INVESTOR RELATIONS (IRGB)

IRGB 0903. COMM & PUB REL CONCEPT INV REL. (2-3 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 6111. FUNDAMENTALS OF ACCOUNTING. (3 Credits)
This course provides insights into how accounting information can be used by investors and creditors to measure the results of business operations.

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.

Updated: 12-06-2017
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 7430. INVESTMENT ANALYSIS. (2 Credits)
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. (2-3 Credits)
Independent Study.