Insurance
INSTITUTE OF EAST AFRICA

Executive Certificate in Insurance Broking

Dual Awarded Executive Programme

CAMBRIDGE INTERNATIONAL COLLEGE — AFFILIATE

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Executive Summary

The Executive Certificate in Insurance Broking is a specialised Africa-wide executive professional programme developed exclusively for insurance brokers.

For many years, brokers across Africa have relied on general insurance programmes that do not fully address the unique professional, regulatory, operational, and advisory responsibilities of insurance broking. This programme has been developed to close that gap.

Offered by the Insurance Institute of East Africa (IIEA) and dual-awarded with Cambridge International College (UK), the Executive Certificate in Insurance Broking is designed to equip practicing brokers with end-to-end professional competence, from client advisory and risk placement to claims advocacy, regulatory compliance, operations, digital transformation, and leadership.

The programme is African in design and application, with strong emphasis on the realities of Kenya, East Africa, and Southern Africa, while remaining fully relevant and deployable across the continent. It recognises that brokers operate in increasingly regulated, complex, and client-centric environments where professionalism, ethics, and technical depth are no longer optional.

This executive programme positions insurance brokers not as intermediaries, but as trusted professional advisors and claims advocates, capable of protecting client interests, navigating markets, and upholding the credibility of the profession.

Course Overview

The Executive Certificate in Insurance Broking is a practice-driven executive programme created specifically for working insurance brokers and brokerage professionals who wish to strengthen their professional standing, technical capability, and leadership capacity.

Unlike general insurance programmes, this executive programme focuses entirely on the insurance broking role, covering the full professional lifecycle of broking practice. Participants progress systematically through the core areas that define professional broking, including:

- Professional client engagement, disclosure, and advisory practice
- Needs analysis, risk profiling, and exposure identification
- Risk assessment and preparation of insurer-ready broking submissions
- Market research, insurer analysis, negotiation, and placement
- Policy structuring, documentation control, and ongoing servicing
- Claims advocacy, negotiation, escalation, and post-loss support

- Regulatory compliance, ethics, and governance in broking
- Broking operations, financial management, and trust account discipline
- Digital transformation, insurtech, cyber risk, and emerging trends
- Management and leadership in insurance broking

The programme is delivered as an executive programme for working professionals, allowing brokers to study alongside their professional responsibilities. Content is practical, applied, and grounded in real brokerage environments, supported by case studies, professional tools, and reflective learning.

While the programme places particular emphasis on Kenya, East Africa, and Southern Africa, it is intentionally structured as an Africa-wide executive programme, enabling brokers to operate confidently across different regulatory and market contexts while maintaining consistent professional standards.

Awarding, Accreditation and Professional Positioning

The Executive Certificate in Insurance Broking is dual-awarded by the Insurance Institute of East Africa (IIEA) and Cambridge International College (UK).

This dual award combines:

- Regional professional leadership and industry relevance through IIEA, and
- International academic quality assurance and recognition through Cambridge International College (UK).

In addition, the programme is accredited by The CPD Group (UK) and attracts internationally recognised Continuing Professional Development (CPD) Points, supporting ongoing professional development requirements for practicing insurance brokers.

Together, the dual award and CPD accreditation position the programme as a credible, internationally benchmarked executive professional pathway for insurance brokers across Kenya, East Africa, Southern Africa, and the wider African market.

Programme Structure

The Executive Certificate in Insurance Broking is delivered through a structured sequence of executive modules covering the full professional lifecycle of insurance broking, from client advisory and placement to claims advocacy, governance, and leadership.

Course Objectives

Upon successful completion of the course, learners will be able to:

- Explain the purpose, principles, and structure of insurance and insurance markets within African, East African, and Southern African contexts
- Describe the functions, duties, authority, and regulatory obligations of insurance brokers as regulated professionals
- Conduct professional client engagement, onboarding, and disclosure in compliance with ethical and regulatory standards
- Perform structured needs analysis, risk profiling, and exposure identification for personal, SME, and corporate clients
- Undertake risk assessment and prepare professional, insurer-ready broking risk submissions
- Analyse insurance products, policy wordings, exclusions, limits, deductibles, and suitability across classes of business
- Conduct market research, evaluate insurer appetite and capacity, and support ethical insurer selection
- Negotiate placement terms, structure insurance programmes, and manage policy documentation with professional accountability
- Manage policy servicing, renewals, mid-term adjustments, and client relationships effectively
- Provide ethical claims advocacy and claims management, including negotiation, escalation, and post-claim learning
- Apply regulatory compliance, governance, AML/KYC, data protection, and Treating Customers Fairly (TCF) principles
- Manage broking operations, documentation systems, premium handling, trust accounts, and financial controls
- Apply digital tools, insurtech models, and emerging technologies in modern broking practice
- Demonstrate leadership, communication, strategic thinking, and ethical judgement within brokerage firms
- Integrate knowledge and skills through a Capstone Project, demonstrating applied professional broking competence

Module 1: Introduction to Insurance

Introduction to Insurance

- Insurance as a risk management and financial protection mechanism
- Risk transfer and pooling of losses
- Collective sharing of losses
- Importance of insurance in African economies
- Relevance to East and Southern Africa

Purpose and Importance of Insurance

- Financial protection and peace of mind
- Protection of assets, income, health, and liabilities
- Business stability and continuity
- SME survival and employment protection
- Investment and economic growth support
- Infrastructure, trade, and lending facilitation
- Social protection and poverty reduction
- Financial inclusion and informal sector protection

Core Principles of Insurance

- Utmost good faith
    - Material disclosure obligations
    - Duties of insured, insurer, and broker
- Insurable interest
    - Meaning and timing
    - Practical applications
- Indemnity
    - Restoration principle
    - Underinsurance and overinsurance
- Subrogation
    - Recovery rights
    - Prevention of double compensation
- Contribution
    - Multiple insurance arrangements
- Proximate cause
    - Dominant cause analysis

Types of Insurance and Risk Classification

- Life insurance
- General (non-life) insurance

- Health insurance
- Takaful insurance
- Risk classification
  - Pure and speculative risks
  - Fundamental and particular risks
  - Static and dynamic risks
  - Moral and physical hazards

Global, African & Regional Insurance Markets

- Global insurance market overview
- African insurance market characteristics
- East African insurance markets
- Southern African insurance markets
- Regional integration and reinsurance linkages

Role of Intermediaries in the Insurance Value Chain

- Insurance brokers
- Insurance agents
- Managing General Agents (MGAs)
- Third-party administrators (TPAs)
- Loss adjusters and surveyors
- Reinsurance brokers

Insurance and National Economic Development

- Investment and economic confidence
- Infrastructure and industrial development
- Agricultural and climate risk protection
- Financial sector stability
- Disaster risk management

Module 2: Introduction to Insurance Broking

Definition and Scope of Insurance Broking

- Broking as a professional advisory discipline
- Independence from insurers
- Representation of the insured
- Translation of risk into protection solutions

Broking as a Professional Practice

- Comparison with legal and financial advisory professions
- Requirement for technical knowledge and judgement
- Integration of underwriting, documentation, and claims expertise

Scope of Broking Services

- Risk diagnosis and profiling
- Coverage design and structuring
- Market placement and negotiation
- Documentation and policy administration
- Claims advisory and advocacy
- Renewal strategy and review

Legal Status and Authority of Brokers

- Regulatory licensing and authorisation
- Fiduciary responsibility
- Legal authority in placement and documentation

Broker vs Agent Distinction

- Representation differences
- Scope of advice
- Negotiation authority
- Claims advocacy role

Ethical and Fiduciary Responsibilities

- Duty of care and loyalty
- Confidentiality
- Conflict of interest management
- Transparency in remuneration

Broking in the African Context

- Low insurance literacy
- Claims challenges
- SME and emerging enterprise support
- Specialty and reinsurance facilitation

Module 3: Client Engagement, Needs Analysis & Risk Profiling

Client Engagement in Insurance Broking

- Advisory relationship foundation
- Trust and credibility building
- Client lifecycle engagement

Client Onboarding Process

- Professional introduction
- Disclosure and transparency
- Terms of business and engagement letters
- KYC and due diligence

Fact-Finding and Information Gathering

- Client and asset information
- Operational and financial data
- Legal and contractual requirements

Needs Analysis

- Client objectives and priorities
- Identification of protection needs
- Review of existing insurance arrangements

Risk Profiling & Exposure Identification

- Property, liability, people, and operational risks
- Severity and frequency assessment
- Risk appetite and retention decisions

Documentation of Advisory Process

- Fact-find records
- Risk summaries
- Suitability assessments

Module 4: Risk Assessment & Broking Risk Submissions

Risk Assessment in Broking Practice

- Risk assessment as underwriting interface
- Broker's role in evaluation and interpretation

Components of Risk Assessment

- Risk identification
- Risk analysis and evaluation
- Risk prioritisation

Risk Surveys and Site Inspections

- Purpose and preparation
- Conduct of inspections
- Recording and reporting findings

Professional Risk Submissions

- Structure of insurer-ready submissions
- Supporting documentation
- Ethical disclosure standards

Risk Assessment and Claims Outcomes

- Link between disclosure and claims defensibility
- Broker accountability

Module 5: Market Research, Product Analysis & Insurer Selection

Insurance Market Structures

- Local, regional, and international markets
- Market capacity and solvency considerations

Market Research in Broking

- Mapping insurer appetite
- Monitoring pricing and underwriting trends
- Reinsurance support analysis

Insurance Products and Policy Structures

- Core policy components
- Extensions, exclusions, and conditions
- Policy wording interpretation

Product Comparison and Evaluation

- Coverage scope
- Limits, deductibles, and aggregates
- Claims performance and service quality

Ethical Insurer Selection

- Balancing price, coverage, and reliability
- Transparency and conflict management
- Documentation of recommendations

Module 6: Negotiation, Placement & Policy Structuring

Negotiation in Insurance Broking

- Negotiation as value creation
- Ethical negotiation principles

Placement Process

- Pre-placement preparation
- Market engagement and quotations
- Insurer selection and binding

Policy Structuring

- Limits, deductibles, and retentions
- Co-insurance and layered programmes
- Reinsurance-supported placements

Policy Documentation Control

- Verification of schedules and wordings
- Endorsements and amendments
- Record-keeping and audit trails

Module 7: Servicing Broking Clients & Relationship Management

Client Servicing Across the Policy Lifecycle

- Policy issuance and communication
- Mid-term adjustments
- Premium and documentation management

Renewal Management

- Claims experience review
- Market testing
- Strategic renewal options

Client Relationship Management

- SLAs and service standards
- Complaints handling and dispute resolution
- Client retention and value-added services

Module 8: Claims Advocacy & Claims Management

Broker's Role in Claims Advocacy

- Client support and reassurance
- Policy interpretation
- Stakeholder coordination

Claims Lifecycle Management

- Notification and documentation
- Investigation and assessment
- Negotiation and settlement

Claims Governance and Escalation

- Monitoring and reporting
- Dispute resolution pathways
- Regulatory and ethical boundaries

Post-Claim Review

- Lessons learned
- Risk improvement

- Renewal strategy integration

Module 9: Regulatory Compliance, Ethics & Governance

Insurance Regulation in Africa

- Role of regulators
- Market conduct supervision
- Consumer protection

Licensing and Compliance Obligations

- Broker licensing requirements
- Regulatory reporting
- Consequences of non-compliance

AML, KYC & Sanctions Compliance

- Financial crime prevention
- Broker responsibilities
- High-risk client management

Ethics, TCF & Professional Integrity

- Treating Customers Fairly
- Conflict of interest management
- Remuneration transparency

Governance and Accountability

- Governance structures
- Compliance culture
- Personal professional responsibility

Module 10: Broking Operations & Financial Management

Brokerage Business Models

- Retail, corporate, specialist, digital, and multinational models

Office Operations & Documentation

- Workflow management
- Record-keeping and controls

Premium Handling & Trust Accounts

- Client money protection
- Reconciliation and remittance

Financial Management & Reporting

- Financial records
- Regulatory and management reporting

Operational Risk Management

- Risk identification and mitigation
- Business continuity planning

Module 11: Digital Transformation & Emerging Trends in Broking

Insurtech and Digital Distribution

- Aggregators and embedded insurance
- Mobile, USSD, and messaging platforms

Digital Onboarding & E-Policies

- e-KYC and verification
- Electronic policy issuance

Automation, AI & Data Analytics

- CRM and MIS systems
- Data-driven advisory

Cyber Insurance & Emerging Risks

- Cyber risk exposure
- Broker advisory role

Future of Insurance Broking

- Technology-enabled advisory models
- Future competency requirements

Module 12: Management & Leadership in Insurance Broking

Leadership Principles in Broking

- Vision, integrity, and accountability
- Client-centric leadership

People, Performance & Culture

- Team management
- Performance leadership
- Ethical culture

Strategy & Execution

- Strategic planning
- Change management
- Innovation leadership

Governance & Succession Planning

- Governance frameworks
- Leadership continuity
- Sustainability of brokerage firms

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