

Program in General Insurance

www.aicpcu.org

The Institutes' **Program in General Insurance** helps insurance and risk management professionals improve their performance by teaching them how to identify loss exposures and common insurance policy provisions. After completing the program, you'll have a thorough understanding of the fundamentals of personal and commercial insurance and how to apply them—enhancing your ability to build a better book of business.

Bottom-Line Benefits

Online Learning

- Learn needed information quickly
- Strengthen skills and improve job performance
- Balance professional development with a busy career and personal life
- Try it for yourself—visit www.aicpcu.org/COMET

Intermediate

INS Courses Available Online:

Insurance Principles (INS 21), Personal Insurance (INS 22), Commercial Insurance (INS 23)

INS 21: Property and Liability Insurance Principles

- Increase job effectiveness through understanding general insurance principles and concepts
- Shorten the on-the-job learning curve by becoming familiar with insurer operations and financial measurements
- Improve performance by learning to read an insurance policy, identify loss exposures, and recognize common policy provisions

Course Level: Intermediate

Exams: Three

Completer Info: Passing the required exams earns a certificate of completion.

We Recommend INS for: People in all functional areas of property-casualty insurance, managers or supervisors, customer service representatives, call center staff, and administrative and support staff

Sequence: We recommend taking INS 21 first.

Cross-Credits: Completing INS waives CPCU® 553 or 557. Completing INS also gives you a head start toward earning a number of our designations, including CPCU, AAI, AIC, AIS, API, ARe, and AU—visit our Web site for more information.

The Institutes and LOMA offer a property-casualty track in LOMA's Associate, Customer Service designation program. Earning INS gives you a head start. Visit our Web site for details.

INS 22: Personal Insurance

- Improve effectiveness by learning the fundamentals of personal insurance
- Increase customer service skills with an enhanced knowledge of auto and homeowners contracts and endorsements
- Provide well-rounded customer support through an understanding of personal risk management

INS 23: Commercial Insurance

- Enhance effectiveness by learning the fundamentals of commercial insurance and understanding how to apply them
- Strengthen ability to build a better book of business through an expanded knowledge of commercial coverage forms and endorsements

Study Aids

Available for INS, SMART Study Aids help you retain key concepts by supplementing course materials. The Review Notes and Flash Cards let you maximize your study time, while the new SMART Online Practice Exams are as close as you can get to experiencing an actual exam before taking one.

Online Courses

Online learning powered by COMET is the revolutionary Web-based learning tool that delivers the Institutes' respected technical insurance content in smaller pieces. Try COMET for yourself—visit www.aicpcu.org/COMET.

Questions?

For more information and to take advantage of the Institutes' free educational advising service, please call Customer Service at (800) 644-2101 or e-mail customerservice@cpcuia.org. You can also visit the Institutes on the Web at www.aicpcu.org, where you will find everything you need to know about registering and studying, including a complete course catalog. We're here to help you succeed on your professional development path!

About the Institutes

The American Institute for CPCU/Insurance Institute of America are not-for-profit organizations offering knowledge solutions and professional development services to the risk management and property-casualty insurance community. The Institutes offer the CPCU designation program; associate designation programs in areas such as claims, risk management, underwriting, and reinsurance; introductory and foundation programs; and online courses, all of which help drive better decision making to propel business success.

"The real value of Institute courses is in the terrific base they provide for insurance professionals to build on. Institute courses teach you how to apply fundamentals to everyday situations, giving you the foundation you need to be able to learn on the job."

~Richard A. Riley, CPCU, ARM, AIM
Vice Chairman & CEO, Retired
WNC First Insurance Services
Member, AICPCU/IIA Boards of Trustees

Your Professional Development Planner

PHASE I

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

Insurance Essentials

Online Learning:

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.

Program 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:

100 YEARS
1909-2009

Insurance Institute
of America

AICPCU Succeeding
together.
EDUCATION • RESEARCH • ETHICS