



Certificate in the Business of Insurance

The Tobin Center for Executive Education, in conjunction with the School of Risk Management, Insurance and Actuarial Science of St. John's University, offers a **Certificate in the Business of Insurance** for individuals who wish to expand their knowledge and understanding of the insurance and risk management industry. This innovative, four-day program provides a comprehensive overview of the major concepts and areas of expertise that are industry fundamentals.

The benefits to individuals and corporations are numerous. Students acquire a breadth of knowledge that is substantial, practical, and broadly applicable. For corporations, the course provides a solid foundation that can be used both by new employees and by those who need to increase their overall understanding of the field.

The Program

Students receive a certificate from St. John's University upon successful completion of all the program requirements. The program also carries 15 NY Agents & Brokers Continuing Education credits. This program can also be tailored to a client's specifications and delivered onsite.

The topics generally covered include:

- **Risk Management** – the risk management process, alternative risk management strategies, enterprise risk management
- **Regulation** – analysis of leading Supreme Court cases, McCarran-Ferguson, areas that are regulated, current trends
- **Insurance Company Operations** – analysis of leading departments in an insurance company, including underwriting, claims, production, reinsurance, investments
- **The Law of Contracts** – how the contract is formed, legal provisions that affect contracts, contract interpretation
- **Property and Casualty** – types of products and examples of the policies applicable to each segment: property –CPP and business income policies; casualty – CGL and professional liability policies
- **Life and Health** – common products offered: life – term, universal, variable, group; health – PPO, HMO. Also includes a discussion of employee benefits
- **Ethics** – focuses on issue-oriented, “real-life” case studies
- **Underwriting and Distribution** – process of underwriting, individual company guidelines as a standard of underwriting, cyclical nature of the business (e.g., hard or soft market), cash flow underwriting, and considerations during perilous times. Distribution covers the independent agency system, exclusive agency system, direct marketing, the internet, mass media marketing



ST. JOHN'S
UNIVERSITY

THE PETER J. TOBIN
COLLEGE OF BUSINESS

Center for Executive Education

- **Reinsurance** – treaty vs. facultative reinsurance, proportional vs. non-proportional reinsurance, role of reinsurance in maintaining the financial solidity of the industry
- **Analysis of Insurance Company Financial Statements** –discussion of the NAIC financial blank
- **Current Trends** – Directors & Officers Liability insurance, medical malpractice, tort reform, Terrorism Risk Insurance Act (TRIA)
- **Marketing Strategies** – theories underlying insurance marketing: segmentation, development, penetration, product development
- **Insurance and the Courts** – analysis of leading litigation affecting the insurance industry

For further information about this or any of our other programs, please contact Lawrence Pistell, Senior Associate Director of Industry & Corporate Relations at (212) 284-8581 or pistell@stjohns.edu.