University of Gdańsk

Subject card

Subject name and code	Investor Relationships, PG_00157066					
Field of study	Finance and Accounting					
Date of commencement of studies	October 2024		Academic year of realisation of subject		2025/2026	
Education level	postgraduate studies		Subject group		Obligatory subject group in the field of study Subject group related to scientific research in the field of study	
Mode of study	part-time studies		Mode of delivery		at the university	
Year of study	2		Language of instruction		Polish	
Semester of study	3		ECTS credits		2.0	
Learning profile	academic		Assessment form			
Conducting unit	Katedra Finansów Przedsiębiorstw -> Faculty of Management -> Rektor					
Name and surname of lecturer (lecturers)	Subject supervisor		dr Dawid Szramowski			
	Teachers					

Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	10.0	0.0	0.0	0.0	0.0	10
	E-learning hours included: 0.0						

Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan	Participation in consultation hours	Self-study	SUM
	Number of study hours	10	20.0	20.0	50

Subject objectives	The aim of the course is to familiarize students with the essence, scope, and functions of investor relations conducted by companies. It highlights their role as a communication tool for publicly traded companies with the financial community and provides an overview of a public company in the capital market through the lens 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.	Understands and can correctly interpret complex economic phenomena in the field of finance and accounting, as well as basic phenomena in other social sciences. Understands and can deeply explain the content of communications from economic institutions and articles published in the press and financial magazines. Properly applies concepts from social sciences. Has the ability to analyze, in depth, the causes, course, and effects of processes and phenomena in finance and accounting using advanced theories and appropriate social science methods. Can verify simple research hypotheses. Is capable of gathering data using information technologies. Correctly applies normative systems and selected norms and rules (legal, professional, moral) to solve advanced problems in finance and accounting. Possesses the ability to efficiently use the normative system relevant to their specialty.	[SU2] presentation/project/paper/ report [SU4] 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.	Has advanced and organized knowledge about various types of economic structures and institutions and the changes occurring within them, particularly regarding: The banking, insurance, and tax systems, Financial markets, The organization of the public finance system and the private sector. Understands the interrelationships between these structures and social institutions on both national and international scales. Possesses advanced knowledge of methods and tools, including techniques for data acquisition and analysis, appropriate for social sciences, allowing for the description of economic structures, institutions, and the processes occurring within and between them. Has in-depth knowledge of norms and rules (legal, organizational, moral, and ethical) in the field of finance and accounting. Knows and understands concepts and principles related to the protection of industrial property and copyright law.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/ report

	Course outcome	Subject outcome	Method of verification
	[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.	Has advanced and organized knowledge about various types of economic structures and institutions and the changes occurring within them, particularly regarding: The banking, insurance, and tax systems, Financial markets, The organization of the public finance system and the private sector. Understands the interrelationships between these structures and social institutions on both national and international scales. Possesses advanced knowledge of methods and tools, including techniques for data acquisition and analysis, appropriate for social sciences, allowing for the description of economic structures, institutions, and the processes occurring within and between them. Has in-depth knowledge of norms and rules (legal, organizational, moral, and ethical) in the field of finance and accounting. Knows and understands concepts and principles related to the protection of industrial property and copyright law.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
	[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.	Understands and can correctly interpret complex economic phenomena in the field of finance and accounting, as well as basic phenomena in other social sciences. Understands and can deeply explain the content of communications from economic institutions and articles published in the press and financial magazines. Properly applies concepts from social sciences. Has the ability to analyze, in depth, the causes, course, and effects of processes and phenomena in finance and accounting using advanced theories and appropriate social science methods. Can verify simple research hypotheses. Is capable of gathering data using information technologies. Correctly applies normative systems and selected norms and rules (legal, professional, moral) to solve advanced problems in finance and accounting. Possesses the ability to efficiently use the normative system relevant to their specialty.	[SU2] presentation/project/paper/report [SU4] test/exam - oral or written

	Course outcome	Subject outcome	Method of verification
	[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.	Understands and can correctly interpret complex economic phenomena in the field of finance and accounting, as well as basic phenomena in other social sciences. Understands and can deeply explain the content of communications from economic institutions and articles published in the press and financial magazines. Properly applies concepts from social sciences. Has the ability to analyze, in depth, the causes, course, and effects of processes and phenomena in finance and accounting using advanced theories and appropriate social science methods. Can verify simple research hypotheses. Is capable of gathering data using information technologies. Correctly applies normative systems and selected norms and rules (legal, professional, moral) to solve advanced problems in finance and accounting. Possesses the ability to efficiently use the normative system relevant to their specialty.	[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.	Has advanced and organized knowledge about various types of economic structures and institutions and the changes occurring within them, particularly regarding: The banking, insurance, and tax systems, Financial markets, The organization of the public finance system and the private sector. Understands the interrelationships between these structures and social institutions on both national and international scales. Possesses advanced knowledge of methods and tools, including techniques for data acquisition and analysis, appropriate for social sciences, allowing for the description of economic structures, institutions, and the processes occurring within and between them. Has in-depth knowledge of norms and rules (legal, organizational, moral, and ethical) in the field of finance and accounting. Knows and understands concepts and principles related to the protection of industrial property and copyright law.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report

	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.	Cooperation: Is able to harmoniously collaborate and work in a group, taking on various roles, including leadership and supervision of the group. Can agree on goals and the division of tasks with the group. Is open-minded and respects the diversity of other team members. Communication: Can present their opinion or an issue in a way that is understandable to others. Expresses their views courageously (but thoughtfully) and is not afraid to ask questions. Participates in discussions in a respectful and polite manner. Can provide constructive criticism. Is able to communicate on specialized topics in finance and accounting with a diverse audience.	[SK2] presentation/project/paper/ report [SK4] 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.	Cooperation: Is able to harmoniously collaborate and work in a group, taking on various roles, including leadership and supervision of the group. Can agree on goals and the division of tasks with the group. Is open-minded and respects the diversity of other team members. Communication: Can present their opinion or an issue in a way that is understandable to others. Expresses their views courageously (but thoughtfully) and is not afraid to ask questions. Participates in discussions in a respectful and polite manner. Can provide constructive criticism. Is able to communicate on specialized topics in finance and accounting with a diverse audience.	[SK4] test/exam - oral or written

Subject contents	Investor Relations in the Financial Market - essence, objectives, classification. Disclosure obligations of public companies and those entering the capital market in Poland and other countries. Periodic reports, current reports of publicly traded companies. Reporting of non-financial information. Ongoing communication with investors announcements, websites, best practices, corporate social responsibility. Investor relations in crisis situations.
Prerequisites and co-requisites	Enrollment for the 3rd Semester of Full-Time Second-Cycle Studies in Finance and Accounting. Knowledge of the Basics of Corporate Finance, Financial Reporting, and Corporate Governance.

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Written Exam	51.0%	100.0%

Recommended reading	Basic literature	D. Dziawgo, Relacje inwestorskie. Ewolucja, funkcjonowanie,wyzwania, PWN, Warszawa 2011 A. Krug, Relacje inwestorskie wnowoczesnej 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:
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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