

Certificate in Insurance Market Specialisation

(994) CII insurance market dissertation guidelines and instructions



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CII Level 7 Certificate in Insurance Market Specialisation

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Dissertation guidelines and instructions

The dissertation is both a qualification in its own right and also a unit in the CII qualification framework, 994 Insurance market specialisation, providing holders with 50 credits that can be used towards completion of CII insurance qualifications such as the Advanced Diploma in Insurance.

Important note:

It is essential that you fully familiarise yourself with the content of this document before commencing work on or submitting the dissertation. Failure to follow the guidance and instructions could result in you failing this unit.

The Chartered Insurance Institute (CII) Professionalism in practice

As the premier professional body for the insurance and financial planning professions, the CII promotes higher standards of integrity, technical competence and business capability.

With over 120,000 members in more than 150 countries, the CII is the world's largest professional body dedicated to these sectors.

Success in CII qualifications is universally recognised as evidence of knowledge and understanding. Membership of the CII signals a desire to develop broad professional capability and subscribe to the standards associated with professional status.

The CII works with businesses to develop bespoke, company-wide solutions that ensure competitive advantage by enhancing employees' technical and professional competence.

Individually, CII's members are able to drive their personal development and maintain their professional standing through an unrivalled range of learning services and by adhering to the CII's Code of Ethics.



Contacting the CII

If you have any queries regarding the information in this brochure please contact Customer Service.

The CII is committed to delivering a first-class service and, to this end, we welcome feedback on any aspect of your relationship with our organisation.

Please forward any views you may have on the service you receive, whether they are positive or otherwise.

We take all such comments seriously, answer them individually, and use them to help ensure that we continually improve the service we provide.

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Qualification assessment overview

This qualification involves the submission online of one 10,000 word dissertation. This must be completed within 18 months of enrolment, including any re-submissions. All dissertations will be assessed quarterly. We would recommend that you plan the completion of your dissertation proposal and dissertation submission around these dates to avoid delays – submission deadlines for each quarterly session will be published on RevisionMate (the CII's online qualification study tool accessible at www.revisionmate.com) – these are the dates by which you will have to submit your dissertation to have it assessed at any given assessment session.

The pass mark for successful completion of the dissertation is 50% (120 out of 240 marks).

On completion, you will be awarded the stand-alone Level 7 'Certificate in Insurance Market Specialisation' qualification and 50 CII Advanced Diploma level credits will be added to your CII learning statement. These credits can be used towards the completion of other CII insurance qualifications such as the Advanced Diploma in Insurance.

Overview of the dissertation process

You are required to write a dissertation on an insurance or reinsurance-related topic of relevance to the insurance market and of interest to you. The dissertation must be a minimum of 10,000 words in length and not more than 11,000 words.

As part of your enrolment you will be allocated a dissertation guide who will provide support at three stages of the process. You must contact them immediately after receipt of your welcome email. After initial contact you should contact your guide at the following stages:

1. Proposal stage – you must submit your draft dissertation proposal to your guide for comment. Once the proposal is agreed with your guide you must submit this via RevisionMate. It is suggested that this be within four months of enrolment.
2. Part-way stage – when you have made substantial progress towards completing your dissertation. It is suggested this be within ten months of enrolment.
3. Complete draft stage – when your dissertation is complete and likely to need only minor amendments. It is suggested that this be within 14 months of enrolment.

Remember that you have 18 months in total to complete your dissertation and/or any re-submissions. Your dissertation guide is not allowed to write or change any content but may ask questions for clarification, provide challenges to help clarify your thoughts and provide guidance on your dissertation falling within the proposal framework.

You are also encouraged to seek guidance from a colleague who is an expert in the topic of your dissertation and who can act as a work-place mentor. Ideally, this is someone who will be able to stimulate your thinking around your topic and give guidance in terms of the approach and scoping of your dissertation.

You are advised to follow the guidance set out below:

1. Choose a topic in an area of interest that is of relevance to the insurance market.
2. State your topic idea as a question or problem. Use the points below to test the feasibility of researching your chosen topic.
 - Ensure that this topic requires a deep understanding of a question or problem and not simply shallow coverage of a broad topic. (Examples of suitable topics are provided for guidance at the end of this document).
 - Ensure that your question or problem deals with an insurance or reinsurance-related issue, is strategic in nature and is non-routine.
 - Identify the main concepts or key words in the question or problem. Test those main concepts or key words by looking them up in the appropriate background sources or by using them as search terms.
 - If you are finding too much information and too many sources, narrow your topic and/or refine your search criteria. Finding too little information may indicate that you need to broaden your topic.

- You will need to get approval from your employer if the desired topic is commercially sensitive. The CII will not disclose the content of any dissertations.
3. When you have stated your question, check that it:
 - Is clear
 - Is relevant to the insurance market
 - Takes account of the guidance in the ‘CII insurance market dissertation research guidelines’. This document is available on RevisionMate in the Dissertation Information section.
 4. Prepare a draft proposal for approval before you commence work on your dissertation. This should be agreed with your dissertation guide, and then submitted via RevisionMate. Your proposal must include:
 - Your name
 - The topic area of your dissertation and the dissertation question
 - The necessary background and context which would include:
 - The relevance of the research
 - Your relationship with the topic area
 - What you would like to achieve
 - Any permissions that are necessary, for example, from your employer
 - The research objective(s) including the scope of any sub-topics
 - The benefits of researching the topic (both to yourself and to significant others, for example the employer)
 - The research methodology you will follow (for example desktop research, interviews, questionnaires)
 - Possible challenges in conducting the required research (for example difficulty in accessing data, poor questionnaire response)
 - Possible chapter headings for the dissertation
 - Provisional timetable for the completion of the dissertation
 - Possible sources.
 5. Conduct your research and write your dissertation. Your dissertation must be referenced in accordance with the guidance contained within this document and checked with your dissertation guide at part way stage and final draft stage.
 6. Check your final draft dissertation with your dissertation guide before submitting it online via RevisionMate.

Overview of the dissertation process continued

The role of your guide

The role of your guide is not to supervise your research (which must be your own) but to help you through the processes involved in selecting a research topic, finding information and structuring your dissertation. Your guide will provide support at three stages:

1. Initial guidance

The first role of your guide is to comment on your proposal in relation to:

- the validity and viability of your research question(s)
- the methodology you have chosen
- the proposed structure for your work

2. Progress review

Once you have made substantial progress with your dissertation (e.g. completed most of your research and written some sections of the dissertation) you should contact your guide, who may:

- provide general feedback on what you have written so far
- give advice on any specific problems that you encountered
- suggest further sources of information or general ways in which your dissertation might be improved and developed

3. Pre-submission check

Once you have a complete draft of your dissertation you should send it to your guide to obtain confirmation that the dissertation is ready to be marked and assessed. Your guide will check that:

- the research question(s) have been framed properly and addressed in a clear and logical way
- the overall structure of your work is appropriate
- the key elements (e.g. executive summary, introduction, methodology, findings, conclusion) are included and covered adequately
- the flow of the argument in your dissertation is clear
- the presentation is acceptable

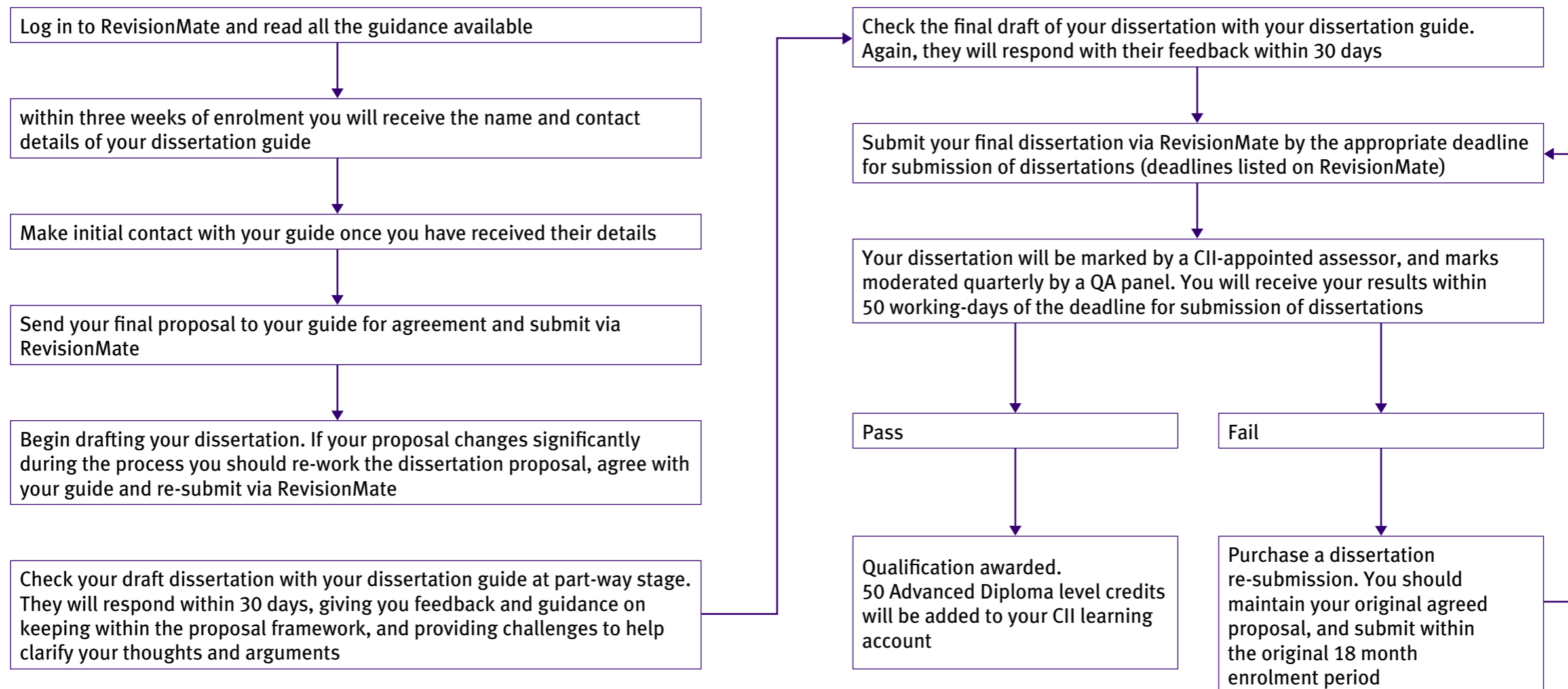
While your guide will provide you with general support, you should remember that your dissertation must be based on your own research, is your own work, and is your own responsibility.

You should NOT expect your guide:

- to find sources of information for you
- to provide detailed comment on technical issues covered in your dissertation
- to fill in gaps in your analysis
- to derive formulae for you
- to correct your grammar or spelling
- to tell you what mark you can expect for your dissertation (which is independently marked).

What does the dissertation involve?

The process is outlined in the flow diagram below:



The dissertation must be completed within 18 months (this includes any re-submissions).

A minimum of 120 marks (50%) must be obtained for the dissertation. Results will take the form of pass, fail or distinction. 168 marks (70%) will attract a distinction grade. Notification of your result will take up to **50 working-days** from the deadline date for submission of dissertations. You can also access your assignment results online by logging on to our secure candidate area: www.cii.co.uk/results

In the event that you fail to obtain the pass-mark there are two options available to you:

- Purchase a re-submission from Customer Service for an additional fee. For 2016, the cost is £875 for CII members and £1,125 for non-CII members. A re-submission will allow you to resubmit your reworked dissertation.
- Request a review of the marking of your assignment. Each assignment is restricted to one review. An additional fee of £83 and a 35 day review period applies. Details are available at www.cii.co.uk/dissertationpolicies

Dissertation marking criteria

The assessor will mark the dissertation on the basis of:

- **Knowledge and understanding of the topic (30%)** – this requirement represents the factual foundation of the dissertation. The essential facts should be accurate and broad enough in their scope to allow further application.
- **Application and analysis of the topic (50%)** – this key component represents the way in which you analyse/examine the factual information and how you interpret this information to add value to your answer (this could be in the form of conclusions, solutions, or recommendations). It is also important to remember that the assessor must logically be able to follow the information contained within the dissertation.
- **Coherent structure in terms of logic and coherence (10%)** – submissions should be structured with a clear start and a clear end. Information within the dissertation should be logical and well ordered.
- **The use of relevant work examples and/or examples gained from further reading (10%)** – dissertations should contain actual examples to support the research undertaken. They may also include bibliographies in support of their conclusions or as a guide to further reading.

This table contains a detailed breakdown of the marking criteria:

Knowledge and understanding (including accuracy and completeness of facts). Mark weighting 30% of the 240 available marks

Almost all points of content and research topic identified and clearly explained	Most points of content and research topic identified and described in some depth	Some points of content and research topic identified	Few points of content and research topic identified
55–72 marks	37–54 marks	19–36 marks	18 marks or fewer

Application and analysis. Mark weighting 50% of the 240 available marks

Deep understanding shown of the research topic, its underlying concepts and their application	Essential understanding shown of the research topic, its underlying concepts and their application	Restricted understanding shown of the research topic, its underlying concepts and their application	Little understanding shown of the research topic, its underlying concepts and their application
91–120 marks	61–90 marks	31–60 marks	30 marks or fewer

Coherent structure. Mark weighting 10% of the 240 available marks

Dissertation is coherently structured	Dissertation is mostly coherently structured	Dissertation is limited in coherent structure	Dissertation is insufficiently coherent in structure
19–24 marks	13–18 marks	7–12 marks	6 marks or fewer

Evidence of the use of relevant examples and/or further reading to support answer. Mark weighting 10% of the 240 available marks

Considerable evidence demonstrated of the use of relevant examples with a bibliography to support the conclusions	Evidence demonstrated of the use of relevant examples with a bibliography to support the conclusions	Little evidence demonstrated of the use of relevant examples with a bibliography to support the conclusions	Very little evidence demonstrated of the use of relevant examples with a bibliography to support the conclusions
19–24 marks	13–18 marks	7–12 marks	6 marks or fewer

Completing the dissertation

Only commence the dissertation once you have agreed your proposal with your dissertation guide. To complete the dissertation you will need to conduct research using relevant and current sources. Guidance for conducting research can be found on RevisionMate under Dissertation Information.

The submission should be a minimum of 10,000 words and a maximum of 11,000 words. The word count does not include diagrams (which you are free to use in your dissertation); however, it does include text contained within any tables you choose to use.

The reference list or bibliography is not included in the word count.

You are required to use the typeface Arial (size 11pt).

We recommend that you use headings, bullet points, graphs and diagrams where relevant to enhance readability and the quality of your work.

The dissertation must be your own work and, in submitting it, you are declaring the originality of your work. For this reason important rules apply to the **referencing** of your submission and to possible **plagiarism** and **collaborative** working. Full details on each of these are provided under '*Rules relating to authenticity of work in CII assignment*'.

It is essential that you adhere to these rules when completing your dissertation. Failure to do so may result in your exclusion not only from this unit but from all CII examinations.

Dissertations must be submitted for marking in the dissertation template in the Submissions section of RevisionMate.

It is important that you read the document 'Writing the dissertation', found on RevisionMate as this gives you detailed guidance on what is required.

Study support

As part of your study enrolment you will gain access to the following study support:

- **Exam unit syllabus** – this sets out the learning outcomes that will be assessed in the dissertation.
- **Online additional information** – 'CII insurance market dissertation guidelines and instructions' sets out the issues involved in the various research methods you may choose to employ. This document is available in the Guidelines and instructions area within Dissertation information on RevisionMate.
- **Course chat and discussion forums** – to discuss general issues relating to research and drafting of dissertations and credible guidance sources that may be of value to other candidates.

Important note: RevisionMate caters for candidates enrolled for CII examinations or online submissions. You should therefore disregard the guidance and support services relating to the sitting of an examination.

Rules relating to authenticity of work in CII assignment

These rules apply to all CII units assessed by: coursework; mixed assessment; continuous assessment; and in respect of Fellowship submissions. The purpose of the rules is to ensure that candidates submit their own work.

Failure to comply with the following rules will result in:

- **Your assignments being withdrawn where there are high matches to published sources such as CII study texts; and/or**
- **Disciplinary action being taken against you. Where disciplinary action is taken your name and your employer will be published.**

By submitting assignments or dissertations, you agree to comply with these rules:

1. The work you submit must be your own and be in your own words.
2. You must not copy or amend work from another source including another candidate or the study text or any other supporting material.
3. Your assignment or dissertation must not include content which another person has dictated to you.
4. Where you draw on other work, you must fully reference it – the guidelines are provided under ‘Referencing’.
5. You must not work with another candidate to write an assignment or dissertation.
6. Another person must not write your assignment for you.
7. You must not write an assignment or dissertation for another person.
8. You must not provide, or provide access to, your assignment or dissertation or any part of your assignment or dissertation, including tutor/examiner feedback, to anyone other than the CII. You must not access another candidate’s assignment or dissertation.
9. You must not be involved in any other dishonourable or unprofessional conduct relating to the completion and submission of your assignments or dissertation.

Important notes:

1. Writing of assignment responses must be done individually without collaboration of any kind.
2. Candidates must take care to appropriately safeguard their work. Assignments saved on servers provided by your employer must be password protected with a complex password known only to you.
3. All assignments and dissertations will be subject to plagiarism detection software checks.
4. The CII reserves the right to contact candidates following submission of their assignments to verify their identity and ensure that the assignment has been written by that candidate.
5. Where a breach of the above rules is suspected by the CII it will be fully investigated.
6. Where the CII has grounds to suspect a breach of the above rules, your identity and relevant evidence relating to you may be shared with other candidates and/or your employer to ensure a fair and thorough investigation.
7. Guidance is provided under ‘Plagiarism’ and ‘Referencing’.
8. Details on the CII’s disciplinary regulations and procedures rules as well as the indicative sanctions guidance can be found at <http://www.cii.co.uk/about/professional-standards/disciplinary-and-appeals-decisions/>
9. Sanctions will be imposed on candidates found to be in breach of the Authenticity Rules. Sanctions applied in previous cases can be seen at <http://www.cii.co.uk/about/professional-standards/disciplinary-and-appeals-decisions/breaches-of-examination-andor-assessment-regulations/>
10. The names of candidates, along with their employers, found to be in breach of these rules are also published on the CII website and in the CII Journal and Financial Solutions magazines.

Please note all dissertations will be subject to plagiarism software checks.

Rules relating to authenticity of work in CII assignment continued

Plagiarism

It is important to understand the CII's definition of plagiarism and how it can be avoided. We adopt the Joint Council for Qualifications (JCQ) definition of plagiarism as: 'Unacknowledged copying from published sources (including the internet) or incomplete referencing'.

The following also constitute plagiarism:

- Copying sections of work from another person such as a friend/colleague.
- Having another person such as a friend/family member dictate something to you.
- Copying and pasting from the internet without citing the source.
- Copying directly from a text quotation without citing the source.
- Paraphrasing without including reference to the source of the paraphrase.

Within the text of your dissertation you should use the following formats to attribute work to its author(s).

Referencing

Referencing in the text

How to reference your material in your dissertation:

When writing your dissertation, you must acknowledge other people's ideas and work, citing the author and the year of publication.

You can do this in the following ways:

1. Incorporate a reference within the dissertation itself, for example:
Foss & Stone (2002) said that increasing sophistication in telephone and web management allows providers to differentiate the service provided to customers, such as shorter waiting times for higher-value customers.
2. Quote from a book or paper by putting the comment in quotation marks ("...") and cite the page as well as the author and date, for example:
"As banks become more sophisticated in telephone and Web management of customers, they will be able to deliver a more varied segment management to the market, starting with the issuing of different numbers to different customer groups and delivery of different point-of-contact service. A simple example might be a longer waiting time for mass-market customers who call very rarely." (Foss & Stone, 2002, p209)

Reference list

Whatever references you use, ensure that you include a full and complete list of them at the end of your dissertation as a reference list. If you have used information from the internet, list the web page and the date it was accessed.

The references should be in alphabetical order and written as follows:

Books:

Foss & Stone (2002) *CRM in financial services* Kogan Page Ltd.

Edited books:

Flynn, R (2006) Counter-terrorism Risk Management. In D. Hillson (Ed) *The Risk Management Universe – A Guided Tour* BSI Business Information

Journals and reports:

Porter, M. E. (1996) "What is strategy?" *Harvard Business Review*, November–December, pp61–78.

Breach of the assessment rules – penalties and sanctions for malpractice

In submitting your assignment you are acknowledging that you have read the rules in these candidate guidelines and that this is your own work. All assignments are run through plagiarism software which checks with other students and also other published sources. If a match is found then this will be fully investigated and the appropriate action taken depending on the severity of the case.

We acknowledge that you may undertake joint study with colleagues or as part of a formal training programme. However, your answers must be your own work and in your own words. Working with another person to write assignments, allowing another person access to any of your assignment answers or copying or amending another person's assignment answers is not permitted under any circumstances and will result in sanctions being applied.

Sanctions include being excluded from the exam unit in question through to being excluded from all CII examinations. The exact sanction to be applied will depend upon the exact nature of the transgression.

Disciplinary action may be taken against any candidate found guilty of dishonourable or unprofessional conduct, or committing a breach of the assessment rules. Details of the CII's disciplinary procedures and rules as well as sanctions guidance can be found at <http://www.cii.co.uk/about/professional-standards/disciplinary-and-appeals-decisions/>

The names of candidates, along with their employers, found to be in breach of the rules are also published on the CII website.

Rules relating to authenticity of work in CII assignment continued

Paraphrasing

Paraphrasing is where you encapsulate another person's original idea, argument or conclusion in your own words. It is still necessary to attribute those ideas to the author, and you can do this by using the formatting outlined above for direct quotations, taking care to include the author's surname and the year of publication.

If, or when, you paraphrase, it is important to exercise care when altering the words or the order of words. Doing so may unintentionally distort the original author's meaning.

Collaboration

We acknowledge that you may discuss your approach and outline with your mentor or colleagues. However, working with another person to write your dissertation is not acceptable. Your work must be your own and in your own words.

Accessing templates and guidelines and submitting the dissertation proposal and dissertation

The dissertation is submitted for marking online.

Follow this four-step process to login:

- Go to www.revisionmate.com
- Use your CII Permanent Identity Number (PIN)* as your login name
- Use your surname as your password (all in lower case and omit any hyphens or apostrophes)
- Click 'Login'.

* You can find your CII PIN on any communication sent to you by the CII or by calling CII Customer Service on +44 (0)20 8989 8464.

'994 Insurance market specialisation' will be listed on the homepage in the 'My subjects' list. When selected you will have access to two sections: 'Dissertation information' and 'Dissertation centre'.

Dissertation information

In this section you will find:

- An overview of the process
- Guidelines and instructions for this unit
- Dissertation FAQs
- Dissertation research guidelines
- Research skills
- Writing the dissertation
- Submission deadlines.

Dissertation centre

In this section you will find:

- A specimen research proposal and dissertation
- The template documents that you must use to type your research proposal and dissertation
- The place to submit your completed research proposal and dissertation.

Help using the online system

Each of the features listed above is accompanied by further instructions online. However, if you have any difficulty gaining access to the site, or questions relating to site functions, please contact revisionmateadmin@cii.co.uk by email or use the 'contact us' button on site (general queries should be directed to CII Customer Service). These sources of help are available from Monday to Friday between 9.00am and 5.00pm.

Examples of suitable topics

How will the implementation of Solvency II impact the structure of international insurance market?

Will the current reform of UK insurance law benefit buyers of insurance?

Does the emergence of international reinsurance hubs pose a threat to the London Market?

Can insurers provide adequate protection for victims of cyber attacks?

To what extent should insurers rely on catastrophe modelling as an underwriting tool?

What steps might the insurance industry take to improve its reputation?

Do capital market products pose a threat to traditional reinsurance?

What factors influence the success of microinsurance schemes?

What is the potential for the application of telematics to lines of insurance other than motor?

What are the implications for insurers of the diminishing ability of governments to fund social insurance programmes?

What is the potential impact of nano-technology on product liability?

To what extent could private health and care insurance address the needs of the aging population?

What factors influence the successful application of the aggregator model?

What is the potential impact of mobile technology on the distribution of insurance products?