

INVESTOR RELATIONS (IRGB)

IRGB 0601. ACCOUNTING PRECOURSE. (0 Credits)

Preparation for the MS in Investor Relations student toward the requisite Financial Statement Analysis. The course is adapted specifically for students who lack accounting in their undergraduate curriculum.

IRGB 0602. FINANCE PRECOURSE. (0 Credits)

Preparation for the MS in Investor Relations student toward the requisite Principles of Modern Finance. The course is adapted specifically for students who lack finance in their undergraduate curriculum.

IRGB 0701. SYMP ON ETHICS INVEST REL 1. (1 Credit)

Students prepare briefs to be critiqued by a panel of faculty and practitioners representing the domain of investor relations, including corporate entities, as well as regulators, news media, and political commentators. A faculty team establishes the theme for which the briefs are prepared and presented.

IRGB 0702. SYMP ON ETHICS INVEST REL 2. (1 Credit)

Students prepare briefs to be critiqued by a panel of faculty and practitioners representing the domain of investor relations, including corporate entities, as well as regulators, news media, and political commentators. A faculty team establishes the theme for which the briefs are prepared and presented.

IRGB 0901. INFO TECH FOR INVESTOR REL. (2 Credits)

This is a survey course introducing the various information technologies in the context of investor relations. The role of information technologies in corporate governance disclosure and transparency is discussed. Students will gain insight into information technology types such as Internet, Web technologies such as web services, E-business models (portal, online, exchange, etc.) Web 2.0 (wikis, blogs, twitter, mashups, etc.) XML, and XBRL, Analytics, Facebook, streaming video and virtual meetings and others. Students will visit corporate web sites to learn more about how IR is organized and presented by various companies. Groups will analyze cases and also work on an IT-based IR plan.

IRGB 0902. WEB TECHNOLOGIES. (2 Credits)

This is a version of an existing course that is tailored to the interests and needs of the investor relations professional. The course introduces concepts, issues, and technologies essential to developing web-based applications. Students will look at key Java-based applications including Java Server Pages, Servlets, Java Bean Web Service. Students will also learn hands-on XSD and XML. This course introduces students to IBM's Rational Application Developer (RAD) and WebSphere. Student groups will work on projects using RAD. Through a series of workshops and exercises, students will gain experiences in key web technologies. In addition, the course reviews the contemporary concepts, technologies, and applications including model-driven architecture, service-oriented architecture and UML, as applied to the web. Issues include SOA governance, semantic web, privacy, and security.

IRGB 0903. COMM & PUB REL CONCEPT INV REL. (2 to 3 Credits)

This course assists the student to understand: the philosophical approach of a public relations practitioner as an advocate for the organization that he/she represents; the philosophy of organizational relationship management in fostering relationship between an organization and its constituency groups; possible remedies to a crisis situation, such as theories of image restoration; the strategies of crisis prevention; the contribution of public relations to management decision-making; the adaptation of communications and public relations to the political, economic, and communication systems of distinctive cultural contexts; how the digital media environment influences the communication process for senders and receivers of information. Additionally, the course will encourage the student to develop strong writing, speaking, and presentation skills.

IRGB 0904. CASE STUDIES IN IR. (2 Credits)

IRGB 0905. BEST PRACTICES IN IR. (2 Credits)

IRGB 6411. FINANCIAL ENVIRONMENT. (3 Credits)

Basics of Markets, Institutions and Financial Architecture, Time Value of Money, Descriptions of a Modern Firm with separation between ownership and control; Description of Stocks and Bonds; Financial Market History; Stock Valuation models, Bond Valuation; and Foreign Exchange.

IRGB 7001. CONTEMP LEGAL ISS IN BUS ORG. (3 Credits)

This course discusses the basis and structure of business contracts; the creation and characteristics of agencies, partnerships, limited liability companies, and corporations; and the right and liabilities of agents, partners, directors, and shareholders. The course will emphasize director and officer duty.

IRGB 7002. CORPORATE GOVERNANCE. (3 Credits)

This is a team-taught course presenting the critical elements of the role of corporate governance in a modern public corporation from Finance, Legal, Accounting, Organizational, and Strategic perspectives. The course will discuss how investors view corporate governance and how corporate governance influences the value of the firm to its owners. Topics include the Board of Directors, Executive Compensation, Proxy Contests (and legal concepts such as Revelon Duty, Poison Pills), Corporate Fraud etc. The course will discuss recent developments such as the 2002 Sarbanes Oxley Act, Proxy Access, Say on Pay, and the role of the government in the 2008 Financial Crisis. The course will use examples that illustrate the success and the failure of corporate governance in both domestic U.S. and international settings. The course will be mainly case-driven.

IRGB 7003. GLOBAL IND ANALY & STRAT PLAN. (3 Credits)

This course discusses techniques for analyzing the long-term attractiveness of different industries and develops a framework to understand the nature of competition and the relative competitive position of firms within industries. The course emphasizes global factors that affect industry attractiveness and competitive positioning. While this course considers the industry level, it also includes competitive factors of firms within industries to introduce a framework for strategic planning at the firm level.

IRGB 7125. FINL STATEMENT ANALYSIS. (3 Credits)

The course focuses on the impact of financial accounting principles, disclosure standards and alternative accounting practices on financial reports.

IRGB 7140. CONTEMP ISSUES IN FIN REPORT. (3 Credits)

This course familiarizes students with the process of developing Generally Accepted Accounting Principles (GAAP). The course covers the Financial Accounting Standards Boards (FASB) and its interaction with Securities and Exchange Commission (SEC). A major portion of the course is devoted to an analysis of current financial reporting issues being addressed by the FASB and the impact that alternative solutions could have on reported financial results. The course also includes a discussion of various international accounting standard-setting bodies and their roles in financial reporting, domestically and abroad.

IRGB 7321. CORPORATE & SECURITIES LAW. (3 Credits)

This covers the application of various aspects of securities laws and regulations to the governance of corporations. Specific topics include; the definitions of security, the IPO process, gun jumping, secondary offerings, registrations and reporting requirements, 10b-5 violations, and insider trading.

IRGB 7421. PRINS OF MODERN FINANCE. (3 Credits)

This course focuses on the no-arbitrage principles and valuation fundamental, with applications in Corporate Finance and Portfolio Theory. The course will cover advanced topics in time-value-of-money, Capital Budgeting, Capital Structure, Dividend Policy, Fundamentals of Valuation, and basics of Portfolio Theory. It lays the foundation for the discussion of issues that concern investors.

IRGB 7455. GLOBAL FINANCIAL MARKETS. (3 Credits)

This course will give students an overview of the global financial markets, their institutions, and the instruments traded in these markets. The course will also give students an exposure to trading mechanisms, e.g. electronic trading, specialist and dealer systems. The course will give students and exposure to investor types (e.g. Pension Funds, Mutual Funds, Hedge Funds, etc) and institutions that exist to deliver investor related services, such as Proxy services, the Institutional Shareholder Services, etc.

IRGB 7500. MEDIA & COMM INDUSTRIES. (3 Credits)

This course surveys traditional and new media industries, assessing information, entertainment, opinion and marketing functions. The course considers legal, technological and marketing/ advertising functions. The course focuses on books, newspaper, magazines, radio, television, cable, and digital media.

IRGB 7811. INTERNSHIP - INVESTOR REL. (2 Credits)

IRGB 8999. INDEPENDENT STUDY. (2 to 3 Credits)

Independent Study.