



Summer 2026

Insurance Demand and New Business Models

Hauptseminar (6 ECTS)

Main Information

Lecturers:	Prof. Dr. Andreas Richter
Contact:	Kerry McCabe E-Mail: mccabe@lmu.de
Time & Place:	(see <i>Tentative Schedule</i>)
Start Date:	April 21, 2026
Credits:	6 ECTS
Language:	English
Participants:	Students of Business Administration (Bachelor BWL) and students of Business Mathematics (Bachelor Wirtschaftsmathematik)

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](#).

To be eligible for the examination you will be required to register for the course via LSF, which will presumably be active from May 10, 2026, to June 10, 2026.

Students of Bachelor Business Mathematics (Wirtschaftsmathematik) may participate after successful registration via email to mccabe@lmu.de with your CV, matriculation number and transcript (Kontoauszug) before April 10, 2026. 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.

Examination

Type of examination: paper, presentation, discussion of another paper (in English). The seminar will be valued with 6 ECTS.

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

Tentative Schedule

Date	Time	Event	Location
April 21	10 am – 11.30 am	Kick-Off-Meeting (obligatory)	Room 314, Schackstraße 4
April 22	09 am – 10.55 am	Introduction to Scientific Writing (voluntary)	Room 314, Schackstraße 4
April 22		Allocation of topics and start writing	Via email
June 3	before 11:59 am	Submission of papers (digital version)	LRZ Sync & Share
June 8 – June 12	individual	Feedback on papers and allocation of discussions	tba
June 15	before 11:59 am	Submission of presentations (pdf)	LRZ Sync & Share
June 16	approx. 8 am – 2 pm	Presentations of papers and discussions (obligatory)	Room 314, Schackstraße 4
June 18	approx. 8 am – 2 pm	Presentations of papers and discussions (obligatory)	Room 314, Schackstraße 4