination

Instructors : BIBF Staff and Guest Lecturers

Language : English and Arabic

### Fees: Member Institutions

GCC Nationals: Covered by levy

Other Nationalities: BD150

### Fees: Non Member Institutions

All Nationalities: BD600

## 462E & 462 A RISK MANAGEMENT

### Description

Part of BIBF Insurance Management Diploma Program “BIMDP”, covering different aspects of Risk Management.

### Objectives

The participant having taken this course will:

- Exhibit knowledge of the risk management process, with emphasis on identifying potential loss exposure, analysis and evaluation of risk, and selecting the optimal method(s), for dealing with risk in a specified situation, from a plethora of options.
- Demonstrate a basic understanding of, and ability to compute the measures of Central Tendency and of risk.
- Discuss the relevance of concepts such as risk preferences, probability distributions, and the Law of Large Numbers to the risk management process.

### Content Highlights

- Risk Management versus Insurance Management
- The Risk Management Process
- Identify Potential Losses
- Evaluate Potential Losses
- Consider all Possible Methods
- Select the Optimal Method(s)
- Implement
- Monitor and Modify as necessary
- Identifying Potential Losses
- Property Loss Exposures
- Liability Loss Exposures
- Business Income Loss Exposures
- Human Resources Loss Exposures
- Crime Loss Exposures
- Employee Benefit Loss Exposures
- Foreign Loss Exposures
- Sources of Information to Identify Potential Losses
- Risk Analysis Questionnaire
- Flowcharts
- Insurance Policy Checklist
- Financial Statements
- Historical Loss Data
- Previous Insurance Policies
- Physical Inspection
- A combination
- Evaluating Potential Losses
- High and Low Severity and Frequency
- Maximum Probable Loss versus Maximum Possible Loss
- Unimportant, Important, and Critical Losses
- Consider all Possible Methods
- Ignore Risk Exposure
- Avoidance
- Retention
- Loss Control (Prevention, Reduction)
- Insurance
- Non-Insurance Transfer
- A Risk Management Project - Captain Loomis

- Self Insurance
- Captive Insurance
- The Concept of Maximizing Expected Utility
- Discrete and Continuous Probability Distributions
- Apriori and Aposteriori Probabilities
- Measures of Central Tendency
- Arithmetic Mean
- Expected Value
- Median
- Mode
- Measures of Risk
- Variance
- Standard Deviation
- Coefficient of Variation
- Semi-variance
- The Law of Large Numbers and Credibility

## **Target Audience**

Insurance Companies, Brokers, Agents, Loss Adjustors, Employees who manage insurance in non insurance companies in those who wish to join insurance companies.

## **Prerequisites**

BIBF Insurance Diploma

Participants must have a good command of the English language for the courses conducted in English Language.

## **Course Structure**

The course is conducted using a combination of lecture, discussions, case studies and video-based learning.

## **Course Facts**

Duration: 5 Days plus one morning for the examination

Instructors : BIBF Staff & Guest Lecturers

Language : English and Arabic

## **Fees: Member Institutions**

GCC Nationals: Covered by levy

Other Nationalities: BD150

## **Fees: Non Member Institutions**

All Nationalities: BD600

## 463E & 463 A QUANTATIVE METHODS IN INSURANCE

### Description

Part of BIBF Insurance Management Diploma Program “BIMDP”, covering Statistical and Actuarial Principles.

### Objectives

On completion of this course participants will:

- Exhibit general knowledge of Actuarial Principles.

### Content Highlights

- The role of actuary
- Basic actuarial models
- Reserving and Rating
- Advanced Excel functions made simple
- Data presentation and analysis
- Uncertainty in reserving and rating
- Explaining your results to Senior Management

### Target Audience

Employees who wish to acquire a basic working knowledge of Insurance related Actuarial Principles.

### Prerequisites

Advanced Insurance Diploma &/or 5 years in insurance supervisory position.

Possess a good command of English language.

### Course Structure

Lectures, case studies and discussions.

### Course Facts

Duration: 5 Days plus one morning for the examination

Instructor : BIBF Staff and Guest Lecturer

Language : English and Arabic

### Fees: Member Institutions

GCC Nationals: Covered by levy

Other Nationalities: BD 150

### Fees: Non Member Institutions

All Nationalities BD600

## **465E & 465A INSURANCE MARKETING**

### **Description**

Part of BIBF Insurance Management Diploma Program “BIMDP”, covering Insurance Marketing.

### **Objectives**

After completing this course, participants will have:

- A knowledge and understanding of the significance of marketing and marketing planning to the effectiveness of the insurance industry.
- An understanding of the issues arising from the development and implementation of global marketing strategy for insurance products and other risk solutions and apply them locally.
- The ability to apply knowledge and skills to practical situations.
- The ability to synthesis different aspects of the syllabus and apply them to given scenarios.

### **Content Highlights**

- The role of marketing
- Theory of marketing
- Development a marketing strategy
- Marketing data
- Branding
- Communication
- Distribution and service delivery
- Marketing program administration
- Key issues in international marketing

### **Target Audience**

Insurance Companies, Brokers, Agents, Loss Adjustors, Employees who manage insurance in non insurance companies in those who wish to join insurance companies.

### **Prerequisites**

BIBF Insurance Diploma

Participants must have a good command of the English language for the courses conducted in English Language.

### **Course Structure**

The course is conducted using a combination of lecture, discussions, case studies and video-based learning.

### **Course Facts**

Duration : 5 Days plus one morning for the examination

Instructors : BIBF Staff and Guest Lecturers

### **Fees: Member Institutions**

GCC Nationals : Covered by levy

Other Nationalities : BD150

### **Fees: Non Member Institutions**

All Nationalities : BD600

## **Professional Insurance Certificate (PIC)**

The Insurance Learning Center at the BIBF has taken the initiative to translate the five core subjects of the Insurance Diploma - CII into Arabic language based on an agreement BIBF signed with with the Chartered Insurance Institute (CII). The “Professional Insurance Certificate – PIC” is the first international insurance qualification in Arabic and is well recognized by the CII as being equivalent to 120 CII credits.

# COURSE CALENDAR 2009 INSURANCE CENTER

No	COURSE TITLE	Duration	CODE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
	Insurance Diploma (English)														
1	Introduction to Insurance & Insurance Docs. & IF1	6	401E	18-22&31			26-30...	16				27...	1 & 17		
2	Motor Insurance & IF5	6	412E		8-12&28			24-28&..	...13				11-15&31		
3	Fire & Loss of Profits Insurance	6	423E			1-5&21				5-9&25					6-10&26
4	Medical Insurance	6	470E				12-16&	... 2	14-18&..	.4			25-29& ..	..14	
5	Miscellaneous Accident Insurance	6	425E			22-26&..	..11					6-10&26		15-19&..	...5
	Insurance Diploma (Arabic)										<b>BIBF CLOSED</b>				
6	Introduction to Insurance & Insurance Docs.	6	401A	11-15&31											
7	Motor Insurance	6	412A				5-9&25								
8	Fire & Loss of Profits Insurance	6	423A					3-7&23							
9	Medical Insurance	6	470A		15-19&	... 7									
10	Miscellaneous Accident Insurance	6	425A			8-12&28									
	Advanced Diploma (English)														
11	Liability Insurance	6	413E		1-5&21				21-25&..	..11					
12	Life Assurance & Bancassurance	6	440E	11-15&31				24-28&..	..13					15-19&..	...5
13	Transportation Insurance	6	424E		22-26&..	..14				12-16&25					
14	Engineering Insurance (Car/Ear)	6	422E			22-26&..	..11					13-17&	...3		
15	Reinsurance	6	433E				19-23&..	..9					18-22&..	...7	
	Advanced Diploma (Arabic)														
16	Liability Insurance	6	413A												6-10&26
17	Life Assurance & Bancassurance	6	440A											1-5&21	

## COURSE CALENDAR 2009 INSURANCE CENTER

No	COURSE TITLE	Duration	CODE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
18	Transportation Insurance	6	424A							5-9&25					
19	Engineering Insurance (Car/Ear)	6	422A										11-15...31		
20	Reinsurance	6	433A						7-11&27				18-22		
	Management Insurance Diploma (English)										<b>BIBF CLOSED</b>				
21	Islamic Insurance (Takaful)*	6	477E							12-16&25					
22	Underwriting Management*	6	815E												
23	Risk Management	6	462E			29..	.. 2&18								
24	Quantitative Methods in Insurance	6	463E					24-28&..	..12						
25	Insurance Marketing	6	465E	25-29&..	..14										
	Management Insurance Diploma (Arabic)										<b>BIBF CLOSED</b>				
26	Islamic Insurance (Takaful)*	6	477E									27-30...	...1		
27	Underwriting Management *	6	815A						7-11&27					22-26&..	...12
28	Risk Management	6	462E										18-22&..		
29	Quantitative Methods in Insurance	6	463E							12-16&25				...7	
30	Insurance Marketing	6	465E											8-12&28	

\*New Courses

**Notes:**

- (a) There is a gap between the final day of the course and the examination day to allow participants additional study time.
- (b) If any public holidays falls during the course, an hour and half will be added to each of the remaining days of the week.