

A Course Description:
Investor Relations Strategy for Growth Creation
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Facebook's IPO recently bombed, losing a third of its value; Apple, after beating investors' earnings expectations for years, disappointed shareholders in July 2012; J.P. Morgan, the leading U.S. bank, squandered \$6 billion of shareholders' money on futile speculation. And while investors just endured the worst stock market decade in recent history, corporate managers' salaries keep rising. No wonder investors are disillusioned and resentful.

This course outlines an evidence-based, comprehensive corporate strategy to regain and maintain investors' trust in managers, to assure sufficient flow of funds for investment and growth, and shore up shareholders' support of managerial strategies and actions.

You will learn in this course how to conduct effectively the crucial quarterly conference calls with investors, what information—beyond the legally required—to disclose to markets in order to maximize share prices, what corporate social responsibility activities (CSR) should companies engage in to benefit both society and shareholders, how should managers be compensated to balance their incentives and shareholders' interests, how to deal with activist investors and intruding hedge funds, and much more. All aimed at securing shareholders' support of managers' strategies. You will also learn from the experts in the field.

This course is targeted at students interested in corporate finance, investor relations, financial accounting decisions, financial consulting, and those interested in identifying promising companies for investment.