



INSTITUT FÜR
RISIKOMANAGEMENT UND
VERSICHERUNG

Summer 2024

Insurance Demand and New Business Models

Hauptseminar (6 ECTS)

Main Information

<i>Lecturer</i>	Prof. Dr. Andreas Richter
<i>Contact:</i>	Julia Holzapfel (holzapfel@lmu.de)
<i>Time & Place:</i>	See more details in the schedule below.
<i>Start Date:</i>	April 16, 2024
<i>Credits:</i>	6 ECTS
<i>Language:</i>	English
<i>Participants:</i>	Bachelor Business Administration and Bachelor Business Mathematics

Course Description & Main Objectives

The analysis of insurance demand is influenced by scientific findings on the behavior of potential policyholders but also strongly by changes in the actual underlying conditions. For example, the increasing influence of online experiences changes customer expectations and behavior, and the situation of private pension provision requires more personal initiative. In addition, personal risk attitudes and perceptions are changing with their environment.

On the other hand, the insurance industry is changing dynamically in many dimensions. The evolving demand situation, new risks, and rapidly advancing digitization require business-ready responses. The competitive environment is more challenging than ever: InsurTechs are entering the market and insurers no longer see themselves solely as risk carriers but rather as holistic service providers. Such new circumstances must be analyzed and new opportunities classified in order to be able to build new business models on them.

The seminar targets to familiarize the participants with the main concepts, methods, and empirical findings to analyze insurance demand and new business models in risk management and insurance. This includes the preparation and presentation of a home assignment as well as participating in the discussion during joint sessions. The seminar covers theoretical, empirical and experimental research topics. The topics will be discussed with active involvement of the participants. Learning and research strategies are to be conveyed, so that students are empowered to acquaint themselves with a scientific problem and read up on relevant literature. Furthermore, as a basis for the Bachelor Thesis, students should be familiarized with the independent composition of a scientific piece of work.

Course Organisation

Each student will be required to write and present a paper, act as the moderator for another student's presentation, and participate in the open discussions. Further details concerning the paper, the presentation and the discussion will be given during the obligatory kick-off meeting.

Application

The number of participants in this seminar is limited.

BWL students please find important information on the application process and deadline [here](#). The application in LSF is active from November 16, 2023 to December 4, 2023.

Business Mathematics students please see "Information for Business Mathematics Students" below.

Examination

Type of examination: paper, presentation, active participation in discussions.

Qualification

The successful participation of this seminar is the prerequisite for writing a bachelor thesis at our institute (for further requirements please see our [homepage](#)).

Information for Business Mathematics Students

Students of Bachelor Business Mathematics (Wirtschaftsmathematik) may participate after successful registration via email to holzapfel@lmu.de with your CV, matriculation number and transcript (Kontoauszug) before February 9, 2024. However, please note that due to their mandatory participation, students of Business Administration have priority in the application and we will consider your application only if extra capacity is available.

Schedule

Date	Time	Event	Location
April 16	10 am – 11.30 am	Kick-Off-Meeting (obligatory)	Room 314, Schackstr. 4, 3 rd floor
April 17		Allocation of topics and start of writing	Email
May 31	before 11:59 pm	Submission of papers	LRZ Sync & Share
June 3 – June 7	individual	Feedback on papers and allocation of discussions	Zoom or your coach's office
June 11	before 11:59 pm	Submission of presentations and moderation slides	LRZ Sync & Share
June 12	approx. 9 am – 1 pm	Presentations of papers and discussions (obligatory)	Room 314, Schackstr. 4, 3 rd floor
June 13	approx. 9 am – 5 pm	Presentations of papers and discussions (obligatory)	Room 314, Schackstr. 4, 3 rd floor