

SYLLABUS

FI417E

Developing Investor Relations

ACADEMIC AREA :	FINANCE AND GEOPOLITICS
PROGRAMME :	MASTER IF / PGE / UGTC LEVEL 4 PGE
PERIOD :	SPRING
COORDINATOR :	Dr. Christos ALEXAKIS
INSTRUCTOR(S) :	
CONTACT HOURS :	15.0 hours
STUDY TIME :	null hours (Class preparation, homework and assessments)
CREDITS :	2.0 ECTS
AOL :	NO

PRE-REQUISITE MODULES :

MODULE DESCRIPTION :

This module provides a comprehensive understanding of investment management and modern Investor Relations tools. Students will develop competencies in analyzing financial markets, managing investor expectations, and communicating effectively with both private and institutional investors. They will also gain insights into the roles of Regulatory Authorities and Media in the financial environment. Practical concepts such as financial analysis methods, investor psychology, and corporate actions for investment decisions are covered. These skills are crucial for careers in finance, enabling graduates to be effective liaisons between companies and the investment community.

CONTRIBUTION TO PROGRAMME LEARNING OBJECTIVES :

- Build and cultivate relationships to Connect people in multicultural & multisituational contexts #ConnectPeople

MODULE INTENDED LEARNING OUTCOMES (ILOs) :

TOPICS COVERED :

1. Introduction to Investor Relations and Financial Communication: Overview of main tasks, communication of financial developments through financial statements and stock prices, and company financial announcements. 2. Shareholder and Investor Engagement: Monitoring and analysis of the shareholder list, mails to investors, private meetings with investors, and organization of shareholders meetings. 3. Corporate Governance, Social Responsibility, and Financial Events: Communicating corporate governance and social responsibility, monitoring financial events such as dividend payments and capital increases, and managing the financial calendar. 4. Digital and Media Relations: Design and monitoring of the investor relations section of the company website, writing press releases, organizing press conferences, and managing analysts' coverage. 5. Investor Presentations and Road Shows: Preparing and delivering presentations for road shows, including the corporate PPT and annual report.

RESEARCH-LED TEACHING :

CSR AND SUSTAINABLE DEVELOPMENT GOALS :

CSR NB HOURS :

SUSTAINABLE DEVELOPMENT GOALS COVERED :

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TEACHING METHODS :

METHODS OF ASSESSMENT :

Continuous/Final	Group/Individual	Assessment	Weight	Duration	ILOs assessed

ACADEMIC INTEGRITY :

BIBLIOGRAPHY :

Additional Reading

MODULE PLAN SESSIONS :

