

Katie School Certificate in Leadership and Business Acumen

Purpose: The Purpose of the **Certificate in Leadership and Business Acumen** (CLBA) is to provide students with an opportunity to develop and demonstrate skills and knowledge sought after by industry employers, which they may not be able to attain from a traditional classroom experience. By demonstrating skills and knowledge in three categories, students who complete this certification should be well-suited to enter and excel in the insurance industry.

Overview: Students earning the Certificate in Business Acumen must complete activities that total a minimum of 100 points. Students can earn points from any of the categories but must earn at least 25 points from each category. Students who have had an insurance internship are only required to earn 75 points. Assessments will be done on learning in categories 1 and 3. Category 2 points will be earned by participation as most of these will be industry presentations with the exception of the research project which would be assessed. Eligibility to enter into and remain in the program is cumulative GPA of 3.0 or higher. The following describes each of the categories:

Category 1: The purpose of this category is to encourage students to delve *deeper* into a technical area of risk management or insurance. Research into specific areas such as the use of social media by insurance agents, or trends in frequency and severity of auto losses in Illinois, with accompanying papers and presentations would be one example. Passing professional examinations in areas such as underwriting, risk management, claims, reinsurance, sales, surplus lines, tort law, insurance regulation, insurance fraud detection, and subrogation would also be a way of demonstrating this deeper knowledge. This category is to recognize the importance of exploring some of the nuances required to be an industry professional. Although it may complement what is covered in the classroom, credit will only be given for learning experiences outside the classroom. A non-exhaustive list of examples for Category 1 activities is included in the following table.

Category 2. The purpose of this category is to encourage students to acquire a *broader* knowledge base of the insurance industry to complement their classroom education. This includes topics such as lessons learned from Hurricane Sandy, how the Dodd-Frank Act affects insurers, and how growth in technology is affecting insurer and broker operations. Many of these may come from industry presentations about emerging issues in risk management and insurance that are offered in presentations by outside speakers for Gamma Iota Sigma and the actuarial conferences. Also presentations as part of the Katie School Insurance Executive Forum, Risk Manager in Residence, Katie School Symposium, CPCU Society I-Day, or luncheon speakers with RIMS or the CPCU Society would count for credit in this category.

Category 3: The purpose of this category is to encourage students to engage in behavioral-based learning events that build important business acumen skills in areas such as oral presentations, business writing, networking, collaborative teambuilding, negotiations, project management, business ethics, and consulting. These often require active participation in experiential learning activities guided by coaches and mentors. Assessments related to any of these skills are also encouraged and included in this category.

Other Activities Not Specified to a Given Category:

- Team Competitions (Risk Management Competition; Student Research Competition, Innovation Consulting)
- Consulting and Research on Industry Topic with Industry Partner or Faculty Member
- Students may petition, in writing, to have other activities (outside of classroom and internship experiences) count toward the certification.

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Must Complete 100 Points Total

Must earn at least 25 points. No Maximum.	Must earn at least 25 points with maximum of 35 points in this category	Must Earn at Least 25 points and 5 of those in business writing.
Category 1- DEEP DIVE Non-course technical skills	Category 2-Big PICTURE Industry Understanding (Non-Class Speakers)	Category 3- SOFT SKILLS (Examples of Non-Class Workshops)
<p>Research Project Outside of Class (1 point per hour involved) Examples: The Use of UAV's after catastrophes Cyber risks, and cyber liability Effect of collision avoidance systems on auto insurance industry Climate Change and Insurance Costs ----- Industry Workshops: (i.e. RAA workshop on Reinsurance Basics, NAPSLO surplus lines workshop). 2 pts per contact hour. (Max 10 pts)</p>	<p>Examples of Qualifying Events: (2 pts for each event)</p> <ul style="list-style-type: none"> • CPCU Chapter Meetings • Mid-Illinois Chapter of RIMS Meetings • Risk Manager In Residence Presentation and Meetings • Katie School Symposium Presentations • CPCU I-Day • Katie School Insurance Executive Forum • Company visits 	<p>Teaching Course on Insurance at high school or jhs (5 pts per session) (i.e. Ambassador Program, McLean County Compact). Max. 10</p> <hr/> <p>Team Dynamics/Conflict Management (1 pt. per hour)</p> <hr/> <p>Business Writing in Insurance (1 pt per workshop hour)</p> <hr/> <p>Persuasive Communication (1 Pt per workshop hour)</p> <hr/>
<p>Passing Industry Exams Actuarial Exam (15 pts) CPCU, CLU designation exams passed (not waived) (15 pts) Other Professional Exams in: Insurance sales, Claims, Underwriting, Agent Course work (ARM, CIC, AIS, AU, ASLI etc) (15 pts)</p>	<p>===== Industry Presentations Including Topics Such as:</p> <ul style="list-style-type: none"> • Financial Trends and Issues in Insurance • Regulatory Trends and Issues • Emerging Risks • Global Insurance Issues • Sustainability and Insurance (Climate Change and Green Risks) • Enterprise Risk Management for Insurers • Technology and Insurance • Catastrophes and Insurance • Social Media and Insurance • Diversity in the workplace • Captive Insurance • New skills needed to succeed in insurance 	<p>Toastmasters (2 point per role). Max 10</p> <hr/> <p>Negotiations (1 pt per hour) Example. Underwriter Broker Negotiations</p> <hr/> <p>Presentations outside of classroom. Risk Consulting Project. Presenting to high schools. Presenting at conferences and symposia. (10 points)</p> <hr/>
<p>Online Courses:</p> <ul style="list-style-type: none"> • NICB; NASP, <p>Pts-2 pts Each</p>		
<p>Computer Software Workshops:</p> <ul style="list-style-type: none"> • SAS workshop • JMP Pro • R workshop • Excel and Access for Insurance <p>(2 pts per hour)</p>		<p>Mentoring with industry professional. Including mock interviews. (1 pt per hour)</p> <hr/> <p>Formal Networking Event (1 pts per hour)</p> <hr/> <p>Sales (for non-sales majors) (2 pts per hour)</p> <hr/>
<p>Conference Sessions: Students selected to attend industry conferences such as CPCU, RIMS, REBEX, IMUA, NAPSLO, PLRB, etc. may apply for credit to Katie School (I.e. Insurance Regulation, Tort Law, Insurance Contract Law (1 point per hour). Max 10 points</p>		<p>Personal Coaching Based on Formal Assessment (i.e. MBTI, DISC, CDR, etc.). 1 pt per workshop hour)</p> <hr/>
<p>Other Non-Course projects: Students may suggest any other project that involves taking a comprehensive look at a specific area. Also, client projects involving insurance organizations needing research can also qualify. Ideally the outcome for this will be a paper, a presentation or both. Presentations with industry practitioners also will qualify. (1 pt. per hour involved)</p>	<p>Students may apply to Katie School for credit for attendance at other industry related presentations</p>	<p>Gamma Community Service (prior approval of project required)(1 pt per hour) President Role Gamma President (20 pts) President of Other Registered Student Organizations (10)</p> <hr/> <p>Professional Conduct and Work Ethic (1 pt. per contact hour Business Etiquette 1 pt/hr</p>
<p>Students may earn up to 25 points for internship credit program which can be applied in any category. A is 25 points, B is 15 points. Between 5 and 20 points may be earned from an industry job.</p>		