

| Module description: Investor Relations and Equity Analysis | | |
|---|--|---|
| Module Code | w.BA.XX.WPM-IR.XX | |
| ECTS Credits | 3 | |
| Language of Instruction/Examination | English | |
| 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. | |
| Organizational Unit | Institut für Financial Management (IFI) | |
| Module Coordinator | Alexandru-Septimiu Rif | |
| Deputy Module Coordinator | Mehdi Mostowfi | |
| Program and Specialization | <ul style="list-style-type: none"> Elective module (see module table) | |
| Legal Framework | Academic Regulations BSc dated 29.01.2009, for the degree programs in Business Administration, International Management, Business Information Technology, Business Law, Business Law and Applied Law, first adopted on 12.05.2009 | |
| Module Category | Module Type Compulsory Elective | Program Phase Main Study Period |
| Prerequisite Knowledge | Financial accounting, corporate finance | |
| Contribution to Program Learning Objectives (by the concerned Module) | <ul style="list-style-type: none"> Professional Competence Methodological Competence Social Competence Self-Competence | |
| Contribution to Program Learning Objectives | <p>Professional Competence</p> <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 <p>Methodological Competence</p> <ul style="list-style-type: none"> Problem-Solving & Critical Thinking Scientific Methodology Work Methods, Techniques, and Procedures Information Literacy Creativity & Innovation <p>Social Competence</p> <ul style="list-style-type: none"> Written Communication Oral Communication Teamwork & Conflict Management Intercultural Insight & Ability to Change Perspective <p>Self-Competence</p> <ul style="list-style-type: none"> Self-Management & Self-Reflection Ethical & Social Responsibility Learning & Change | |
| Module Learning Objectives | Students... <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 description: Investor Relations and Equity Analysis

| Module Content | <ul style="list-style-type: none">• 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 | This module is linked to the following modules: | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Digital Learning Resources | <ul style="list-style-type: none">• Teaching Materials | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Methods of Instruction | <ul style="list-style-type: none">• Case Studies• Lecture• Project Work• Interactive Instruction• Explorative Learning• Problem-Oriented Teaching• Application Tasks• Exercises | | | Social Settings Used: <ul style="list-style-type: none">• Group Work• Individual Work | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Type of Instruction | <table><tr><th></th><th>Classroom Instruction</th><th>Guided Self-Study</th><th>Autonomous Self-Study</th></tr><tr><td>Large Class</td><td>28 h</td><td>28 h</td><td></td></tr><tr><td>Small Class</td><td>-</td><td>-</td><td></td></tr><tr><td>Group Instruction</td><td>-</td><td>-</td><td></td></tr><tr><td>Practical Work</td><td>-</td><td>-</td><td></td></tr><tr><td>Seminar</td><td>-</td><td>-</td><td></td></tr><tr><td>Total</td><td>28 h</td><td>28 h</td><td>34 h</td></tr></table> | | | | | 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 |
| | 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 | <table><tr><th>End-of-module exam</th><th>Form</th><th>Length (min.)</th><th>Weighting</th></tr><tr><td>-</td><td></td><td></td><td></td></tr><tr><td>Permitted Resources</td><td colspan="3"></td></tr></table> <table><tr><th>Others</th><th>Assessment</th><th>Format</th><th>Length (min.)</th><th>Weighting</th></tr><tr><td>Talk/oral presentation</td><td>Grade</td><td>Gruppenarbeit</td><td>15</td><td>100.00</td></tr></table> | | | | End-of-module exam | Form | Length (min.) | Weighting | - | | | | Permitted Resources | | | | Others | Assessment | Format | Length (min.) | Weighting | Talk/oral presentation | Grade | Gruppenarbeit | 15 | 100.00 | | | | | | |
| End-of-module exam | Form | Length (min.) | Weighting | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| - | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Permitted Resources | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Others | Assessment | Format | Length (min.) | Weighting | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Talk/oral presentation | Grade | Gruppenarbeit | 15 | 100.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Classroom Attendance Requirement | None | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Compulsory Reading | <ul style="list-style-type: none">• 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 | <ul style="list-style-type: none">• Laskin, A. (2018). The Handbook of Financial Communication and Investor Relations. 1st edition. John Wiley & Sons. ISBN 978-1-11-924078-5. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Comments | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |