

<b>Week 1</b>	<b>Course opening: What is Impact Insurance? Course overview</b>
	Webinar: Double bottom line: Achieving social and commercial objectives
	Pre-course test
<b>Week 1 1 – 7 Nov.</b>	<b>Module 1 ACCESSING NEW MARKETS THROUGH ALTERNATIVE DISTRIBUTION CHANNELS</b>
Unit 1.1	Alternative distribution channels
Unit 1.2	Analyzing distribution channels
	Webinar: Distribution: Challenges and lessons learned
	Forum discussion: Experiences with distribution channels
	Module assignment: Analysis of a distribution channel
	Module quiz
<b>Week 2 8 – 14 Nov.</b>	<b>Module 2 MARKET RESEARCH: TRANSLATING CUSTOMER INSIGHTS INTO IMPROVED RESULTS</b>
Unit 2.1	Factors influencing demand
Unit 2.2	Quantitative and qualitative research methods
Unit 2.3	PACE tool
	Webinar: Market research: Insights from the women's market
	Forum discussion: Experiences with market research
	Module assignment: Designing a research plan
	Module quiz
<b>Week 3 15 – 21 Nov.</b>	<b>Module 3 PRODUCT DEVELOPMENT</b>
Unit 3.1	Product design as your next step
Unit 3.2	Pricing
Unit 3.3	Good practices in product design
	Webinar: Product development: Health inclusive insurance
	Webinar: Product development: Agriculture insurance

	Forum discussion: Experiences with impact insurance products
	Module assignment: Designing an insurance product
	Module quiz
<b>Week 4 22 – 28 Nov.</b>	<b>Module 4 CLAIMS MANAGEMENT: THE MOMENT OF TRUTH</b>
Unit 4.1	Claim management: Introduction and guiding principles
Unit 4.2	Claim procedures and workflow
Unit 4.3	Case study: Britam's experience
	Webinar: Claims management: Experience from the field
	Forum discussion: Pain points in the claim management
	Module assignment: Rethinking product design from a claims perspective
	Module quiz
<b>Week 5 29 Nov. – 3 Dec.</b>	<b>Module 5 RESPONSIBLE INSURANCE AND BUSINESS VIABILITY</b>
Unit 5.1	The business case for responsible insurance
Unit 5.2	Standards and guidelines for building a value chain for responsible insurance
	Webinar: Promoting responsible insurance
	Forum discussion: State of responsible insurance in your country
<b>Closure</b>	<b>Course closure activities (last submissions, evaluation and certificates)</b>