

The Chartered Property Casualty Underwriter (CPCU) designation program is built on a foundation of broad technical knowledge, high ethical standards, and demonstrated industry experience. The CPCU program prepares you to meet the changes and challenges of a demanding risk management and insurance marketplace with confidence and professionalism. CPCUs in all areas of practice are recognized by their colleagues and customers as members of a distinguished community of professionals who have made a commitment to the industry. For information on CPCU study options, including self-study CPCU online courses, visit www.TheInstitutes.org/cpcu.

Earn the CPCU Designation. Set Yourself Apart.

To enhance the CPCU experience, The Institutes have made some exciting changes to the CPCU designation program! Now, CPCU program participants benefit from:

- **Even more application-based course content.** CPCU courses don't just cover risk management and insurance principles. CPCU courses enable individuals to apply these principles to their everyday professional responsibilities, increasing the relevancy of the program to today's business environment.
- **A broader understanding of the industry as a whole.** Designed to provide a broad overview of the industry, CPCU course content gives individuals the technical knowledge and skills needed to succeed in their current career path, while also preparing them to achieve their future goals.
- **Tailored content.** By tailoring program content to cover specific functional areas, and by allowing program participants to select from an extensive list of electives, CPCU courses can be sequenced based on an individual's previous education and experience in a way that best positions him or her to succeed.
- **Potentially completing the program in as little as two to three years.** With numerous and flexible testing opportunities and concise, focused content, an individual can complete the CPCU program in as few as two to three years, depending on the amount of time he or she applies to preparing for course exams.

Bottom-Line Benefits:

- Improve effectiveness by relating risk management and insurance principles to everyday practice
- Handle complex commercial property and personal loss exposures with advanced technical knowledge
- Increase effectiveness and positively affect overall operations with an increased understanding of how different functional areas interact with and relate to each other

Of CPCU Designees:

- 91%** Saw an increase in job opportunities, while almost all say earning the designation fast-tracked their career.
- 74%** Were promoted—most within 2 years of earning the designation. In fact, more than 1,000 CPCUs serve as president or chief executive officer of their organization.*
- 75%** Received a salary increase, and nearly a quarter of those attributed 10% or more of the increase to earning the designation.
- 97%** Gained professional recognition.
- 86%** Saw an increase in their job security during organizational transitions or consolidations.
- 99%** Acquired technical property-casualty insurance knowledge that prepared them for their long-term career goals in addition to helping them fulfill their current job responsibilities.

Based on a 2008 survey of CPCU designees.

*According to CPCU Society membership data.

▶ **Course Levels:** Intermediate and Advanced

Exams: Eight

Completer Info: You must pass four foundation courses, one elective course, three courses in either the Commercial Lines or Personal Lines Concentration, and the Ethics and the CPCU Code of Professional Conduct exam. In addition, you must fulfill the CPCU ethics and experience requirements. Visit our Web site for more information.

We Recommend CPCU for: Agents/brokers, agency principals, claims representatives, line of business managers and executives, insurance litigators, risk managers, and underwriters.

▶ **New Ethics Requirement**

Ethical behavior is crucial to preserving the trust on which insurance transactions are based and also the public's trust in our industry. That's why completing the free online *Ethics and the CPCU Code of Professional Conduct* will be required for all CPCU candidates. Log on to www.TheInstitutes.org/cpcu for information and sign up for free.



Bottom-Line Benefits, Foundation:**CPCU 500: Foundations of Risk Management and Insurance**

- Improve effectiveness by relating risk management and insurance principles to everyday practice
- Increase your value to customers by using the risk management framework to solve problems
- Enhance your efficiency in analyzing insurance policies by learning a systematic method of analysis

Course Level: Intermediate**CPCU 520—Insurance Operations**

- Increase efficiency by understanding how different functional areas operate and interact with each other to positively affect overall operations
- Support compliance efforts by understanding the pervasive effects of regulation on core insurance operations
- Enhance your value to the organization by understanding the process insurers use to formulate and implement critical business strategies

Course Level: Advanced**CPCU 530—Business Law for Insurance Professionals**

- Make better commercial underwriting decisions by learning how client contracts may affect coverage
- Prepare to manage or mitigate the effects of litigation by learning insurance applications of contract law and tort law
- Enhance the agency relationship with an understanding of agency law and the related insurance applications

Course Level: Intermediate**CPCU 540: Finance and Accounting for Insurance Professionals**

- Increase your effectiveness by interpreting and analyzing financial statements of insurers and noninsurers
- Improve underwriting and claim decisions by applying cash-flow valuation methods
- Broaden your industry knowledge by learning how insurers manage their financial assets and capital
- Support organizational change by learning the significance of major developments in financial reporting and regulatory capital

Course Level: Intermediate**► CPCU Electives: Choose From a Variety of Functional Areas**

The CPCU program now includes an elective component as a part of its education requirement. Individuals pursuing the CPCU designation must select one elective course from among ten options in seven functional areas, including:

- AAI 83—Agency Operations and Sales Management
- AIC 34—Workers Compensation and Managing Bodily Injury Claims
- AIC 35—Property Loss Adjusting
- AIC 36—Liability Claim Practices
- ARe 144—Reinsurance Principles and Practices
- ARM 56—Risk Financing
- AU 65—Commercial Underwriting: Principles and Property
- AU 66—Commercial Underwriting: Liability and Advanced Techniques
- CPCU 560—Financial Services Institutions
- ERM 57—Enterprise-Wide Risk Management: Developing and Implementing

► Maximize Your Time With the CPCU Program:

Many of the 11 CPCU courses are either required (r) by or count as electives (e) towards various other Institutes' designations, such as:

- Associate in Surplus Lines Insurance (ASLI) (e)
- Associate in Insurance Accounting and Finance (AIAF) (r)
- Associate in Premium Auditing (APA) (r) (e)
- Associate in Regulation and Compliance (ARC) (r)
- Associate in Reinsurance (ARe) (r) (e)
- Associate in Fidelity and Surety Bonding (AFSB) (r)
- Associate in Marine Insurance Management (AMIM) (e)
- Associate in Claims (AIC) (e)
- Associate in Commercial Underwriting (AU) (e)
- Associate in Personal Insurance (API) (e)

- ▶ In addition to the four CPCU foundation exams and the one elective exam, program participants must also pass the Ethics and the CPCU Code of Professional Conduct exam, and three exams in either the Commercial Lines or Personal Lines concentration.

Bottom-Line Benefits, Concentration:

CPCU 551: Commercial Property Risk Management and Insurance

- Apply an outstanding level of technical knowledge in handling complex commercial property loss exposures
- Improve job effectiveness with an in-depth understanding of commercial property insurance coverages and non-insurance techniques

Course Level: Advanced

Required Course for: CPCU Commercial Lines Concentration

CPCU 552: Commercial Liability Risk Management and Insurance

- Increase effectiveness with a strengthened understanding of commercial liability loss exposures and the insurance coverages and non-insurance techniques used to manage them
- Improve customer satisfaction with a solid understanding of how insurance can help businesses face everyday liabilities and prevent financial hardship or bankruptcy

Course Level: Advanced

Required Course for: CPCU Commercial Lines Concentration

CPCU 553: Survey of Personal Risk Management, Insurance, and Financial Planning

- Strengthen customer satisfaction with an understanding of personal insurance coverages and approaches
- Improve effectiveness by relating personal insurance theory to practice
- Provide well-rounded customer support with knowledge of personal risk management

Course Level: Intermediate

Required Course for: CPCU Commercial Lines Concentration

CPCU 555: Personal Risk Management and Property-Casualty Insurance

- Build and maintain a more profitable book of business by developing an in-depth understanding of personal insurance policies and coverages
- Increase customer loyalty and satisfaction by improving ability to recommend appropriate coverages within a broader risk management framework
- Create organizational value by developing the skills required to profitably price, underwrite, and manage a personal insurance portfolio

Course Level: Advanced

Required Course for: CPCU Personal Lines Concentration

CPCU 556: Personal Financial Planning

- Improve ability to compete in the marketplace by learning about personal financial products and their uses
- Increase contributions to the organization by developing an understanding of the broader financial services market
- Strengthen value to customers and the organization by integrating the financial asset and property-casualty asset protection functions

Course Level: Advanced

Required Course for: CPCU Personal Lines Concentration

CPCU 557: Survey of Commercial Risk Management and Insurance

- Build customer satisfaction with an understanding of commercial insurance coverages and approaches
- Improve effectiveness by relating commercial insurance theory to practice
- Provide well-rounded customer support with knowledge of commercial risk management

Course Level: Intermediate

Required Course for: CPCU Personal Lines Concentration

See our Web site for details on the requirements or electives that CPCU courses fulfill for other Institutes' designations.

Study Aids

Available for all CPCU courses, our SMART Study Aids include flash cards, review notes, and online practice exams. They supplement the text and course guide to help you retain key concepts and maximize your study time. Learn more on our Web site, www.TheInstitutes.org.

Online Courses

Did you know The Institutes offer hundreds of online courses, including instructor-led and self-study courses? Try them for yourself at www.TheInstitutes.org.

Continuing Education

Most of The Institutes' courses are approved for CE credit in most states. You can also earn CE credit quickly and cost-effectively through our CEU.com business unit. Log on to our Web site to learn how to earn CE credit with The Institutes.

Questions

For more information and to take advantage of The Institutes' free educational advising service, please contact Customer Service at customerservice@TheInstitutes.org or call (800) 644-2101. You can also visit us online at www.TheInstitutes.org, where you will find everything you need to know about registering for exams, purchasing study materials, and more.

About The Institutes

The Institutes are the leader in delivering proven knowledge solutions that drive powerful business results for the risk management and property-casualty insurance industry.

The Institutes' knowledge solutions include the CPCU designation program; associate designation programs in areas such as claims, risk management, underwriting, and reinsurance; introductory and foundation programs; online courses; research; custom solutions; assessment tools; and continuing education (CE) courses for licensed insurance professionals and adjusters through its CEU.com business unit.

“The CPCU designation is not just for underwriters. It provides all insurance professionals an immediate means of determining the level of commitment, competency, and knowledge of those with whom you associate, compete, and negotiate.”

—David S. Hershey, CPCU, ARM
Risk Manager
Sprague Energy/Lexa International

YOUR PROFESSIONAL DEVELOPMENT PLANNER

PHASE I

To fully understand the insurance industry and develop the ability to apply fundamentals in your daily work, you need a solid foundation in core concepts and principles.

Insurance Essentials

Online Learning Fundamentals Courses

Company-Specific Training:

Introduction to:

PHASE II

Once you have an overall understanding of the industry, you'll be able to benefit from more-technical knowledge. Choose a generalist (**G**) or specialist (**S**) approach, depending on your needs.

Associate in General Insurance (G)

Online Learning (S):

Associate in (S):

CPCU (G)

Company-Specific Training (S):

PHASE III

Professional development should continue throughout your career so you can stay current on the latest industry practices and refine your technical insurance knowledge.

Online Learning

Associate in:

CPCU

Company-Specific Training:
