

COURSE DESCRIPTION CARD

NOTE: If the course includes lectures and classes, the Course Description Card applies to both types of instruction.

1. Course title: in Polish / in English Ład korporacyjny i relacje inwestorskie / Corporate Governance and Investor Relations	2. Course code: Number of ECTS credits:3 Course completion mode: Z Course commenced / Year 2019/2020																														
3. Major: Finance and Accounting, specialisation: Finance and Accounting for International Business																															
4. Department of major coordinator: Banking and Financial Markets																															
5. Name of course instructor: Lecture dr hab. Joanna Błach Examiner dr hab. Joanna Błach																															
6. Department of course instructor: Corporate Finance and Insurance																															
7. Number of contact hours with students:																															
<table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr> <th style="width: 35%;">Type of instruction</th> <th style="width: 35%;">Full-time study</th> <th style="width: 30%;">Part-time study</th> </tr> </thead> <tbody> <tr><td>lectures</td><td>15</td><td></td></tr> <tr><td>classes</td><td></td><td></td></tr> <tr><td>foreign language classes</td><td></td><td></td></tr> <tr><td>lab classes</td><td></td><td></td></tr> <tr><td>seminars</td><td></td><td></td></tr> <tr><td>e-learning</td><td></td><td></td></tr> <tr><td>other</td><td></td><td></td></tr> <tr><td>Total hours</td><td>15</td><td></td></tr> <tr><td>examination (hours)</td><td></td><td></td></tr> </tbody> </table>		Type of instruction	Full-time study	Part-time study	lectures	15		classes			foreign language classes			lab classes			seminars			e-learning			other			Total hours	15		examination (hours)		
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8. Course timeframe - no. of semesters: 1 Course commencement / Year 1 Course commencement / Semester 1																															
9. Level of tertiary education: master	10. Course status <input type="checkbox"/> Compulsory for the major... <input type="checkbox"/> Compulsory for the specialization ... <input type="checkbox"/> Elective X																														
11. Course prerequisites Compulsory: Recommended:																															
12. Course objectives: To familiarize students with the importance and scope of activities undertaken by the company in the financial market to obtain sources of funds and to make investment decisions. To present the essence, functions, tasks and tools of corporate governance and investor relations in the context of corporate social responsibility concept. To develop skills related to analyzing problems and solutions used in various countries and enterprises in the area of corporate governance and investor relations.																															

To develop social competences related to corporate social responsibility.

13. Teaching and learning methods:

A. Direct student-instructor contact:

No.	Teaching methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Interactive lecture	Multimedia lectures covering key theoretical issues	8	
2.	Solving case studies	Analysis of law regulations, practical solutions and case studies	4	
3.	Presentation	Group work	3	
Total			AS:15	AN:

B. Self-study:

No.	Learning methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Project preparation	Presentation preparation	20	
2.	Case study	Analysis of practical solutions applied by companies	20	
3.	Literature study	Exam and presentation preparation	20	
Total			BS:60	BN:

Total AS+BS = 75
 Examination (E) = -
 Total AS+BS+E= 75

Total AN+BN =
 Examination (E) =
 Total AN+BN+E =

14. Key words: corporate finance, corporate governance, investor relations, financial market, enterprise value

15. Course content:

1. Theoretical foundations of enterprise - evolution of the enterprise model and financial goal from the traditional approach to the concept of corporate social responsibility. 2. Factors determining the company's activity in the financial market - information asymmetry and agency problem. Types of financial decisions and their importance for enterprise value. 3. Corporate governance and its importance - definitions, functions, mechanisms and models, codes of good practices, comparison of solutions used in different countries. 4. Investor relations and their role in value creation - definitions, functions and goals, disclosure requirements, enterprise information policy, tools and techniques of investor relations, analysis of practical solutions.

16. Course learning outcomes as related to the learning outcomes of the major and methods for assessing student attainment

Intended learning outcomes of the major / Symbols	Intended learning outcomes of the course	Methods for assessing student learning outcomes	Documentation
<u>Knowledge</u>			
FiR2_W03#	Student has in-depth and expanded knowledge on issues related to enterprise financial management, including corporate governance issues and investor	exam	Exam form

	relations with regard to the concept of corporate social responsibility		
<u>Skills</u>			
FiR2_U04#	1. Student is able to describe, interpret and explain the mechanism of the company's functioning in the financial market in English language (B2+ level), including issues related to investor relations and corporate governance	Exam, presentation	Exam form, Plan of presentation
FiR2_U06#	2. Student is able to work in a team, preparing a project on selected topics related to corporate governance and investor relations		
<u>Social competences</u>			
FiR2_K01#	Student is prepared to critically evaluate the information collected and select the appropriate content for the prepared project	presentation	Plan of presentation

17. Method for determining the final course grade:

No.	Methods for awarding credits and course completion requirements	Description	Percentage of the final course grade*
1.	exam	Written exam covering the key theoretical issues	50%
2.	presentation	Public, oral, group presentation covering the most important findings of the project	50%

* If students are required to obtain both a class grade and an exam grade, the class grade constitutes at least 30% of the final course grade.

18. Reading list

Mandatory readings:

1. T. M. Ryan, Ch. A. Jacobs: Using Investor Relations to Maximize Equity Valuation. Wyd. Wiley, Hoboken, 2005.
2. B. Tricker: Corporate Governance. Principles, Policies and Practices. Wyd. Oxford University Press, Oxford, 2012.

Suggested readings:

1. Hillier D., Grinblatt M., Titman S.: Financial Markets and Corporate Strategy. Wyd. McGraw Hill, London, 2012.
2. Smart S.B., Megginson W.L., Gitman L.J.: Corporate Finance. Wyd. Thomson-South Western, International Edition, 2004.
3. Rose P.S., Marquis M.H.: Money and Capital Markets, Financial institutions and Instruments in a Global Marketplace. Wyd. McGraw Hill, International Edition, 2009.
4. Tirole J.: The Theory of Corporate Finance. Wyd. Princeton University Press, Princeton, 2006.

19. Language of instruction: English

20. Course instructors' recommendations: computer lab with access to internet