

2019.HS

Module Name: Financial Communication / Investor Relations			
Module Code	w.BA.XX.2FKIR.XX		
Module Description	Understanding and applying the components of investor relations (financial communication) as an essential part of a corporation.		
Program and Specialization	<ul style="list-style-type: none"> § Business Administration - Accounting, Controlling, Auditing § Business Administration - Banking and Finance § Business Administration - Banking and Finance (FLEX) § Business Administration - Banking and Finance (PIE) § Business Administration - Economics and Politics § Business Administration - General Management § Business Administration - Risk and Insurance § Business Law 		
Legal Framework	Academic Regulations BSc dated 29.01.2009, Appendix to the Academic Regulations for the degree programs in Business Administration, Business Information Technology, and Business Law, first adopted on 12.05.2009		
Module Category	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;">Module Type: Compulsory Elective</td> <td style="width: 50%;">Program Phase: Main Study Period</td> </tr> </table>	Module Type: Compulsory Elective	Program Phase: Main Study Period
Module Type: Compulsory Elective	Program Phase: Main Study Period		
ECTS	3		
Organizational Unit	W Institut für Financial Management		
Module Coordinator	Christine Acker (ackr)		
Deputy Module Coordinator	-		
Prerequisite Knowledge	Financial Accounting		
Contribution to Program Learning Goals (Affected by Module)	<ul style="list-style-type: none"> § Professional Competence § Methodological Competence § Social Competence § Self-Competence 		
Contribution to Program Learning Objectives	<ul style="list-style-type: none"> Professional Competence § Knowing and Understanding Content of Theoretical and Practical Relevance § Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance § Evaluate Content of Theoretical and Practical Relevance Methodological Competence § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Information Literacy § Creativity & Innovation Social Competence § Written Communication § Oral Communication § Teamwork & Conflict Management § Intercultural Insight & Ability to Change Perspective Self-Competence § Self-Management & Self-Reflection § Ethical & Social Responsibility § Learning & Change 		
Module Learning Objectives	<p>Students...</p> <ul style="list-style-type: none"> § will broaden their understanding of financial statements as a basis for external financial reporting. § will understand and be able to explain annual reports as an important instrument in financial communication. § will be able to apply the principles of investor relations. § will be able to formulate and evaluate financial information in/for the media. § will be able to understand the importance of good investor relations for the company and be able to determine its qualities. § will be able to explain and analyze the components of investor relations. 		

Module Content	§ Introduction to Investor Relations and the Value Proposition § Communicating the Message § The Earnings Call § Guidance and the Forward-Looking Statement § The Investor Relations Website § The Sell Side and the Buy Side § Investing Strategies and Short Sellers § Stock Exchanges and Disclosure § Share Management and Annual Meeting Planning and Voting § The Initial Public Offering § The Road Show § Share Performance Measurements		
Links to other modules	The content of this module is linked to the following modules: w.BA.XX.2FinAcc.XX w.BA.XX.2FinAcc-BL.XX w.BA.XX.2FinAcc-en.XX w.BA.XX.2FinAcc-flex.XX		
Methods of Instruction	§ Interactive Instruction § Application Tasks § Case Studies § Exercises § Problem-Oriented Teaching	Social Settings Used: § Individual Work § Group Work	
Digital Resources	§ Practice and Application Exercises (with Key) § Case Studies (with Key)		
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Large Class	28 h	28 h	
Small Class	-	-	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	-	-	
Total	28 h	28 h	34 h
Performance Assessment			
End-of-module exam	Form	Length (min.)	Weighting
Written exam	Specified documentation	60	100,00 %
Permitted Resources	Approved calculator according to "Guidelines on Supplementary Materials"	With dictionary	
Others			
	Assessment	Length (min.)	Weighting
	-	-	-
Classroom Attendance Requirement	-		
Language of Instruction/Examination	English		
Compulsory Reading	Bragg, S. (2017). The Investor Relations Guidebook, Third Edition. 3rd edition. Centennial, USA: AccountingTools, Inc. ISBN 978-1-938910-82-1.		
Recommended Reading	-		
Comments	-		