

# MANAGER DE L'ASSURANCE & MSc INTERNATIONAL INSURANCE MANAGEMENT

## MAKE THE POSSIBLE HAPPEN

Avec aujourd'hui 800 points au TOEIC  
ou au plus tard en septembre 2022  
**OBTENEZ UN DOUBLE DIPLÔME**

**EN ALTERNANCE**  
3 semaines en entreprise  
1 semaine à l'ESA



### ► MANAGER DE L'ASSURANCE

Titre de Niveau 7, enregistré au Répertoire National des Certifications Professionnelles (Code NSF 313 - Arrêté du 9 Novembre 2021- Parution le 10 novembre 2021)

**WHICH OFFERS 326 HOURS  
OF COURSES IN FRENCH**

### ► MASTER OF SCIENCE IN INTERNATIONAL INSURANCE MANAGEMENT

from Coventry University

**WHICH OFFERS 418 HOURS  
OF MODULES IN ENGLISH**

# L'École Supérieure d'Assurances

L'ÉCOLE SUPÉRIEURE D'ASSURANCES fondée en 1980, est un établissement d'Enseignement Privé Technique et Supérieur. L'ESA est une Association Loi de 1901 administrée par un Conseil d'Administration. Ses orientations pédagogiques sont fixées par les Conseils de Perfectionnement et Scientifique de l'ESA.

La formation dispensée à l'ESA repose, dans le nouveau contexte technologique des activités de l'assurance marqué par le développement du digital, sur les disciplines suivantes : l'assurance, la bancassurance, l'économie, la finance, le droit, le marketing, les techniques de management.

## PARTENARIAT RENASUP - ESA

L'ESA et RenaSup, qui regroupe 525 établissements et 70 000 étudiants, ont engagé un partenariat permettant des opérations croisées. Ainsi, des titres RNCP de l'ESA peuvent être déployés au sein des établissements RenaSup et l'ESA bénéficie d'un certain nombre de conventions cadres passées par RenaSup pour des développements de formations nouvelles telles que celles engagées avec Coventry University.

Ce partenariat repose sur un constat de convergence de valeurs dans l'approche de la formation des jeunes. Il s'organise dans le cadre d'un comité de pilotage commun.



**L'ÉCOLE SUPÉRIEURE D'ASSURANCES A POUR VOCATION, DEPUIS QUARANTE ANS, DE FORMER LES FUTURS SPÉCIALISTES DE L'ASSURANCE.**

En rapport étroit avec le monde professionnel et les recruteurs, l'ESA adapte constamment ses formations aux évolutions des métiers et missions de la filière Assurances et Bancassurance.

Pour satisfaire à ses objectifs, l'ESA propose plusieurs niveaux de formations :

- ▶ **BTS Assurance**, Diplôme d'État de Niveau 5,
- ▶ **Chargé.e de Clientèles en Assurance et Banque**, Titre de niveau 6 inscrit aux Répertoires nationaux,
- ▶ **Chargé.e de Clientèles en Assurance et Banque**, Titre de niveau 6 inscrit aux Répertoires nationaux / **BSc Insurance, Banking & Finance** de Coventry University,
- ▶ **Manager de l'Assurance**, Titre de Niveau 7, inscrit au RNCP,
- ▶ **Manager de l'Assurance**, Titre de Niveau 7, inscrit au RNCP / **MSc in International Insurance Management** de Coventry University,
- ▶ **Manager des Risques et des Assurances de l'Entreprise**, Titre de Niveau 7, inscrit au RNCP,
- ▶ **Expert.e en Ingénierie Patrimoniale**, Titre de Niveau 7, inscrit au RNCP,
- ▶ **Responsable Rémunération Globale et Avantages Sociaux**, Titre de niveau 7 inscrit aux Répertoires nationaux,

L'École Supérieure d'Assurances affirme clairement ses objectifs envers chaque étudiant : réussir sa formation diplômante, réussir sa carrière professionnelle.

**PATRICE MICHEL LANGLUMÉ,  
DIRECTEUR PÉDAGOGIQUE DE L'ESA**

## Dynamic and outward-looking institution

Thanks to its partnership with Coventry University, ESA integrates the international dimension into its curriculum as part of the nationwide RenaSup family with the Master of Science in International Insurance Management.

Founded by entrepreneurs and industrialists in 1843, and in 2018 celebrated 175 years, Coventry University is a dynamic and outward-looking institution with a tradition of teaching excellence, impactful research and bold international partnerships. Coventry has consistently ranked in top 15 institutions in the UK for last 5 years by the Guardian University Guide. It also earned the title 'University of the Year for Student Experience' in the 2019 Times and Sunday Times Good University Guide; the guide describes it as "one of the most innovative modern universities, bold with its vision of what the 21<sup>st</sup> century student experience should be".

## ARCHITECTURE DES ÉTUDES À L'ESA

1<sup>re</sup> et 2<sup>e</sup> ANNÉES

**BTS ASSURANCE** (1) ①  
1<sup>re</sup> ET 2<sup>e</sup> ANNÉES (Diplôme d'État)

3<sup>e</sup> ANNÉE

- ▶ **CHARGÉ.E DE CLIENTÈLES EN ASSURANCE & BANQUE**  
Titre de Niveau 6, enregistré aux Répertoires Nationaux des Certifications Professionnelles ①
- ▶ **BSc IN INSURANCE, BANKING & FINANCE (TOP-UP)** from COVENTRY UNIVERSITY ①
- ▶ **EUROPEAN BACHELOR OF SCIENCE IN BUSINESS, SPECIALITY INSURANCE AND BANKING**  
(Accrédité E.A.B.H.E.S) ② ①

4<sup>e</sup> ANNÉE

**MANAGER DE L'ASSURANCE**  
1<sup>re</sup> ANNÉE ① ②

**MANAGER DE L'ASSURANCE & MASTER OF SCIENCE IN INTERNATIONAL INSURANCE MANAGEMENT**  
1<sup>re</sup> ANNÉE ③ ②

**MANAGER DES RISQUES ET DES ASSURANCES DE L'ENTREPRISE**  
1<sup>re</sup> ANNÉE ① ②

**EXPERT.E EN INGÉNIERIE PATRIMONIALE**  
1<sup>re</sup> ANNÉE ① ②

5<sup>e</sup> ANNÉE

**MANAGER DE L'ASSURANCE**  
2<sup>e</sup> ANNÉE ① ②

Titre de Niveau 7, enregistré au Répertoire National des Certifications Professionnelles

▶ **EUROPEAN MASTER OF SCIENCE IN BUSINESS**  
Spécialité Insurance Manager  
(Accrédité E.A.B.H.E.S) ②

**MANAGER DE L'ASSURANCE & MASTER OF SCIENCE IN INTERNATIONAL INSURANCE MANAGEMENT**  
2<sup>e</sup> ANNÉE ③ ②

Titre de Niveau 7, enregistré au Répertoire National des Certifications Professionnelles

**MANAGER DES RISQUES ET DES ASSURANCES DE L'ENTREPRISE**  
2<sup>e</sup> ANNÉE ① ②

Titre de Niveau 7, enregistré au Répertoire National des Certifications Professionnelles

▶ **EUROPEAN MASTER OF SCIENCE IN BUSINESS**  
Spécialité Risk Management & Insurance (Accrédité E.A.B.H.E.S) ②

**EXPERT.E EN INGÉNIERIE PATRIMONIALE**  
2<sup>e</sup> ANNÉE ① ②

▶ **EUROPEAN MASTER OF SCIENCE IN BUSINESS**  
Spécialité Financial Planning (Accrédité EABHES) ②

▶ **EUROPEAN FINANCIAL PLANNER**  
(Accrédité E.F.P.A) ④

## ALTERNANCE

L'organisation des études à l'École Supérieure d'Assurances donne la possibilité aux étudiants qui le désirent d'effectuer leur formation en travaillant au sein d'une entreprise.

## RYTHME DE L'ALTERNANCE

① Une semaine à l'École, l'autre semaine en entreprise.

② 1 semaine à l'École, 3 semaines en entreprise.

(1) Pour plus d'informations, nous demander la brochure spécialisée.  
(2) E.A.B.H.E.S : Titre Européen délivré par The European Accreditation Board of Higher Education Schools (Collège Européen d'Accréditation des Universités et des Grandes Écoles).

(3) Master of Science in International Insurance Management taught in English at ESA Paris.

(4) E.F.P.A. : European Financial Planning Association.

# Why a **MASTER OF SCIENCE** **IN INTERNATIONAL** **INSURANCE MANAGEMENT?**

The MSc in International Insurance Management, in collaboration with Coventry University London aims to train managers to perform effectively in a variety of roles irrespective of the location the company operates in globally.

The MSc in International Insurance Management operate within profit centers or business units internationally. By performing an analytical function, they identify core influential actors and systems, as well as monitor and analyze geopolitical news. They develop strategies that consider local legislative, cultural and socio-economic contexts.

As strategists and managers, they are particularly mindful of the changing digital environment when implementing strategies and choosing operational tools. International Insurance Managers solicit and mobilize a network of business actors – intermediaries, agents, franchise distributors, suppliers – to optimize the competitiveness and operating costs across the range of business functions. Being responsible for the outcome, they focus on

the growth of the turnover and generation of a margin which is achieved by interrogation of the financial documents and business accounts.

The International Insurance Managers control the international functions, coordinate and supervise the administrative and operational resources including HR.

As a spokesperson, referent and representing his organization, he conveys – by demonstrating good communication skills – a positive image and quality of the company to the various interlocutors.

Depending on the companies in which it operates, the following job titles may be used. Manager of a Business Unit, International Account Manager, Area Manager, Market Manager. Sometimes the functions occupied by the International Manager take on a particular color, highlighting a more specific expertise or field of action: business development, marketing and sales management in an international context, e-commerce, financial management, management operational (purchasing, supply chain), project management.



## How to obtain **TOEIC 800 POINTS** for September?

Entering a new study environment can be challenging, not only in terms of language, but also in adjusting to a new academic culture which may be very different from what you are used to.

To meet the demands of the academic course you wish to follow, MSc International Insurance Management, you should have TOEIC 800 points on September, the first day of the Course.

If you are enrolled with only less than TOEIC 800 but with TOEIC 700 or more, ESA will register you to the program PREMIUM of Global Exam, it will cost nothing to you, but from the time of your admission to the middle of August you take the commitment to follow the program Premium of Global Exam. It will not take long for you since you had already TOEIC 700 or more (20 hours of training, some compulsory exercises, some tests).

ESA will check that you did the training, the exercises and the tests. If you did them, ESA will register you in the last week of August to a TOEIC test, to check that you get to TOEIC 800.

If you get this TOEIC 800, your admission to the MSc International Insurance Management is confirmed.

If you don't, your admission to Manager de l'Assurance will still be valid.

## Why **MANAGER** **DE L'ASSURANCE?**

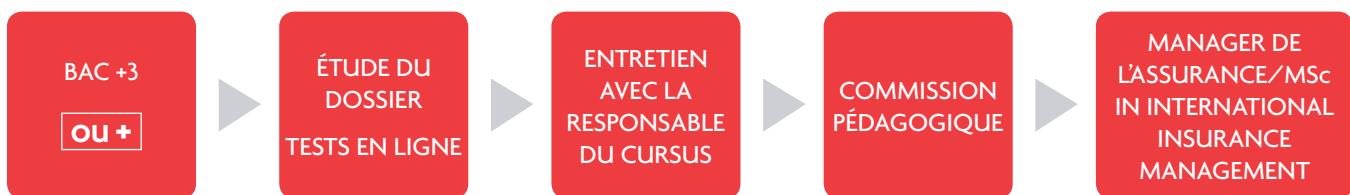
Insurance Manager, Title RNCP Level 7, is a specialized training in insurance, focusing on professional integration. Indeed, Insurance Manager responds to the needs of insurance companies through a thorough education of the insurance business. Management, Marketing, Digital, Human Relations, English language proficiency complete this training.

In the Insurance Manager Curriculum, the digital transformation of insurance companies is studied at length as it is an effective approach to retain policyholders and

thus have a considerable impact on the profitability of companies. The diversity and solidity of its teaching have allowed this training to be registered in the National Directory of Professional Certifications (Level 7) in 2007 and to be renewed in 2018 by the National Commission for Professional Certification.

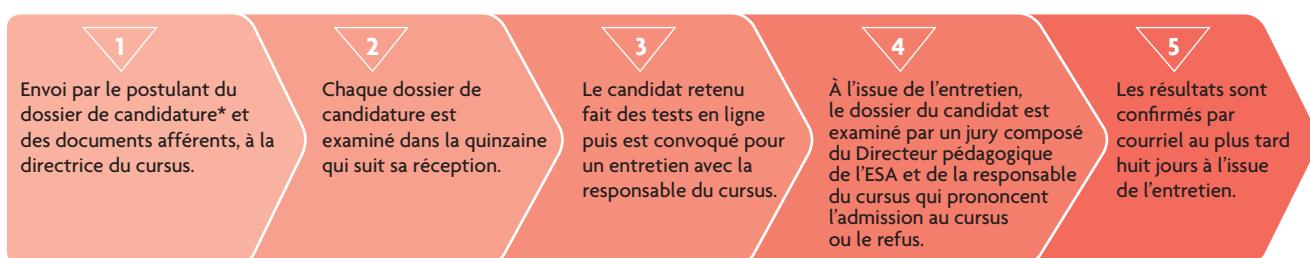
Thus, Insurance Manager trains general insurance executives, with a global vision of insurance issues and able to adapt to changes in their environment.

# Modalités de sélection à l'entrée de **MANAGER DE L'ASSURANCE** et **MSc IN INTERNATIONAL INSURANCE MANAGEMENT**



» **L'ACCÈS À LA PRÉPARATION AUX TITRES « MANAGER DE L'ASSURANCE » ET « MSc INTERNATIONAL INSURANCE MANAGEMENT »** est ouvert de plein droit à tout titulaire d'un diplôme ou titre de Niveau 6 ou équivalent, dans le domaine de l'assurance ou de la banque finance.

**POUR ÊTRE ADMIS, IL FAUT ÊTRE RETENU AU TERME D'UN PROCESSUS DE SÉLECTION DE 5 ÉTAPES :**



\* Le dossier de candidature est téléchargeable sur : [www.esassurances.com](http://www.esassurances.com)

## » LA CONFIRMATION D'INSCRIPTION

Elle s'effectue quand le candidat admis :

- a transmis les pièces justificatives d'obtention de ses diplômes requis ;
- pour un étudiant en alternance, a signé son contrat avec une entreprise d'accueil ;
- pour un étudiant en formation initiale, s'est acquitté des droits d'inscription à la formation.

## Organisation DES ÉTUDES

Le double cursus **Manager de l'Assurance/MSc in International Insurance Management** se déroule en alternance, sur deux années, 1 semaine à l'ESA, 3 semaines en entreprise.

- 10 modules sont dispensés **en anglais pour un total de 418 heures**,
- 30 cours répartis entre 4 Blocs de compétences pour un total de **326 heures**.



## Comment concrètement **LES DEUX FORMATIONS S'ARTICULENT SUR LES 2 ANS**

- Sauf exception, **les cours en anglais du Master “International Insurance Management” ont lieu le matin de 9 h 00 à 13 h 00 et les cours en français de “Manager de l’Assurance”, l’après-midi de 14 h 00 à 17 h 00**. L'exception est de trois semaines supplémentaires entières en français pour “Manager de l’Assurance” pour combler l'écart entre 4 heures le matin en anglais et trois heures seulement en français, l'après-midi.
- **Le programme de “Manager de l’Assurance” a été scindé en deux mais continue à ne faire qu’un, soit le cursus “Manager de l’Assurance” qui se fait en deux ans en contrat d’apprentissage, ce qui vous permet d’obtenir le Master “International Insurance Manager” de Coventry University.**
- **Par la mise en œuvre de ce dispositif, l’ESA souhaite permettre aux étudiants de Manager de l’Assurance qui maîtrisent la langue anglaise d’obtenir une spécialisation très poussée en Assurance à l’international.**
- La thèse professionnelle de Manager de l’Assurance est la “dissertation” de “International Insurance Management”.

# PROGRAMME

## □ MANAGER DE L'ASSURANCE/ □ MSc IN INTERNATIONAL INSURANCE MANAGEMENT



### MSc IN INTERNATIONAL INSURANCE MANAGEMENT

242 HOURS OF COURSES IN ENGLISH 2022/2023

YEAR 1

#### 1. MANAGERIAL AND INSURANCE FINANCE

The aim of this module is to explore key accounting and finance practice and the associated decision making tools within insurance organisations. It will cover the nature of accounting and finance tools used in accounting for insurance organisations performance. Accounting for Insurance companies has some different rules compared to normal business organisations and it is the aim of this module to expose students to this different accounting treatment of insurance organisation activities.

Drawing on the disciplines of financial and management accounting, this module will enable students to gain an appreciation of the type of financial information that is routinely produced by Insurance organizations for both internal and external use. The module will use a wide range of business scenarios and apply relevant accounting techniques to critically evaluate and interpret financial information.

##### The units on this module are titled

1. Understand and explain the role of various functions of an insurance organisation
2. Describe the role of other functions within Insurance organisation
3. Accounting principles and practice and their application
4. Main characteristics of Insurance company accounts
5. Analysing Insurance business using financial ratios
6. Interpret insurance company accounts using ratios
7. Analyse the financial strengths of Insurance companies
8. Explain the role of rating agencies
9. Explain regulatory solvency requirements
10. Corporate governance in international insurance sector

##### Teaching

The teaching of the module will comprise of lectures, workshops, debates, group discussions, presentations and self-guided study.

##### Assessment

The intended learning outcomes will be assessed as follows:

- Group coursework based on case study – where students are asked to evaluate the performance of an insurance organisation and provide an individual recommendation to its enhancement (2,500 words & 450 words).
- Closed book end of term examination (2 hours).

##### Reassessment Method

Completion of a comparable piece of work/resubmission on the failed coursework components.

#### 2. INTERNATIONAL CORPORATE STRATEGY IN INSURANCE

International Corporate Strategy in Insurance is one of the core modules on the MSc International Insurance Management course. The module challenges concepts of strategy, its scope, purpose and outcomes and provides a practical outline of a number of different approaches to corporate strategy in the insurance industry. No single approach to strategic management is appropriate for all insurance organizations in all situations. To be effective, strategic managers need to know the strengths and weaknesses of each approach and recognize where and how to apply them.

The module aims to provide an understanding of the application of principles of strategic management within insurance organizations in a wider economic and regulatory setting, while seeking to specifically identify the strategic issues that European insurance organizations currently face. With many crucial strategic decisions being difficult to implement in practice, the module will look at the reasons for this and give the students the opportunity to consider real practical situations from the organizations they are placed in. The module highlights the international scope of corporate strategy, the globalization of technologies and markets, and looks at the role of strategic alliances and international collaborations in establishing and nurturing

competences for the achievement of strategic advantage in the insurance industry.

##### The units in this module are titled

1. Introduction to Corporate Strategy in insurance
2. Strategic Environment 1 – market and regulation
3. Strategic Environment 2 – competition and distribution
4. Capabilities 1: SWOT analysis
5. Capabilities 2: Strategic Drift and Cultural Web
6. Capabilities 3: actuaries' role in decision-making in insurance
7. Strategic Choices 1: customer segments, products
8. Strategic Choices 2: distribution and marketing
9. Strategic Choices 3: staffing and systems
10. Strategic choices 4: pricing and services
11. Alliances and partnerships

##### Teaching

The teaching of the module will comprise of lectures, workshops and self-guided study.

Regular Formative feedback will facilitate students' understanding of the case studies aligned with weekly lectures and workshops.

##### Assessment

The intended learning outcomes will be assessed as follows:

- Group Presentation supported by an individual reflective report (equivalent to 1,800 words).
- Individual Report (3,500 words).

##### Reassessment Method

Completion of a comparable piece of work/resubmission on the failed coursework components.

#### 3. MARKETING IN A GLOBAL AGE

Marketing in a Digital Global Age is one of the core modules of the MSc International Insurance Management course. This module analyses the nature of marketing, the core concepts, techniques and



processes in application to international insurance organizations. Students will learn to appreciate the complexity of managing and application of marketing tools and applying theory in insurance practice, to assess the effectiveness of marketing, discusses some of the difficulties in implementing digital marketing as well as the general ethical issues that arise from its use. They will also appreciate how different aspects of marketing relate to and interact with each other.

The module has a strong focus on marketing of insurance services, managing relationships with customers in a global context, ICT and social media, and strategic brand management, ensuring students receive up-to-date information on key contemporary topics in global marketing. Furthermore, this module aims to facilitate students' understanding of applied marketing in a digital global economy. It seeks to develop students' critical analysis and understanding of digital marketing and social media tools in application to international insurance industry in application to international insurance industry.

**The units in this module are titled**

1. The scope of Marketing
2. Target Markets, Positioning and segmentation
3. SWOT Analysis
4. Strategic Planning
5. Marketing in a Digital Economy
6. Digital Marketing Strategy
7. CRM, data and advanced analytics
8. Digital economy marketing business models
9. Competition among firms with different digital business models
10. Practices of leveraging crowds for innovation: crowdsourcing business models

**Teaching**

The teaching of the module will comprise of lectures, workshops, debates, group discussions, presentations and self-guided study.

**Assessment**

The intended learning outcomes will be assessed as follows:

- **Group debate** contemporary marketing/digital marketing/social media marketing issues in international insurance industry.
- Individual Marketing Plan for a new insurance product (4,000 words).

**Reassessment Method**

Completion of a comparable piece of

work/resubmission on the failed course-work components.

**4. INTERNATIONAL PROJECT MANAGEMENT AND RISK IN INSURANCE**

International Project Management and Risk module prepares students for managing organisational change through projects and ensuring that all risks are looked at. It focuses on projects involving major changes, including projects related to new insurance products, new operating systems, which will affect the targeted customers. Issues to do with risks that the organisation may face due to the strategy taken or changes to the market are also discussed in this module. This module takes a high level, critical and evaluative view of project management and risk emphasising managerial and strategic use of the tools and techniques of project management in insurance industry.

On completion of this module students will be able to synthesise and apply a variety of theoretical as well as practical concepts, principles and frameworks on which the project management knowledge systems are based, as well as implement effective methodologies, tools, techniques and risk frameworks applicable to managing contemporary projects in insurance sector. Students will demonstrate knowledge and understanding of traditional and emerging modes of application of project management philosophy in contemporary highly technological business environments. Students will also develop the skills to critically analyse, evaluate current project management, and risk practices in insurance organisations and offer competent suggestions for improvements of existing project management processes.

Project management is a truly cross-functional discipline and, through their engagement with this module, students will develop their awareness of the inter-related nature and interdependence non-functional areas within business. Further to this, this module equips students with an awareness of conceptual risk frameworks and how these are used to manage insurance businesses.

**The units in this module are titled**

1. An Introduction to Project Management in Insurance Industry
2. Defining Project and Project Success

3. Time Planning and Resource Scheduling
4. Cost Estimation and Computerised Planning of Project
5. Scheduling Costs and Resources
6. International Projects and controlling them
7. The interdependence of insurance and loss prevention decision
8. Managing Risk, Change and Conflict
9. Risk management and identification
10. Business loss exposures and risk control tools.
11. Project Evaluation and Closing Down

**Teaching**

The teaching of the module will comprise of lectures, workshops, debates, group discussions, presentations and self-guided study.

**Assessment**

The intended learning outcomes will be summatively assessed as follows:

- Group Project Presentation including peer assessment.
- Group Project Report & Individual Reflective Report (3,000 words & 750 words).

**Reassessment Method**

Completion of a comparable piece of work/resubmission on the failed course-work components.

**5. BUSINESS AND MANAGEMENT RESEARCH METHODS**

Research Methods module will expose students to a different range of research philosophies, techniques and methodologies. The aim is to ensure that all students have a thorough understanding of the requirements to complete an original postgraduate level research project and to provide them with a range of research skills which are of contemporary relevance to the Insurance industry. As future managers, entrepreneurs or leaders all students are required to document their client, company or industry research while relying on appropriate and accepted procedures within the specific sector and management academic community in general. This module introduces students to the major theoretical perspectives, research strategies, and associated methodologies of management research within the context of insurance organizations. This module aims to provide students with an understanding of the major philosophical



issues in relation to a specific sector, enabling students to identify the quality and characteristics of both qualitative and quantitative approaches to conducting research. Students will be able to identify which theoretical perspective is appropriate to research the dissertation problem under consideration and to develop the theoretical foundation appropriate for the research problem. They will understand the differences between primary and secondary data collection and how to collect/collate data and analyze and interpret it depending on the nature and characteristics of the research.

Students will learn how to plan, organize, present and write-up a research proposal for a dissertation and understand how to structure and present a dissertation. To support students in successful post-

graduate study at ESA, this module will address the knowledge and skills required from all students in the completion of the dissertation at the end of year 2 of their studies. It is expected that students will master a range of skills that will enable them to navigate their field of study and their future careers with the greatest chance of success.

**The units in this module are entitled**

1. Introduction to Business and Management Research
2. Developing a Research Topic
3. Doing a Literature Review
4. Business Research Design, Methodological Approaches, Methods, and Tools
5. Poster Presentation
6. Collecting and Analyzing Qualitative Data

7. Data Collection - Quantitative Research
8. Collecting and Analyzing Quantitative Data
9. Research Ethics
10. Writing up research proposal

**Teaching**

The teaching of the module will comprise of lectures, workshops, debates, group discussions, presentations and self-guided study.

**Assessment**

The intended learning outcomes will be summatively assessed as follows:

- Individual Poster Presentation
- Research Proposal (2,500 words).

**Reassessment Method**

Completion of a comparable piece of work/resubmission on the failed course-work components.



- Révision des fondamentaux de l'Assurance.

**■ LE PROJET D'ENTREPRISE**

Il permet à travers une multitude de situations de mettre en œuvre les méthodes et les outils apportés aux étudiants tout au long des enseignements, notamment le développement d'un site internet. Les étudiants sont répartis en petits groupes, cinq étudiants généralement au début de la 2<sup>e</sup> année et entraînés à travailler en mode projet.

- Méthodologie de l'analyse patrimoniale\*\*
- Marché financier et gestion de portefeuille\*\*
- La gestion collective\*\*
- Droit immobilier\*\*
- Régimes patrimoniaux\*\*
- Droit fiscal et contrôle fiscal\*\*
- Environnement juridique et déontologique du CGP\*\*

\* Les cours qui comportent un astérisque entrent dans le contrôle de la Capacité professionnelle en Assurance pour l'exercice de l'activité d'intermédiation en assurances.

\*\* Les cours qui comportent deux astérisques entrent dans le contrôle de la Capacité professionnelle pour l'exercice de l'intermédiaire en Opérations de Banque et en Services de paiement (IOBSP).

**Epreuve écrite Activité Bloc 1**

**ACTIVITÉ 2**

**INDEMNISATION DES SINISTRES DES PROFESSIONNELS ET DES ENTREPRISES**

- Indemnisation des incapacités partielles permanentes (IPP)\*
- Mise en place d'une structure de crise comprenant la mise en place de plans de retrait et rappels de produits\*

**Epreuve Activité Bloc 2**



**ACTIVITÉ 1**

**GESTION DE LA SOUSCRIPTION DES CONTRATS D'ASSURANCE DES PROFESSIONNELS ET DES ENTREPRISES**

- Bancassurance\*\*
- Démarchage et lois bancaires\*\*
- Banque, les moyens de paiement, les différents types de crédit\*\*
- Assurance-vie – Epargne\*



## 6. LEADING IN A CHANGING WORLD

This module is about the nature of leadership in organizations. Leaders influence organizations, teams and individuals and facilitate the efforts of others to achieve goals. Leaders also influence the attitudes and actions of their stakeholders and their societies. To understand the role and abilities of a leader, we also need to explore the organizational context that leaders operate in. We need to recognize that the actions of the leader or manager do not take place in isolation. Their actions will be influenced by their understanding of the combination of individual, group, organizational and environmental factors. No single approach to leadership is appropriate for all organizations in all situations. Moreover, each approach has flaws and limitations. The key to any study of leadership is the question of leadership effectiveness. You will debate how to measure and evaluate the effectiveness of the role of the leader. We will be exploring how the changing nature of the formal organization and globalization has increased the complexity of the leader's role in organizations, especially in delivering the integration of different national and organizational cultures to deliver international business strategies in the insurance industry.

### The units in this module are titled

1. Management and leadership
2. Managers' roles with the stakeholders
3. Leadership styles
4. National cultures, new generations and leadership
5. Ethics and trust
6. Vision, ambition and focus
7. Communication in a digital world
8. Coaching and collaboration
9. Power and delegation of authority
10. Planning and setting goals
11. Feedback & performance evaluation
12. Leading and Change
13. Developing as a Leader

### Teaching

The teaching of the module will comprise of lectures, workshops, debates, group discussions, presentations and self-guided study.

### Assessment

Formative assessment will be based on cases and group presentations.

The intended learning outcomes will be summatively assessed as follows:

- Group debate on leadership effectiveness

- Group debate on the complexity of the leader to deliver international business strategies.
- **Public word press blog** (equivalent to 3,700 words) to respond to a range of contemporary insurance themes.
- \* *Students must include a link to their blog on the cover sheet of their submission – failure to do so will cause them to fail the assignment.*

### Reassessment Method

Completion of a comparable piece of work/resubmission on the failed course-work components.



## 7. BUSINESS ETHICS, REGULATION AND CORPORATE SOCIAL RESPONSIBILITIES

The aim of this module is to provide knowledge and understanding of basic insurance principles and how the legal principles relate to insurance contracts. The module goes further to look at international insurance industry environment in which the important commercial practice of insurance operates and the key elements to protect consumers. Emphasis is placed on English common law but, where appropriate, comparison with Continental and other legal systems is made.

The module also considers the ethical issues that arise in the cause of insurance operations and what insurance firms are doing to promote ethics and take on their social responsibilities within the markets they operate in. The module helps students identify CSR issues, make informed decisions and communicate these to stakeholders. Finally, the module considers the regulation of insurance business, i.e. the legal relationship between the organizations, individuals operating in the international insurance market, the government agencies, and industry bodies that are responsible for supervising it, taking into consideration the changing environment in the sector as a result of disruptions coming from technology.

### The units on this module are titled

1. Understand the essential elements of a valid contract
2. Define insurable interest and its features
3. Financial services regulatory requirements in relation to handling complaints
4. Principles of Good faith
5. Principles of indemnity and how it is applied to contracts in insurance

6. Contribution and subrogation, when and how it applies the sharing of claims payments
7. Insurance business and regulatory and legal requirements, including the business sourcebook
8. The case for CSR and against CSR, CSR Strategy and Self – regulation.
9. Consumer protection and dispute resolution
10. Understanding the Code of Ethics and the application of the principles

### Teaching

The teaching of the module will comprise of lectures, workshops, debates, group discussions, presentations and self-guided study.

### Assessment

The intended learning outcomes will be assessed as follows:

- Group coursework based on case study (2,500) words
- Closed Book End of term Examination (2 hours)

### Reassessment Method

Completion of a comparable piece of work/resubmission on the failed course-work components.

## 8. INTERNATIONAL HRM STRATEGIES

This module considers the economic and social factors that impact human resource management and employee relations within international insurance industry. Students will identify the human resource challenges and opportunities that organizations face. Students will evaluate HRM strategies and policies in international context. By applying theory to the real-life



case studies there will be an opportunity to examine the challenges which insurance organizations face in managing their current and future work force. The module will build on students' existing level of knowledge of HRM practices to address the strategic imperatives in insurance organizations operating internationally. These will include the use of reward and talent management strategies to attract and retain employees. Students will also examine the business skills and abilities of leaders in human resource management to successfully deliver such strategies.

**The units in this module are entitled**

1. History of HRM
2. HRM practices
3. IHRM Context
4. Recruitment and selection of staff for international assignments
5. Diversity and equality
6. International training and development
7. Reward management
8. Performance management
9. Employee participation and engagement in host-country context

**Teaching**

The teaching of the module will comprise of lectures, workshops and self-guided study.

**Assessment**

The intended learning outcomes will be summatively assessed as follows:

- Individual report (3,500 words) evaluating HRM strategy of an insurance organisation operating in a global digital economy.

**Reassessment Method**

Completion of a comparable piece of work/resubmission on the failed coursework component.

**9. INTERNATIONAL INSURANCE AND REINSURANCE ISSUES**

This module aims to provide students with an introduction to the main themes in international insurance from an operational context. In addition to reviewing the main actors, regulations and institutions and analysing global trends, students will also have the opportunity to engage in the technical and operational aspects of international insurance. The module aims to provide students with some of the necessary tools of international insurance underwriting management, to enable them to make valuable contributions to the

workplace on the successful completion of their studies.

Understanding the structures and management of insurance organisations as well as the impact of regulatory issues on their management will underpin the module. Students would have the opportunity to examine the role of the main institutions regulating international business in insurance services. By analysing characteristics of different regions and countries, students would be able to determine the opportunities and challenges of comprehensively managing international insurance organisations across cultures.

**The units on this module are titled**

1. Module Introduction: Determinants of International insurance and corporate management
2. Reinsurance of insurers: purpose, forms, providers, regulation, optimization
3. The World Insurance markets: Multilateral and Regional collaboration with focus on EU and Lloyd's
4. Developing international insurance products: Procedures, Opportunities, Costs, Risks
5. Modes of Distribution in International insurance
6. Managing International Insurance programmes
7. Developing specific International Strategies: Political Risks, Takaful, micro-insurance
8. Ethics in International insurance
9. Elaborating an Articulate International Corporate Strategy

**Assessment**

The intended learning outcomes will be assessed as follows:

- Group Debate on current topic
- Business report: International Plan for the Board of Directors (4,000 words).

**Reassessment Method**

Completion of a comparable piece of work/resubmission on the failed coursework component.

**10. DISSERTATION**

The dissertation builds on the research proposal developed in Business and Management Research module and provides an opportunity for students to develop their specific interest in a subject area and to demonstrate an ability to undertake independent research. As

ESA students are already placed in insurance organisations they benefit from a unique opportunity to research and offer recommendations to a real business problem. The module will culminate in a written dissertation of 12,000 words. During the process of working on their dissertation students will receive the support and guidance of a nominated supervisor who would be regularly meeting with them during the course of their research.

**Teaching**

There is no precise indicative content for individual dissertations. This will be agreed between the student and the supervisor and should be clearly and comprehensively aligned to the module learning outcomes. Detailed advice on dissertations is given in the 'Dissertation Guideline'.

**Assessment**

The intended learning outcomes will be summatively assessed as follows:

- Individual presentation (10 %)
- Written dissertation (12,000 Words)

**Reassessment Method**

Completion of a comparable piece of work/resubmission on the failed coursework components.





- Projet d'Entreprise.

### ACTIVITÉ 3

#### SOUSCRIPTION ET PORTEFEUILLE DES RISQUES D'ENTREPRISE DES OFFRES ASSURANTIELLES

- Solvabilité 2 et rôle de l'actuarial\*
- Bases comptables et financières des entreprises\*\*
- Analyse financière\*\*
- Risk Management\*
- Réassurance, coassurance, titrisation\*
- Risques industriels\*
- Responsabilité civile des entreprises\*
- Responsabilité civile du dirigeant et des mandataires sociaux\*

- Assurance transport (terrestre, maritime, aviation)\*
- Assurance RC des entreprises de transport
- Programmes internationaux\*
- Les risques environnementaux créés ou subis lors de l'activité d'une entreprise\*

### Epreuve Activité Bloc 3

Étude de cas avec soutenance orale.

### ACTIVITÉ 4

#### DÉVELOPPER LA RELATION AVEC LES INTERMÉDIAIRES D'ASSURANCE ET LES CLIENTS À L'ÈRE DU DIGITAL

- Marketing Management
- Approche Marketing et cours produits\*
- Web Marketing
- Réseaux sociaux et approche client

### Epreuve Activité Bloc 4

Étude de cas avec soutenance orale.

\* Les cours qui comportent un astérisque entrent dans le contrôle de la Capacité professionnelle en Assurance pour l'exercice de l'activité d'intermédiation en assurances.

\*\* Les cours qui comportent deux astérisques entrent dans le contrôle de la Capacité professionnelle pour l'exercice de l'intermédiaire en Opérations de Banque et en Services de paiement (OBSP).

### CALENDRIER PRÉVISIONNEL ALTERNANCE MANAGER DE L'ASSURANCE 1<sup>e</sup> ANNÉE COVENTRY (MSC)

ANNÉE SCOLAIRE  
2022/2023

Présence à l'ESA  
Présence en entreprise

AOUT 2022	SEPT. 2022	OCTOBRE 2022	NOVEMBRE 2022	DÉCEMBRE 2022	JANVIER 2023	FÉVRIER 2023	MARS 2023	AVRIL 2023	MAI 2023	JUIN 2023	JUILLET 2023
1 L	1 J	1 S	1 Ma	1 F	1 J	1 D	1 Me	1 S	1 L	1 J	1 S
2 Ma	2 V	2 D	2 Me	2 V	2 L	2 J	2 Me	2 D	2 Ma	2 V	2 D
3 Me	3 S	3 L	3 J	3 S	3 Ma	3 V	3 D	3 L	3 Me	3 S	3 L
4 J	4 D	4 Ma	4 V	4 D	4 Me	4 S	4 S	4 Ma	4 J	4 D	4 Ma
5 V	5 L	5 Me	5 S	5 L	5 J	5 D	5 D	5 Me	5 V	5 L	5 Me
6 S	6 Ma	6 J	6 D	6 Ma	6 V	6 L	6 L	6 S	6 Ma	6 J	6 J
7 D	7 Me	7 V	7 L	7 Me	7 S	7 Ma	7 Ma	7 V	7 D	7 Me	7 V
8 L	8 J	8 S	8 Ma	8 J	8 D	8 Me	8 Me	8 L	8 F	8 J	8 S
9 Ma	9 V	9 D	9 Me	9 V	9 L	9 J	9 J	9 D	9 Ma	9 V	9 D
10 Me	10 S	10 L	10 J	10 S	10 Ma	10 V	10 V	10 L	10 F	10 S	10 L
11 J	11 D	11 Ma	11 V	11 F	11 D	11 Me	11 S	11 Ma	11 F	11 D	11 Ma
12 V	12 L	12 Me	12 S	12 J	12 L	12 J	12 D	12 Me	12 V	12 L	12 Me
13 S	13 Ma	13 J	13 D	13 Ma	13 V	13 L	13 L	13 J	13 S	13 Ma	13 J
14 D	14 Me	14 V	14 L	14 Me	14 S	14 Ma	14 Ma	14 V	14 D	14 Me	14 V
15 L	15 J	15 S	15 Ma	15 J	15 D	15 Me	15 Me	15 S	15 L	15 J	15 S
16 Ma	16 V	16 D	16 Me	16 V	16 L	16 J	16 J	16 D	16 Ma	16 V	16 D
17 Me	17 S	17 L	17 J	17 S	17 Ma	17 V	17 V	17 L	17 Me	17 S	17 L
18 J	18 D	18 Ma	18 V	18 D	18 Me	18 S	18 S	18 Ma	18 J	18 D	18 Ma
19 V	19 L	19 Me	19 S	19 L	19 J	19 D	19 D	19 Me	19 V	19 L	19 Me
20 S	20 Ma	20 J	20 D	20 Ma	20 V	20 L	20 L	20 J	20 S	20 Ma	20 J
21 D	21 Me	21 V	21 L	21 Me	21 S	21 Ma	21 Ma	21 V	21 D	21 Me	21 V
22 I	22 J	22 S	22 Ma	22 J	22 D	22 Me	22 Me	22 S	22 I	22 J	22 S
23 Ma	23 V	23 D	23 Me	23 V	23 L	23 J	23 J	23 D	23 Ma	23 V	23 D
24 Me	24 S	24 L	24 J	24 S	24 Ma	24 V	24 V	24 L	24 Me	24 S	24 L
25 J	25 D	25 Ma	25 V	25 D	25 Me	25 S	25 S	25 Ma	25 J	25 D	25 Ma
26 V	26 L	26 Me	26 S	26 L	26 J	26 D	26 D	26 Me	26 V	26 L	26 Me
27 S	27 Ma	27 J	27 D	27 Ma	27 V	27 L	27 L	27 J	27 S	27 Ma	27 J
28 D	28 Me	28 V	28 L	28 Me	28 S	28 M	28 Ma	28 V	28 D	28 Me	28 V
29 L	29 J	29 S	29 Ma	29 J	29 D	29 L	29 J	29 S	29 L	29 J	29 S
30 Ma	30 V	30 D	30 Me	30 V	30 L	30 J	30 D	30 Ma	30 V	30 D	30 L
31 Me	31 L		31 S	31 Ma		31 V		31 Me		31 L	

Cours

35

42

42

14

35

35

35

35

35

42

49

0

### QUE SE PASSE-T-IL POUR UN ÉTUDIANT

- ▷ **qui échoue** aux épreuves du Master of Science in International Insurance Management
- ▷ **mais qui réussit** aux modalités de contrôle continu et aux épreuves finales de Manager de l'Assurance ?

- À l'issue de chaque module du "Master International Insurance Management", la note moyenne obtenue aux "assessments" du module vient s'ajouter aux notes du contrôle continu du cursus "Manager de l'Assurance", permettant de déterminer une moyenne générale à la fin de la 1<sup>e</sup> année et à la fin de la 2<sup>e</sup> année.
- Si l'étudiant qui a échoué au Master "International Insurance Management" obtient la moyenne générale de 10/20 en 1<sup>e</sup> année de "Manager de l'Assurance" et de 12/20 en 2<sup>e</sup> année de "Manager de l'Assurance", ces moyennes comprenant les notes issues des épreuves spécifiques en anglais du Master "International Insurance Management" et qu'il a validé les 4 blocs et réussi l'épreuve finale du Grand Oral de "Manager de l'Assurance", ce titre et lui seul lui sera attribué.

# Contrôle et délivrance DES TITRES

## MSc IN INTERNATIONAL INSURANCE MANAGEMENT

- Comme il est indiqué dans le descriptif de chaque module, pour obtenir le titre “Master of Science in International Insurance Management”, il faut avoir validé chacun des 10 modules en réussissant chaque contrôle (Assessment), les Universités anglaises ne concevant pas la notion de moyenne générale.
- Si le participant échoue à l'un des modules, il a la possibilité de repasser une épreuve, le « reassessment Method » (Rattrapage).
- Le titre **MSc in International Insurance Management** est délivré aux étudiants **ayant validé les 10 modules**, comprenant la soutenance orale de la « Dissertation » (Thèse professionnelle) et ayant obtenu le titre “Manager de l’Assurance”.

## MANAGER DE L'ASSURANCE

- En MA 1 et MA2, chaque professeur, pendant la durée de son enseignement, organise un ou plusieurs contrôles de connaissance écrits ou oraux. Il a l'obligation de donner une note à chaque étudiant. Cette note est prise en compte dans la moyenne générale de l'année du cursus.
- **Le passage en 2<sup>e</sup> année** requiert d'avoir obtenu une moyenne générale égale ou supérieure à 10/20 aux contrôles de connaissance ainsi qu'aux épreuves des Blocs de compétences attestées 1 et 2.

Pour valider un bloc, il faut obtenir une note supérieure ou égale à 10/20. Si vous n'obtenez pas cette note, un rattrapage est organisé dans les quatre semaines de votre échec. Il est impératif pour vous d'obtenir une note supérieure ou égale à 10/20 à ce rattrapage pour valider le bloc. **À défaut, vous ne pourriez être certifié.** Il n'y a pas de second rattrapage pour un même bloc.

### LE TITRE EST DÉLIVRÉ AUX ÉTUDIANTS AYANT OBTENU À L'ISSUE DU MA2:

#### → POUR LE CONTRÔLE CONTINU

Une moyenne générale égale ou supérieure à 12/20 aux contrôles donnés par les enseignants de 2<sup>e</sup> année, y compris les notes attribuées au Projet d'entreprise.

#### → POUR LES BLOCS DE COMPÉTENCES

La validation des Blocs de compétences attestées n° 3 et 4:  
Pour valider un bloc, il faut obtenir une note supérieure ou égale à 10/20. Si vous n'obtenez pas cette note, un rattrapage est organisé dans les 4 semaines de votre échec. Il est impératif pour vous d'obtenir une note supérieure ou égale à 10/20 à ce rattrapage pour valider le bloc. **À défaut, vous ne pourriez être certifié.** Il n'y a pas de second rattrapage pour un même bloc.

#### → POUR LA VALIDATION DE LA CAPACITÉ PROFESSIONNELLE EN ASSURANCE POUR L'EXERCICE DE L'ACTIVITÉ D'INTERMÉDIATION EN ASSURANCES

Elle est acquise en obtenant une note égale ou supérieure à 10/20 aux contrôles des cours qui portent un astérisque\*.

Si vous n'obtenez pas cette note, un rattrapage est organisé dans les quatre semaines de votre échec. Il est impératif pour vous d'obtenir une note supérieure ou égale à 10/20 à ce rattrapage pour valider la Capacité professionnelle en Assurance. **À défaut, vous ne pourriez être certifié.** Il n'y a pas de second rattrapage pour un même cours.

#### → POUR LA VALIDATION DE LA CAPACITÉ PROFESSIONNELLE POUR LES INTERMÉDIAIRES EN OPÉRATIONS DE BANQUE ET EN SERVICES DE PAIEMENT (IOBSP)

Elle est acquise en obtenant une note égale ou supérieure à 10/20 aux contrôles des cours qui portent les deux astérisques\*\*. Si vous n'obtenez pas cette note, un rattrapage est organisé dans les quatre semaines de votre échec. Il est impératif pour vous d'obtenir une note supérieure ou égale à 10/20 à ce rattrapage pour valider l'IOBSP. **À défaut, vous ne pourriez être certifié.** Il n'y a pas de second rattrapage pour un même cours.

#### → ÉPREUVE FINALE ORALE

Une note supérieure ou égale à 10/20 au Grand Oral est nécessaire pour être certifié. Un rattrapage est organisé dans la dernière semaine possible de juillet.



## COMPOSITION DU CONSEIL DE PERFECTIONNEMENT

### Jean Luc BORDERELLE

Délégué syndical Groupe Crédit Mutuel Alliance Fédérale, Coordinateur de groupe des Sections SNB Nationales pour le CIC

### Norbert CHARASCH

Président de l'ESA

### Laurent COUTURIER

Courtier

### Eugénie DA COSTA

Directrice Générale d'OMEGA FINANCE

### Catherine DUPERROT

Directrice contrôle Qualité et planification de l'ESA

### Christophe FAUVEL

Président de la CCI Dordogne

### Béatrix de GALARD

Consultante en Marketing

### Norbert GIRARD

Secrétaire général de l'Observatoire des Métiers de l'Assurance

### Guillaume GRANDCHAMP

Représentant du Personnel

### Michel HASCOËT

Administrateur ESA

### Julie LE HERAN

Référente cursus Manager de l'Assurance

### Franck MANDERVELDE

Représentant du Comité Social et Économique, Conseil administration CMCIC

### Jean-Yves PARRAS

Référent cursus Expert.e en Ingénierie patrimoniale

### Jean Marc PETIT

Délégué général RenaSup

### Jean-Francis RODIER

Référent cursus BTS, Chargé.e de Clientèles en Assurance et Banque

### Sophie TARDY

Directrice pédagogique de la Formation à distance de l'ESA

### Jacques TRENEL

Coordonnateur de projets à l'ESA

### Jean-Jacques VALARD

Référent cursus Manager des Risques et des Assurances de l'Entreprise

### Philippe VARIN

Courtier

## ENTREPRISES PARTENAIRES

ACE • ACMN VIE • AIG • ALLIANZ • APICIL • AVIVA • AXA • BANQUE POSTALE PRÉVOYANCE • BNP PARIBAS CARDIF • BRED • CAMEIC • CAPGEMINI • CNP • COFACE • DIOT • DIRECT ASSURANCE • GAN EUROCOURTAGE • GMF • GENERALI CONSULTING • GRAS SAVOYE • GROUPAMA • HSBC ASSURANCES • MAAF • MACSF • MALAKOFF-HUMANIS • MARSH • MÉDICALE DE FRANCE • MONDIALE ASSISTANCE • MUTEX • LA MUTUELLE GÉNÉRALE • LE CONSERVATEUR • PACIFICA • PRÉDICA • ROYAL SUN ALLIANCE • SNCF • SOGECAPI • VERLINGUE • VIP CONSEIL • ZURICH...

## VIE ASSOCIATIVE À L'ESA

La taille humaine de l'École, un relationnel interne chaleureux et des initiatives associatives multiples et variées ont permis de forger un esprit empreint de dynamisme et de convivialité.

### PARMI LES NOMBREUSES ACTIVITÉS, CITONS :

► **Le BDE (Bureau Des Étudiants):** la vie associative des étudiants de l'ESA;

► **ALUMNI ESA:** le lien entre étudiants, professionnels de l'assurance et anciens de l'ESA.



## POUR NOUS CONTACTER

**01 85 73 30 96**

✉ admission@esassurances.com

□ [www.esassurances.com](http://www.esassurances.com)



ÉCOLE SUPÉRIEURE  
D'ASSURANCES

Établissement d'Enseignement Supérieur Technique Privé  
Association Loi 1901  
13, rue Fernand Léger - 75020 Paris

01 85 73 31 00

Fax: 01 47 00 30 94

✉ contact@esassurances.com

[www.esassurances.com](http://www.esassurances.com)



Coventry University London  
University House  
109-117 Middlesex Street  
E1 7JF London

□ +44 (0) 20 7247 3666

[www.coventry.ac.uk/london](http://www.coventry.ac.uk/london)