



UNIVERSITI TEKNOLOGI MARA

CMP603: FINANCIAL AND INVESTOR COMMUNICATIONS

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| Course Name (English) | FINANCIAL AND INVESTOR COMMUNICATIONS APPROVED |
| Course Code | CMP603 |
| MQF Credit | 3 |
| Course Description | This course will expose students to the field of financial communication management and focuses on skills and strategies that manage the needs in today's workplace. The course gives a basic guideline for students on skills and strategies necessary for successful and effective financial communication in organisation. Students will be exposed to the role of financial communication in organisations, managing internal and external stakeholders including financial writing strategies and also interpersonal communication strategies. |
| Transferable Skills | Entrepreneurial skills, managerial skills, communication skills. |
| Teaching Methodologies | Lectures, Blended Learning, Discussion |
| CLO | CLO1 . Organise managerial skills related to the process of financial communication and its linkage to communication management CLO2 Discuss appropriate components and functions of Financial and Investor communication. CLO3 . Present idea in written and verbal related to current issues, challenges in Financial Communication and their manifestation in business and industry. CLO4 Demonstrate autonomous learning in financial & investor communications field. |
| Pre-Requisite Courses | No course recommendations |
| Topics | |
| 1. Introduction to Financial Communication 1.1) 1.1 What is corporate finance 1.2) 1.2 Forms of business organisation 1.3) 1.3 The goal of financial communication management 1.4) 1.4 The control of the corporation | |
| 2. Financial Communications Framework 2.1) 2.1 The foundations of financial communication 2.2) 2.2 The linkage between financial communication and investor 2.3) relations 2.4) 2.3 The development of financial communication and investor 2.5) relations 2.6) 2.4 The role of financial communication in organisation | |
| 3. Financial Communications Models 3.1) 3.1 Investor Relations Theories 3.2) 3.2 Market / Investors segmentation 3.3) 3.3 The linkage between corporate communication and finance 3.4) 3.4 The advancement of financial communication models. | |
| 4. Stakeholders and Investor Relations audiences 4.1) 4.1 Stakeholder Segmentation 4.2) 4.2 Prioritizing target audiences 4.3) 4.3 Environmental scanning of stakeholders 4.4) 4.4 The role of financial communication specialist | |

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| <p>5. Financial Communications – Investor Relations Perspectives</p> <p>5.1) 5.1 Objectives of investor relations 5.2) 5.2 Knowledge management of investor relations 5.3) 5.3 The marketing approach of investor relations 5.4) 5.4 Challenges faced by investor relations</p> |
| <p>6. The role of Communication in Corporate Governance</p> <p>6.1) 6.1 What is corporate governance 6.2) 6.2 The framework of corporate governance 6.3) 6.3 Corporate governance; Malaysian context 6.4) 6.4 The role of stakeholders in corporate governance</p> |
| <p>7. Financial Communication strategies</p> <p>7.1) 7.1 Financial communications research 7.2) 7.2 Financial communications adaptation 7.3) 7.3 Financial communications evaluation 7.4) 7.4 Financial communication campaigns</p> |
| <p>8. Financial Communication and Media</p> <p>8.1) 8.1 Media cluster 8.2) 8.2 Understanding the media 8.3) 8.3 Media analysis 8.4) 8.4 Media richness</p> |
| <p>9. Financial Communication; Issues management</p> <p>9.1) 9.1 The IPO 9.2) 9.2 Fundraising 9.3) 9.3 Merger and acquisitions 9.4) 9.4 The annual report</p> |
| <p>10. Integrating Financial Communication</p> <p>10.1) 10.1 Perspectives surrounding financial communication 10.2) 10.2 Financial communication from an accounting perspective 10.3) 10.3 Financial communication from an investor relations perspective 10.4) 10.4 Integrated approach to financial communication</p> |
| <p>11. Managerial Financial Communication</p> <p>11.1) 11.1 A Strategic Model 11.2) 11.2 Layer 1: Culture and Climate 11.3) 11.3 Layer 2: Sender, Receiver and Purpose 11.4) 11.4 Layer 3: Time, Environment, Content and Channel</p> |
| <p>12. The Stockmarkets in Malaysia</p> <p>12.1) 12.1 An overview of stockmarkets 12.2) 12.2 The regulatory bodies 12.3) 12.3 The challenges 12.4) 12.4 The linkage of financial communication</p> |

| Assessment Breakdown | % |
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| Continuous Assessment | 100.00% |

| Details of Continuous Assessment | Assessment Type | Assessment Description | % of Total Mark | CLO |
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| | Assignment | Written report on financial and investing related to attribute of MQF 7 LOD | 20% | CLO4 |
| | Assignment | Individual Assignment related to the process of planning and exercising conscious control over the amount of time spent on specific activities, organisation of ideas and decision making to emphasize the attribute of 'managerial' in MQF 8 LOD. | 30% | CLO1 |
| | Presentation | Presentation on the current issues and challenges in Financial Communication and their manifestation in business and industry related to 'oral communication' which is presentation and writing report in MQF 5 LOD. | 10% | CLO3 |
| | Test | Writing exam related to the components and functions of Financial Communications require student to adapt knowledge to emphasize the attribute of 'knowledge' in MQF 6 LOD. | 40% | CLO2 |

| Reading List | Recommended Text |
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| | <ul style="list-style-type: none"> • Guimard, Anne 2013, <i>Investor Relations: Principles and International Best Practices of Financial Communications</i>, Pallgrave, MacMillan US. • Gregor Halff 2015, <i>Introduction to Financial Communications; How companies communicate with investors</i>., Routledge • Ian Westbrook 2014, <i>Strategic financial and investor Communications</i>., Routledge London • S.Wang 2013, <i>Financial Communication Information Processing, Media Integration, and Ethical Considerations</i>., Palgrave Macmillan US • 2015, <i>Business communication for success</i>, University of Minnesota Libraries Publication • Bradley, J. P. 2014, <i>Financial Expert Witness Communication: A Practical Guide to Reporting and Testimony</i>, Wiley New Jersey |

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| Article/Paper List | This Course does not have any article/paper resources |
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| Other References | This Course does not have any other resources |
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