

**Subject card**

<b>Subject name and code</b>	Investor Relationships, PG_00124323						
<b>Field of study</b>	Finance and Accounting						
<b>Date of commencement of studies</b>	October 2023	<b>Academic year of realisation of subject</b>			2024/2025		
<b>Education level</b>	postgraduate studies	<b>Subject group</b>			Obligatory subject group in the field of study		
<b>Mode of study</b>	full-time studies	<b>Mode of delivery</b>			at the university		
<b>Year of study</b>	2	<b>Language of instruction</b>			Polish		
<b>Semester of study</b>	3	<b>ECTS credits</b>			3.0		
<b>Learning profile</b>	academic	<b>Assessment form</b>					
<b>Conducting unit</b>	Katedra Finansów Przedsiębiorstw -> Faculty of Management -> Rektor						
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		dr Krzysztof Krzywdziński				
	<b>Teachers</b>		dr Krzysztof Krzywdziński				
<b>Lesson types</b>	<b>Lesson type</b>	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	<b>Number of study hours</b>	15.0	0.0	0.0	0.0	0.0	15
	E-learning hours included: 0.0						
<b>Learning activity and number of study hours</b>	<b>Learning activity</b>	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	<b>Number of study hours</b>	15		24.0		36.0	75
<b>Subject objectives</b>	The aim of the course is to familiarize students with the essence, scope, and functions of investor relations carried out by companies. Showing their role as an instrument of communication between listed companies and the financial community and conveying the image of a public company on the capital market through the prism of its disclosure obligations.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[FiRMU2_U01] The student understands and can correctly interpret complex economic phenomena in finance and accounting and basic ones in other social sciences. The student understands and can explain in depth the content of communications of economic institutions, articles in the press and magazines in the field of finance. The student correctly applies concepts of social sciences.	Can determine the consequences for the investor of a specific content of the communication conveyed by the company. Correctly applies concepts from the scope of broadly understood impact of investor relations.	[SU4] test/exam - oral or written
	[FiRMU2_U05] The student correctly uses normative systems and selected norms and rules (legal, professional, moral) to solve in-depth problems in finance and accounting. The student has the ability to efficiently use the normative system appropriate to his specialty.	Can predict possible legal, reputational and other consequences for specific disclosure behaviour of the company in different situations. As part of the final project - by analysing specific cases of companies' behaviour in the field of investor relations - is able to propose alternative versions of them and predict the consequences of choosing a specific course of action by companies.	[SU2] presentation/project/paper/report [SU4] test/exam - oral or written
	[FiRMU2_W06] The student has in-depth knowledge of norms and rules (legal, organizational, moral and ethical) in finance and accounting. The student knows and understands the concepts and principles of industrial property protection and copyright law.	Knows the information obligations of companies within the financial sphere. Knows the information obligations of companies in the non-financial sphere. Knows the scope of disclosure by companies postulated as part of the best practices and principles of corporate social responsibility (CSR).	[SW4] test/exam - oral or written
	[FiRMU2_W02] The student has an extended and organized knowledge of various types of economic structures and institutions and the changes occurring in them, particularly the banking system, insurance system, tax system, financial markets, and organization of the public finance system and private sector. The student knows the interrelationships between these structures and social institutions on a national and international scale.	Correctly identifies providers and recipients of information on the capital market. Understands the importance and role of the flow of information between them. Knows that it contributes to building and strengthening mutual relations between the company and the investor.	[SW4] test/exam - oral or written
	[FiRMU2_U03] The student can analyse in depth the causes, course and effects of processes and phenomena in finance and accounting using advanced theories and appropriate social sciences methods. Can verify simple research hypotheses. Can collect data using information technology.	Can determine what consequences for investors may be caused by a specific behavior of the company or disclosure of certain facts by it. It is able to obtain this information using - currently widely available - various channels of access to information.	[SU4] test/exam - oral or written
	[FiRMU2_K02] Cooperation: - the student can harmoniously interact and work in a group, assuming various roles in the group, including leadership and supervision of the group, - can agree with the group on goals and division of tasks, - is open-minded, respecting the differences of other team members.	Attends lectures on the subject.	[SK4] test/exam - oral or written

	Course outcome	Subject outcome	Method of verification
	[FiRMU2_K03] Communication: - the student can present his/her view/ issue in a way that others can understand, - courageously (but prudently) expresses his opinion, is not afraid to ask questions, - can participate culturally in the discussion, - can give constructive criticism, - can communicate on specialized topics in finance and accounting with a diverse audience.	Attends lectures on the subject.	[SK4] test/exam - oral or written
	[FiRMU2_W05] The student has an extended knowledge of advanced methods and tools, including data acquisition and analysis techniques, specific to the social sciences to describe economic structures and institutions and the processes within and between them.	Knows how to obtain the data provided by the company to investors. Knows what the company wants to convey to investors by sending them specific messages.	[SW4] test/exam - oral or written
Subject contents	Investor relations on the financial market - essence, objectives, classification. Information obligations of public companies and companies entering the capital market in Poland and other countries. Periodic reports, current reports of listed companies. Reporting of non-financial information. Ongoing communication with investors - announcements, websites, good practices, corporate social responsibility. Investor relations in crisis situations.,		
Prerequisites and co-requisites	Knowledge of the fundamentals of corporate finance, financial reporting and corporate governance.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Final project	51.0%	20.0%
	Final test	51.0%	80.0%
Recommended reading	Basic literature	D. Dziawgo, Relacje inwestorskie. Ewolucja, funkcjonowanie, wyzwania, PWN, Warszawa 2011 A. Krug, Relacje inwestorskie w nowoczesnej spółce giełdowej, Poligraf, Brzezia Łąka 2010	
	Supplementary literature	G. Łukasik (red.), Relacje inwestorskie spółek kapitałowych, Difin, Warszawa 2013 D.A. Niedziółka, Relacje inwestorskie, PWN, Warszawa 2008 K. Mamcarz, Inwestorski marketing-mix. Instrumenty sygnalizacji w komunikacji z inwestorami, CH Beck, Warszawa 2012	
	eResources addresses	Adresy na platformie eNauczanie:	

<p>Example issues/ example questions/ tasks being completed</p>	<ol style="list-style-type: none"> <li>1. The Role of Investor Relations in Corporate Communication: What is the significance of investor relations in building a company's image and its communication with stakeholders?</li> <li>2. Strategies for Building Investor Trust: What actions can companies take to build and maintain investor trust? What are the best practices for transparency and reliability of information?</li> <li>3. Managing Investor Expectations: How can companies effectively manage investor expectations? What communication tools can be used to inform about financial performance and forecasts?</li> <li>4. The Role of Investor Relations in Crisis Management: What are the key communication strategies in investor relations during crisis situations? How can companies minimize the negative impact of a crisis on stock value?</li> <li>5. Investor Relations and Sustainable Development: How can companies integrate sustainability issues into their communication with investors? Are investors increasingly expecting information about ESG (Environmental, Social, Governance) activities?</li> <li>6. The Evolution of Tools and Technologies in Investor Relations: How are modern technologies, such as social media and digital platforms, changing the way companies communicate with investors?</li> <li>7. The Impact of Globalization on Investor Relations: How does globalization influence investor relations strategies? How can companies effectively communicate with international investors?</li> <li>8. Investor Relations and Financial Performance: Is there a direct link between the quality of investor relations and a company's financial performance? Which ratios can measure this?</li> <li>9. The Importance of Transparency in Investor Relations: What are the key elements of transparency in investor relations? What are the potential consequences of a lack of transparency in communication?</li> <li>10. Challenges in Investor Relations with Different Stakeholder Groups: How can companies effectively manage relationships with different groups of investors, such as institutional investors, individual investors, and stock analysts?</li> </ol>
<p>Work placement</p>	<p>Not applicable</p>

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