

## ACS (Reinsurance) Courses

**NOTE: The ACS Reinsurance track, as shown below, will be offered only through the end of 2012.**

Required Courses	Elective Courses – Select Two
<b>ACS 100/ACS 101</b> <b>LOMA 280 or LOMA 281 or LOMA 286</b> <b>ARA 440</b>	<b>LOMA 320 or LOMA 326</b> <b>LOMA 335<sup>1</sup></b> <b>LOMA 356<sup>2</sup></b> <b>AIRC 410 or LOMA 311 or LOMA 316*<sup>3</sup></b>

*For more detailed information on this designation, please see the Education & Training Catalog*

**ACS 100—Foundations of Customer Service** provides a comprehensive introduction to customer service in a financial services environment. The course explores the knowledge and skills employees need to understand and deliver exceptional customer service. (**ACS 101** may be substituted for this course.)

**ACS 101—Customer Service for Insurance Professionals** is an online course that uses a variety of media to provide a comprehensive overview of the role of customer service in insurance and financial services organizations and the skills service providers need to deliver exceptional customer service. The course describes important customer service functions, processes, and technologies and offers opportunities for students to learn and improve their listening, speaking, and writing skills so that they can interact effectively with customers. (**ACS 100** may be substituted for this course.)

**LOMA 280—Principles of Insurance** introduces the principles of insurance, the process of becoming insured, and the policyowner’s contractual rights. The course includes information on the features of individual and group life insurance, health insurance, and annuity products. (**LOMA 281** may be substituted for this course.)

**LOMA 281—Meeting Customer Needs with Insurance and Annuities** is an online course that uses a variety of media to teach principles of insurance, insurance products, and the policyowner’s contractual rights. The course describes the features of individual and group life insurance, health insurance, and annuity products and emphasizes how insurance companies serve customers and meet customer needs through the products they provide. (**LOMA 280** may be substituted for this course.)

**LOMA 286—Principles of Financial Services and Products** describes the major categories of financial services—cash management, credit, asset protection, asset accumulation and management, and asset distribution—and surveys banking, insurance, and investment products.

**ARA 440—Reinsurance Administration** shows how reinsurance strengthens the insurance industry and increases the likelihood that insurance companies will have sufficient funds to pay anticipated claims. This course also discusses reinsurance principles, regulation of reinsurance, typical provisions in a reinsurance agreement, the administration of reinsurance business, and the importance of quality control for reinsurance.

**LOMA 320—Insurance Marketing** covers marketing principles and the functions of marketing as an integral aspect of the life and health insurance industry.

**LOMA 326—Financial Services Marketing** covers basic marketing principles and the functions of marketing in a financial services environment.

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<sup>1</sup>**LOMA 335—Operational Excellence in Financial Services** presents financial services from the perspective of a company's operations management. The course focuses on practical techniques to accomplish the everyday tasks of providing financial services as efficiently as possible.

<sup>2</sup>**LOMA 356—Investment Principles and Institutional Investing** provides an understanding of the investment environment and the general principles of investing in both individual securities and portfolios of securities. In this course, you will learn about investment performance reporting, investment performance monitoring, investment performance, and more.

<sup>3</sup>**AIRC 410—Regulatory Compliance: Companies, Producers, and Operations** describes the structure of U.S. state and federal insurance regulation within the framework of insurance organizations. The focus of the course is on how specific roles and functions within an insurance company are affected by the changing nature of these compliance issues.

<sup>3</sup>**LOMA 311—Business Law for Financial Services Professionals** presents the basic features and principles of the legal environment in which financial services companies around the world operate. (**LOMA 316** may be substituted for this course in Canada only.)

<sup>3\*</sup>**LOMA 316—Business Law for Financial Services Professionals (Canada)** is a CD supplement to the text for LOMA 311 that presents the basic features and principles of the legal environment in which financial services companies in Canada operate.

<sup>1</sup>Learners who have credit for LOMA 330 automatically receive ACS credit for this elective

<sup>2</sup>Learners who have credit for LOMA 340 automatically receive ACS credit for the elective.

<sup>3</sup>Learners who have credit for LOMA 310 or LOMA 315 automatically receive ACS credit for this elective.

\*As of July 1, 2012, LOMA 316 will be offered only in French. As of that date, English-speaking Canadian learners should take LOMA 311, which will have newly revised study materials.

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### Course Topics

<p><b>ACS – 100 Foundations of Customer Service/ACS 101– Customer Service for Insurance Professionals</b></p> <ul style="list-style-type: none"> <li>● Introduction to Customer Service</li> <li>● Exceptional Customer Service</li> <li>● The Customer-Centric Organization</li> <li>● Organization and Teamwork in Customer Service</li> <li>● Customer Service Processes and Measurement</li> <li>● Better Customer Service Through Technology</li> <li>● The People Who Drive Customer Service: Selection and Training</li> <li>● The People Who Drive Customer Service: Evaluation and Motivation</li> <li>● Understanding Customer Expectations and Perceptions</li> <li>● Customer Service and Communication</li> <li>● Effective Communication</li> <li>● Listening to and Understanding Customers</li> <li>● Interacting with Customers</li> <li>● Succeeding in Customer Service</li> </ul>	<p><b>LOMA 280/281—Principles of Insurance/Meeting Customer Needs with Insurance and Annuities</b></p> <ul style="list-style-type: none"> <li>● Introduction to Risk and Insurance</li> <li>● The Life and Health Insurance Industry and its Regulation</li> <li>● Life Insurance Policies as Contracts</li> <li>● Financial Design of Life Insurance Products</li> <li>● Meeting Customer Needs</li> <li>● Term Life Insurance</li> <li>● Cash Value Life Insurance</li> <li>● Supplemental Benefits</li> <li>● Individual Life Insurance Policy Provisions</li> <li>● Life Insurance Policy Ownership Rights</li> <li>● Annuities</li> <li>● Principles of Group Insurance</li> <li>● Group Life Insurance</li> <li>● Group Retirement Plans</li> <li>● Health Insurance Overview</li> </ul>	<p><b>LOMA 286 - Principles of Financial Services &amp; Products</b></p> <ul style="list-style-type: none"> <li>● The Financial Service Industry</li> <li>● Financial Services Concepts</li> <li>● Cash Management</li> <li>● Credit Services</li> <li>● Individual Life Insurance and Supplemental Benefits</li> <li>● Individual Life Insurance Policy Provisions and Pricing</li> <li>● Group Life Insurance</li> <li>● Types of Health Insurance</li> <li>● Health Insurance Policy Provisions and Pricing</li> <li>● Property and Liability Insurance</li> <li>● Securities</li> <li>● Individual Annuities</li> <li>● Tax-Advantaged Savings Plans</li> <li>● Employer-Sponsored Retirement Plans</li> </ul>
<p><b>ARA 440 – Reinsurance Administration</b></p> <ul style="list-style-type: none"> <li>● Introduction to Reinsurance</li> <li>● Reinsurance Environment</li> <li>● Regulation of Reinsurance</li> <li>● Forms of Reinsurance</li> <li>● Defining the Reinsurance Coverage</li> <li>● Reinsurance Administration Procedures</li> <li>● Claims, Rescission, and Potential Problems</li> <li>● Financial Arrangements for Reinsurance</li> <li>● Risk Management and Reinsurance</li> <li>● Managing Retention Limits</li> <li>● Reinsurance Activities, Staff, and Systems</li> <li>● Administering New Business</li> <li>● Administering In-Force Business and Terminations of Reinsurance</li> <li>● Quality Control in Reinsurance</li> </ul>	<p><b>LOMA 320—Insurance Marketing</b></p> <ul style="list-style-type: none"> <li>● An Introduction to Marketing</li> <li>● How Companies Manage Marketing</li> <li>● Market Segmentation and Target Marketing</li> <li>● Marketing Information and Research</li> <li>● Customer Behavior and Customer Relationship Marketing</li> <li>● Basic Product Concepts</li> <li>● Pricing Insurance Products: A Marketing Perspective</li> <li>● Distribution Systems and Strategies</li> <li>● Marketing Communications: Engaging the Customer</li> <li>● Promotion Tools</li> <li>● Regulation of Life and Health Insurance Marketing</li> </ul>	<p><b>LOMA 326 – Financial Services Marketing</b></p> <ul style="list-style-type: none"> <li>● Marketing Basics</li> <li>● Marketing Planning</li> <li>● Organizing, Implementing, and Controlling Marketing Activities</li> <li>● Marketing Information Systems</li> <li>● Marketing Research Projects</li> <li>● Customer Behavior</li> <li>● Market Segmentation, Target Marketing, and Positioning</li> <li>● Financial Services Products</li> <li>● Product Development</li> <li>● Pricing Financial Products</li> <li>● Distribution Systems and Channels</li> <li>● Marketing Communication: An Overview</li> <li>● Personal Selling and Sales Promotion</li> <li>● Advertising and Publicity</li> <li>● Customer Relationship Marketing</li> </ul>

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<p><b>LOMA 335—Operational Excellence in Financial Services</b></p> <ul style="list-style-type: none"> <li>● Introduction to Operational Excellence for Insurance Companies</li> <li>● Aligning Performance with Corporate Initiatives</li> <li>● Leadership for Performance Excellence</li> <li>● Motivation and Teamwork for Organizational Success</li> <li>● Decisions and Approaches to Decision Making</li> <li>● Business Research in Financial Services</li> <li>● Decision Models and Payoff Tables</li> <li>● Quantitative Modeling for Financial Services</li> <li>● Descriptive and Inferential Statistics for Operations</li> <li>● Quality and Quality Management</li> <li>● Business Process Excellence in Financial Services</li> <li>● Managing for Excellence in Contact Centers</li> <li>● External Requirements for Operations</li> <li>● Project Management in Financial Services Companies</li> </ul>	<p><b>LOMA 356—Investment Principles and Institutional Investing</b></p> <p><i>Investment Principles:</i></p> <ul style="list-style-type: none"> <li>● The Role and Scope of Investments</li> <li>● Investment Markets and Transactions</li> <li>● Investment Information and Trading</li> <li>● Investment Return and Risk</li> <li>● Modern Portfolio Concepts</li> <li>● Common Stock Investments</li> <li>● Analytical Dimensions of Stock Selection</li> <li>● Stock Valuation and Investment Decisions</li> <li>● Bond Investments, Valuation and Analysis</li> <li>● Mutual Funds</li> </ul> <p><i>Institutional Investing:</i></p> <ul style="list-style-type: none"> <li>● Investments in a Financial Services Company</li> <li>● Portfolio Management</li> <li>● Insurance Company Investment Portfolios</li> <li>● Assets and Asset Mixes</li> <li>● Investment Operations in a Financial Services Company</li> <li>● Financial Reporting for the Investment Function</li> <li>● Internal and External Investment Reporting</li> <li>● The Control Function and Ethical Standards in Investments</li> <li>● Marketing Investment Services to Institutional Clients</li> </ul>	<p><b>AIRC 410 – Regulatory Compliance: Companies, Producers, and Operations</b></p> <ul style="list-style-type: none"> <li>● Introduction to Compliance</li> <li>● State Regulation of the Insurance Industry</li> <li>● State Regulation of Insurance Company Formation and Operation</li> <li>● State Regulation of Insurance Producers</li> <li>● State Filing and Approval Requirements</li> <li>● State Regulation of Insurance Operations</li> <li>● Market Analysis and Examinations</li> <li>● Regulation of Insurer Solvency</li> <li>● Federal Regulation of Insurance</li> <li>● Federal Regulation of Securities</li> <li>● Federal Taxation of Insurance Products</li> </ul>
<p><b>LOMA 311—Business Law for Financial Services Professionals</b></p> <ul style="list-style-type: none"> <li>● The Legal Environment of Business</li> <li>● Civil Disputes</li> <li>● Business Organizations</li> <li>● Regulation of Business</li> <li>● Contract Law</li> <li>● Agency Law</li> <li>● Property Law</li> <li>● Commercial Transactions and Bankruptcy</li> <li>● Regulation of Financial Services Companies</li> <li>● Sale of Financial Services Products</li> <li>● Ownership of Financial Services Products</li> <li>● Rights of Third Parties</li> <li>● Contests and Remedies</li> <li>● Contract Performance</li> <li>● Group Products</li> </ul>	<p><b>LOMA 316—Business Law for Financial Services Professionals (Canada)</b></p> <ul style="list-style-type: none"> <li>● The Legal Environment of Business</li> <li>● Civil Disputes</li> <li>● Business Organizations</li> <li>● Regulation of Business</li> <li>● Contract Law</li> <li>● Agency Law</li> <li>● Property Law</li> <li>● Commercial Transactions and Bankruptcy</li> <li>● Regulation of Financial Services Companies</li> <li>● Sale of Financial Services Products</li> <li>● Ownership of Financial Services Products</li> <li>● Rights of Third Parties</li> <li>● Contests and Remedies</li> <li>● Contract Performance</li> <li>● Group Products</li> </ul>	