

SYLLABUS

FI417E_0101_26

Developing Investor Relations

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

PRE-REQUISITE MODULES :

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) :

To help SMEs and listed companies to communicate clearly to the investment community their operations. To understand the annual report. To understand the importance of dividends. To interpret financial indicators. To understand the importance of the analysts' reports. To know the different types of investors. To understand stock splits and M&As from the side of investors. To understand the concept of risk from the side of investors. To understand the role of regulators.

TOPICS COVERED :

1. Investor Relations basic concepts. 2. Types of shares. 3. SMEs's 4. Annual report and SCRD. 5. Dividends. 6. Return on Capital (ROC). 7. Company's statements. 8. The website of a company. 9. Key financial indicators. 10. Technical analysis. 11. Analysts coverage. 12. Types of investors. 13. Stock splits. 14. Stock options. 15. M&As from investors' point of view. 16. The risk. 17. Prospect theory. 18. Regulators.

RESEARCH-LED TEACHING :

The results of several academic papers will be discussed

CSR AND SUSTAINABLE DEVELOPMENT GOALS :

CSRD, ESG, the rights of investors will be discussed,

CSR NB HOURS :

3

SUSTAINABLE DEVELOPMENT GOALS COVERED :

- 08 - Decent work and economic growth
- 10 - Reduced inequalities
- 16 - Peace, justice and strong institutions
- 17 - Partnership for the goals

TEACHING METHODS :

Lectures and discussion of real examples in the class

METHODS OF ASSESSMENT :

Continuous/Final	Group/Individual	Assessment	Weight	Duration	ILOs assessed
Continuous	Group	Written in class	30%		All
Continuous	Individual	Individual Final Exam in class	70%		All

Assessment 1 details:

Prepare a presentation for an SME asking for capital

Assessment 2 details:

critically evaluate real cases of give solutions

ACADEMIC INTEGRITY :**BIBLIOGRAPHY :**

1. Investor Relations and Financial Communication: Creating Value Through Trust and Understanding, Author: Alexander V. Laskin, Year of First Publication: 2021, Publisher: WileyBlackwell

2. Investor Relations for the Emerging Company, Authors: Ralph A. Rieves & John Lefebvre, Year of First Publication: 2012, Publisher: Palgrave Macmillan SpringerLink. [eBook <https://bit.ly/4pntwPc>]

3. The Handbook of Financial Communication and Investor Relations, Editor(s): Alexander V. Laskin (and various contributors), Year of First Publication: 2014 (approx, depending on edition), Publisher: Wiley

4. Investor Relations: A Complete Guide, Author: (compiled / practical guide), Year of First Publication: 2023, Routledge / CRC Press.

5. Investor Relations as Strategic Communication: Insights from Evolutionary Psychology, Author: Christian Pieter Hoffmann (etal.), Year of First Publication: 2023, ResearchGate (this is more of a research-oriented book / paper) — available on ResearchGate;

Additional Reading

Annual Reports of listed companies and the content of the Investor Relations menu in their websites

MODULE PLAN SESSIONS :

Plan Session 01 :

IR General concepts, types of shares, SMEs' investment readiness, annual report and CSR

Plan Session 02 :

Dividends, ROC, company statements, the company's website

Plan Session 03 :

Key financial indicators, non financial indicators ESG, technical analysis, analysts' coverage, types of investors

Plan Session 04 :

stock splits, stock options, M&As from the investors' point of view

Plan Session 05 :

The risk, behavioural finance and prospect theory, the role of regulators

