

Valid for 2022.HS

Module Name: Investor Relations and Equity Analysis			
Module Code	w.BA.XX.WPM-IR.XX		
Module Description	This module enables students to understand and apply the components of investor relations as an essential part of corporations. Students also gain a deeper understanding of various equity valuation methods and are able to apply the methods.		
Program and Specialization	<ul style="list-style-type: none"> § Business Administration - Specialization in Accounting, Controlling, Auditing § Business Administration - Specialization in Banking and Finance § Business Administration - Specialization in Banking and Finance (FLEX) § Business Administration - Specialization in Banking and Finance (PiE) § Business Administration - Specialization in Behavioral Design § Business Administration - Specialization in Economics and Politics § Business Administration - Specialization in General Management § Business Administration - Specialization in General Management (Flex) § Business Administration - Specialization in Marketing § Business Administration - Specialization in 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 (IFI)		
Module Coordinator	Niccole Jordan (lerh)		
Deputy Module Coordinator	-		
Prerequisite Knowledge	Financial accounting, corporate finance		
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 <ul style="list-style-type: none"> § 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 <ul style="list-style-type: none"> § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Information Literacy § Creativity & Innovation Social Competence <ul style="list-style-type: none"> § Written Communication § Oral Communication § Teamwork & Conflict Management § Intercultural Insight & Ability to Change Perspective Self-Competence <ul style="list-style-type: none"> § Self-Management & Self-Reflection § Ethical & Social Responsibility § Learning & Change 		
Module Learning Objectives	<p>Students...</p> <ul style="list-style-type: none"> § will be able to apply the principles as well as explain and analyze the components of investor relations. § will be able to formulate and evaluate financial information from various sources. § will be able to understand and apply various equity analysis methods. 		

Module Content	§ Introduction to Investor Relations / The Value Proposition § Introduction to Forecasting and Valuation § Tools of Investor Relations / The Earnings Call / Guidance / The Forward-Looking Statement § Legal Framework of Investor Relations / Stock Exchanges § Corporate Social Responsibility in Investor Relations / The Sell and the Buy Sides § Shareholder Activism § Investing Strategies / Multiples and Multiple Screening / Share Performance Measurements § Valuations Methods: DDM, DCF § Accrual Accounting and Valuation: P/B and P/E Ratios § Valuation and Reverse Engineering the Markets		
Links to other modules	The content of this module is linked to the following modules: w.BA.XX.1Acc1-BL.XX w.BA.XX.1Acc2-BL.XX w.BA.XX.1ACC-IM.XX w.BA.XX.1Acc-WIN.XX w.BA.XX.1CFRM.XX w.BA.XX.1CFRM-PiE.XX w.BA.XX.1FinAcc.XX w.BA.XX.1FIN-IM.XX		
Methods of Instruction	§ Lecture § Interactive Instruction § Application Tasks § Case Studies § Exercises § Project Work § Explorative Learning	Social Settings Used: § Individual Work § Group Work	
Digital Resources	Teaching Materials		
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
-	-	-	-
Permitted Resources	-		
Others	Assessment	Length (min.)	Weighting
Talk/oral presentation	Grade	15	100,00 %
Classroom Attendance Requirement	Mandatory Attendance: None		
Language of Instruction/Examination	English		
Compulsory Reading	§ Penman, S. (2013). Financial Statement Analysis and Equity Evaluation, International Edition. 5th edition. McGraw Hill. ISBN 978-0-07-132640-7. § Bragg, S. (2020). The Investor Relations Guidebook. 4th edition. Lightning Source. ISBN 978-1-64221-039-2.		
Recommended Reading	§ Laskin, A. (2018). The Handbook of Financial Communication and Investor Relations. 1st edition. John Wiley & Sons. ISBN 978-1-11-924078-5.		
Comments	-		