
 <div>LSPR Institute of Communication & Business <small>The Leading Graduate School of Communication & Business ASEAN Global Campus</small> MASTER PROGRAMME</div>		INSTITUT KOMUNIKASI DAN BISNIS LSPR FAKULTAS PASCASARJANA PROGRAM STUDI MAGISTER ILMU KOMUNIKASI			CODE RPS/PGP/S2/EVEN/IR
SEMESTER LEARNING PLAN					
SUBJECT	CODE	MK Cluster	WEIGHT (credits)	SEMESTER	Date of Compilation
Investor Relations	PR8101		3 credits		February 2022
Authority/Approval	RPS Development Lecturer		RMK Coordinator		Head of Study Program
	Dr. Abdul Latief		Dr. Andika Witono, MM		Dr. Andika Witono, MM
Learning Outcomes	CPL - Study Program charged to the Constitutional Court				
	CPL 1 – P2	CPL 1 (P2) – <i>Have knowledge of national and international research and publications, as well as communication policies and those related to communication.</i> ● Reason : Investor Relations is closely related to corporate communication policies, capital market regulations, and financial communication standards that apply nationally and internationally.			
	CPL 2 – KU 3	CPL 2 (KU3) – <i>Able to formulate ideas, thoughts, and scientific arguments responsibly and based on academic ethics, and communicate them through the media to the academic community and the wider community.</i>			

		<ul style="list-style-type: none"> ● Reason : Students must be able to prepare reports, communicate strategically with investors, and understand how to communicate financial information with academic and professional ethics.
	CPL 3 – KK2	<p>CPL 3 (KK2) – <i>Produce innovative, applicable and productive work in the form of social technology, management in the field of communication and matters related to communication.</i></p> <ul style="list-style-type: none"> ● Reason : This course trains students to develop innovative communication strategies in investor relations, including utilizing technology in financial transparency.
	CPL 4 – KU5	<p> CPL 4 (KU5) – <i>Able to make decisions in order to solve problems in the development of science and technology that pay attention to and apply humanities values based on analytical or experimental studies of information and data.</i></p> <ul style="list-style-type: none"> ● Reason : In Investor Relations, decision making based on data analysis and economic trends is a key skill for building investor confidence.
	CPL 5 – S7	<p>CPL 5 (S7) – <i>Demonstrates a responsible attitude towards work in his/her field of expertise independently.</i></p> <ul style="list-style-type: none"> ● Reason : A professional in the field of Investor Relations must have an attitude of professionalism, transparency, and responsibility in managing financial communications and maintaining shareholder trust.
	Course Learning Outcomes (CPMK)	
	CPMK 1	<p>Students are able to analyze the basic concepts of Investor Relations, evaluate financial communication policies and regulations at the national and international levels, and integrate financial communication strategies in managing transparent and ethical investor relations.</p> <p>Related CPL codes:</p>

		<p>✓ CPL 1 (P2) – Have knowledge of national and international research and publications, as well as communication policies and those related to communication.</p> <p>✓ CPL 2 (KU3) – Able to formulate ideas, thoughts, and scientific arguments responsibly and based on academic ethics, and communicate them through the media to the academic community and the wider community.</p>
	CPMK 2	<p><i>Students are able to apply communication strategies in investor relations, prepare financial reports based on information transparency, and simulate corporate communication presentations to shareholders and investors.</i></p> <p>Related CPL codes:</p> <p>✓ CPL 3 (KK2) – Produce innovative, applicable and productive work in the form of social technology, management in the field of communication and matters related to communication.</p> <p>✓ CPL 4 (KU5) – Able to make decisions in order to solve problems in the development of science and technology that pay attention to and apply humanities values based on analytical or experimental studies of information and data.</p>
	CPMK 3	<p><i>Students are able to demonstrate a professional attitude in managing communication with investors, actively participate in discussions and financial communication simulations, and internalize the principles of transparency and accountability in managing investor relations.</i></p> <p>Related CPL codes:</p> <p>✓ CPL 5 (S7) – Demonstrates a responsible attitude towards work in his/her field of expertise independently.</p> <p>✓ CPL 4 (KU5) – Able to make decisions in order to solve problems in the development of science and</p>

		technology that pay attention to and apply humanities values based on analytical or experimental studies of information and data.
	Final Competence of Each Learning Stage (Sub-CPMK)	
	<p>Meeting 1 Students will be able to explain the basic concepts of Investor Relations , including its definition, function, and role in maintaining a transparent relationship between a company and its shareholders. The discussion will cover the primary objectives of Investor Relations and its impact on company value. <i>(CPL 1: P2)</i></p> <p>Meeting 2 Students are able to identify the basic principles of corporate communication in investor relations, including financial transparency standards, capital market regulations , and the role of strategic communication in building investor confidence. <i>(CPL 1, CPL 2: P2, KU3)</i></p> <p>Meeting 3 Students will be able to analyze various communication strategies in Investor Relations, including financial communications in annual reports, strategies for publishing information to investors, and crisis communication techniques in public companies. <i>(CPL 1, CPL 2: P2, KU3)</i></p> <p>Meeting 4 Students will be able to compare various communication approaches in Investor Relations based on case studies of global and national companies. They will also evaluate the effectiveness of communication strategies applied in various situations. <i>(CPL 1, CPL 4: P2, KU5)</i></p>	

Meeting 5

Students will be able **to apply** the principles of transparency and accountability in preparing financial reports that are easily understood by investors. Students will simulate submitting reports to stakeholders. *(CPL 1, CPL 3: P2, KK2)*

Meeting 6

Students will be able **to design** communication strategies that can be used to manage relationships with institutional and retail investors. Students will also **identify** how digital media and technology can be utilized in investor relations. *(CPL 2, CPL 3: KU3, KK2)*

Meeting 7

Students will be able **to develop** crisis communications in Investor Relations, including techniques for mitigating reputational risks resulting from misinformation or capital market manipulation. *(CPL 3, CPL 4: KK2, KU5)*

Meeting 8 – Mid-Semester Exam (UTS)

Students will be tested on **their understanding of basic investor relations theory and communication strategies** through case studies or written exams. *(CPL 1, CPL 2: P2, KU3)*

Meeting 9

Students will be able **to analyze** the role of Investor Relations in **changing a company's business strategy** and its impact on investment decisions. Students will also discuss shareholder involvement in strategic decision-making. *(CPL 4, CPL 3: KU5, KK2)*

Meeting 10

Students are able to **prepare** investor communication documents containing **financial reports, business strategies, and risk management policies** to build investor confidence. *(CPL 3, CPL 4: KK2, KU5)*

Meeting 11

Students are able **to simulate** delivering a presentation to investors, including answering critical questions related to the company's business strategy. *(CPL 3, CPL 5: KK2, S7)*

Meeting 12

Students will be able **to manage communication relationships with investors** through digital engagement strategies, including the use of social media and big data technology to increase shareholder participation. (CPL 4, CPL 5: KU5, S7)

Meeting 13

Students will be able to **analyze the latest trends in investor communications** , including the impact of artificial intelligence and big data on capital market analysis and stakeholder communications. (CPL 1, CPL 2: P2, KU3)

Meeting 14

Students are able **to produce research-based Investor Relations communication strategy reports** that can be applied in public companies. (CPL 3, CPL 4: KK2, KU5)

Meeting 15 – Final Semester Exam (UAS)

Students will be tested in **designing and presenting Investor Relations communication strategies** , both in the form of reports and simulated presentations to investors. (CPL 3, CPL 5: KK2, S7)

Correlation of CPL to Sub-CPMK

Correlation Table of Sub-CPMK with CPL – Investor Relations

[illegible]

	<table><tr><td>CPL4 (KU5)</td><td></td><td></td><td></td><td>√</td><td>√</td><td>√</td><td>√</td><td></td><td>√</td><td>√</td><td>√</td><td></td><td>√</td></tr><tr><td>CPL5 (S7)</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td>√</td><td>√</td><td>√</td><td>√</td><td></td><td></td></tr></table> <p>CPL Distribution Explanation</p> <p>✓ CPL1 (P2) is emphasized at the beginning to build an understanding of Investor Relations theory and regulations .</p> <p>✓ CPL2 (KU3) is widely used because it is important in the preparation of financial communications and scientific arguments .</p> <p>✓ CPL3 (KK2) is more dominant in the middle to late stages because students begin to produce innovative communication strategies .</p> <p>✓ CPL4 (KU5) is used in data-driven analysis, decision-making, and strategy implementation sessions.</p> <p>✓ CPL5 (S7) appears more at the end because it relates to the practice of professionalism and transparency in investor communications .</p>	CPL4 (KU5)				√	√	√	√		√	√	√		√	CPL5 (S7)								√	√	√	√		
CPL4 (KU5)				√	√	√	√		√	√	√		√																
CPL5 (S7)								√	√	√	√																		
Brief Description of MK	<p>Investor Relations course is designed to provide an in-depth understanding of corporate communication strategies with investors, shareholders, and other stakeholders. This course teaches how to build trust and financial transparency in the business world through effective, data-driven communication, and a focus on national and international capital market regulations.</p> <p>Students will learn the role of Investor Relations in a company's business strategy , including the preparation of clear and accurate financial reports, financial communication strategies, reputational risk mitigation, and the use of digital media in investor relations. Additionally, students will be equipped with skills in financial statement analysis, crisis communication strategies , and best practices in building engagement with shareholders.</p> <p>Through case studies, simulated investor presentations, and capital market policy analysis, students will gain practical skills in designing effective and professional financial communication strategies. This course emphasizes a balance between</p>																												

	<p>corporate communication theory, financial regulations, and the implementation of data-driven communication strategies to manage investor relations ethically and sustainably.</p>
<p>Study Material: Learning materials</p>	<p>Study Materials and Learning Materials</p> <ol style="list-style-type: none"> <p>1. Introduction to Investor Relations</p> <ul style="list-style-type: none"> o Definition and role of Investor Relations in a company o History and development of Investor Relations o The relationship between Investor Relations, corporate communications, and finance <p>Reference:</p> <ul style="list-style-type: none"> o Kretarto, A. (2020). <i>Investor Relations: Compliance-Based Corporate Financial Marketing and Communication</i> . Graffiti. (Book) <p>2. Capital Market Structure and Regulation</p> <ul style="list-style-type: none"> o Structure and function of capital markets o Regulation and compliance in capital markets o The role of capital market authorities and supervisory bodies <p>Reference:</p> <ul style="list-style-type: none"> o Royda, DR (2022). <i>Investment and Capital Markets</i> . Deepublish. (Book) <p>3. Communication Strategy in Investor Relations</p> <ul style="list-style-type: none"> o Planning and implementation of communication strategies o Managing relationships with investors and stakeholders

- o Use of digital media in investor communications

Reference:

- o Guimard, A. (2014). *Investor Relations: Principles and International Best Practices in Financial Communications* . Springer. (Book)

4. Financial Statement Analysis for Investor Relations

- o Main components of financial reports
- o Financial statement analysis techniques
- o Interpretation of financial data for decision making

Reference:

- o Perbanas University. (2024). *Textbook of Financial Statement Analysis* . (Book)

5. Crisis Management and Risk Communication

- o Risk identification and mitigation
- o Communication strategies in crisis situations
- o Crisis management case study in Investor Relations

Reference:

- o Coombs, W.T. (2019). *Ongoing Crisis Communication: Planning, Managing, and Responding* (6th ed.). SAGE Publications. (Book)

6. Ethics and Professionalism in Investor Relations

- o Professional code of ethics
- o Ethical issues in Investor Relations practice
- o Corporate social responsibility and sustainability

	<p>Reference:</p> <ul style="list-style-type: none"> o Argenti, P. A. (2021). <i>Corporate Communication</i> (8th ed.). McGraw-Hill Education. (Book) <p>7. Trends and Innovations in Investor Relations</p> <ul style="list-style-type: none"> o The influence of technology on Investor Relations practices o Innovation in communication with investors o The future of the Investor Relations profession <p>Reference:</p> <ul style="list-style-type: none"> o Kent, M.L. (2022). <i>The Future of Strategic Communication: Technology and Engagement in a Digital World</i> . Routledge. (Book)
Library	<p>Main</p>
	<p>📖 Kretarto, A. (2020). <i>Investor Relations: Compliance-Based Corporate Financial Marketing and Communication</i> . Graffiti. (Book)</p> <p>📖 Guimard, A. (2014). <i>Investor Relations: Principles and International Best Practices in Financial Communications</i> . Springer. (Book)</p> <p>📖 Royda, DR (2022). <i>Investment and Capital Markets</i> . Deepublish. (Book)</p>
	<p>Supporters</p>

	<p>📖 Coombs, W.T. (2019). <i>Ongoing Crisis Communication: Planning, Managing, and Responding</i> (6th ed.). SAGE Publications. (Book)</p> <p>📖 Argenti, PA (2021). <i>Corporate Communication</i> (8th ed.). McGraw-Hill Education. (Book)</p> <p>📖 Kent, M.L. (2022). <i>The Future of Strategic Communication: Technology and Engagement in a Digital World</i> . Routledge. (Book)</p> <p>📖 Perbanas University. (2024). <i>Textbook of Financial Statement Analysis</i> . (Book)</p> <p>📖 Miller, J.C. (2016). <i>Warren Buffett's Ground Rules: Words of Wisdom from the Partnership Letters of the World's Greatest Investor</i> . HarperCollins. (Book)</p> <p>📖 Bodie, Z., Kane, A., & Marcus, A. J. (2014). <i>Investments</i> (10th ed.). McGraw-Hill Education. (Book)</p> <p>📖 Bogle, J. C. (2012). <i>The Clash of the Cultures: Investment vs. Investment Speculation</i> . Wiley. (Book)</p>
Instructional Media	<p>Software: Power Point, Google Form.</p> <p>Hardware: Computer, <i>Infocus</i>, <i>Whiteboard</i>, Marker.</p>
Supporting lecturer	Dr. Abdul Altief
Course Requirements	No

Sunday to-	Final ability of each learning stage (Sub-CPMK)	Evaluation	Form of Learning; Learning Methods; Student Assignments	Learning materials	Assessment Weight (%)
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				[Estimated Time]			
		Indicator	Criteria & Techniques	Offline	Online		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	Students are able to explain the basic concepts of Investor Relations and its role in financial communication.	Able to understand the main function of Investor Relations in business communication.		Explanation of material (120'), discussion and questions and answers (30')		Book: Kretarto, A. (2020). <i>Investor Relations: Compliance-Based Corporate Financial Marketing and Communication</i> . Graffiti.	5%
2	Students are able to identify the theories and principles of Investor Relations in the context of global business.	Able to compare various theories and practices of financial communication.		Explanation of material (120'), discussion and questions and answers (30')		Book: Argenti, PA (2021). <i>Corporate Communication</i> . McGraw-Hill Education.	5%

3	Students are able to analyze Investor Relations policies and regulations at the national and international levels.	Able to link regulatory policies with investor communication strategies.	Assignment 1: Group assignment paper (case study summary of material from sessions 1, 2, and 3 qualitatively)	Explanation of material (120'), discussion and case study (30')		Journal: Royda, DR (2022). <i>Investment and Capital Markets</i> . Deepublish.	5%
4	Students are able to compare various communication strategies in building relationships with investors based on case studies.	Able to evaluate communication strategies used in various companies.		Explanation of material (120'), case study analysis (30')		Journal: Guimard, A. (2014). <i>Investor Relations: Principles and International Best Practices in Financial Communications</i> . Springer.	5%
5	Students are able to apply communication strategies in investor relations and prepare transparency-based financial	Able to develop communication strategies based on ethics and regulations.		Explanation of material (120'), group discussion (30')		Book: Perbanas University. (2024). <i>Textbook of Financial Statement Analysis</i> .	5%

	communication reports.						
6	Students are able to analyze financial reports as part of investor communication.	Able to interpret financial reports as a business communication tool.	Assignment 2: Paper (case study summary of material from sessions 4, 5, and 6 qualitatively)	Explanation of material (120'), discussion and journal review (30')		Journal: Bodie, Z., Kane, A., & Marcus, A. J. (2014). <i>Investments</i> (10th ed.). McGraw-Hill Education.	5%
7	Students are able to develop investor communication strategies based on data and financial trends.	Able to apply data in developing financial communication strategies.		Explanation of material (120'), case study analysis (30')		Journal: Coombs, W.T. (2019). <i>Ongoing Crisis Communication: Planning, Managing, and Responding</i> . SAGE Publications.	5%
8	Mid-Semester Exam (UTS)	Evaluation of understanding of the theory and application of investor communication.		Case study based exams or		Reference to previous material.	10%

				written tests.			
9	Students are able to analyze communication strategies in managing investor and shareholder relations.	Able to evaluate the effectiveness of communication in maintaining relationships with investors.		Explanation of material (120'), discussion and questions and answers (30')		Book: Argenti, PA (2021). <i>Corporate Communication</i> . McGraw-Hill Education.	5%
10	Students are able to develop crisis communication strategies to maintain investor confidence.	Able to design crisis communication strategies in the financial world.		Explanation of material (120'), crisis communication simulation (30')		Books: Kent, M.L. (2022). <i>The Future of Strategic Communication</i> . Routledge.	5%
11	Students are able to simulate investor	Able to apply communication skills in investor relations.	Assignment 3: Group paper (case study qualitative summary of	Business communication		Journal: Claeys, AS, et al. (2020). "How Organizations Can	10%

	communication in financial report presentations.		materials from sessions 9, 10, and 11)	simulation (120'), reflective discussion (30')		Use Social Media to Manage a Crisis." <i>Public Relations Review</i> .	
12	Students are able to manage communication with investors through digital media and company branding strategies.	Able to analyze the effectiveness of digital media in investor communication.		Explanation of material (120'), case study (30')		Journal: Verčič, D., & Zerfass, A. (2021). "Digital Communication Management." <i>Public Relations Review</i> .	5%
13	Students are able to analyze investor communication trends in the digital era and understand their implications for investor relations strategies.	Able to apply the concept of digital communication management in Investor Relations.		Explanation of material (120'), discussion of digital trends (30')		Journal: Heide, M., & Simonsson, C. (2018). "Developing Internal Crisis Communication." <i>Corporate Communications</i> .	5%

14	Students are able to produce investor communication strategy reports based on research and data analysis.	Able to prepare financial communication reports based on transparency.	Assignment 4: Paper (case study qualitative summary of materials from sessions 12, 13, and 14)	Explanation of material (120'), presentation of report (30')		Books: Kent, M.L. (2022). <i>The Future of Strategic Communication</i> . Routledge.	5%
15	Final Semester Exam (UAS)	Final evaluation of investor communication strategy.		Investor communication project presentation or case study based exam.		Reference to previous material.	10%

Notes

Approved, Date: April 25, 2022 Head of the study program	Examined, Date: April 25, 2022 Course Coordination/Field of Expertise	Created, Date: February 22, 2022 The lecturer in question
(.....Dr. Andika Witono.....)	(.....Dr. Andika Witono.....)	Dr. Abdul Latief (.....)
Check : Quality Assurance Unit (.....)		

Notes:

1. Study Program Graduate Learning Outcomes (CPL-PRODI) are the abilities possessed by each PRODI graduate which are the internalization of attitudes, mastery of knowledge and skills according to the study program level obtained through the learning process.
2. The CPL charged to a course is a number of learning outcomes of study program graduates (CPL-PRODI) which are used to form/develop a course consisting of aspects of attitude, general skills , specific skills and knowledge.
3. Course CP (CPMK) is a capability that is specifically described from the CPL that is assigned to the course, and is specific to the study material or learning material of the course.
4. Sub-CP Course (Sub-CPMK) is a capability that is specifically described from SPMK that can be measured or observed and is the final capability planned at each stage of learning, and is specific to the learning material of the course.
5. The assessment indicators for students' learning process and outcomes are specific and measurable statements that identify students' learning outcomes or abilities, accompanied by evidence.

6. Assessment criteria are benchmarks used to measure or quantify learning achievement in assessments based on established indicators. Assessment criteria serve as guidelines for assessors to ensure consistent and unbiased assessments . Criteria can be quantitative or qualitative.
7. Assessment techniques: tests and non-tests
8. Forms of learning: Lectures, Responses, Tutorials, Seminars or equivalent, and/or other equivalent forms of learning.
9. Learning Methods : *Small Group Discussion, Role-Play & Simulation, Discovery Learning, Self-Directed Learning, Cooperative Learning, Collaborative Learning, Contextual Learning, Project Based Learning, and* other equivalent methods.
10. Learning materials are details or descriptions of study materials that can be presented in the form of several main and sub-main topics.
11. The assessment weight is the assessment percentage for each sub-CPMK achievement, the amount of which is proportional to the level of difficulty of achieving the sub-CPMK, and the total is 100%.
12. **TM**= Face to Face, **PT**= Structured Assignment , **BM**= Independent Learning.

No	<i>Forms of Learning Blended Learning (On-Line/E-Learning)</i>	EL
1	<i>E-Learning Videos</i>	EL-1
2	<i>Discussion at Forum</i>	EL-2
3	<i>Video Conference or Webinar (Web Seminar)</i>	EL-3
4	<i>E-simulation using software</i>	EL-4
5	<i>Vlog Presentation</i>	EL-5
6	<i>Writing Paper Online</i>	EL-6

Assessment Components:

The assessment process in this course is divided into 4 components, including the following:

a. Presence.

This component has a point value of **10%** of the total face-to-face meetings in class.

b. Task.

During each semester, students are required to complete a minimum of four assignments, consisting of two independent assignments and two group assignments. These assignments are given twice before the midterm exam and twice after the midterm exam, or before the final exam. The total assignments are worth **40% of the points**.

c. UTS (Mid Semester Exam).

The mid-term exam (UTS) is conducted in the eighth week of the semester. It assesses students' final abilities based on the learning material/topics from the first to seventh semesters. The UTS can take the form of a written exam, presentation, independent or group assignment, or other tasks, depending on the learning method. The UTS grade is weighted at **20%**.

d. UAS (End of Semester Exam).

The final exam (UAS) is conducted in the 16th week of the total number of meetings. The UAS assesses students' final abilities based on the learning material/topics planned from meetings 9 to 15. The UAS can take the form of a written exam, presentation, independent or group assignment, or other forms, depending on the learning method. The UAS grade is weighted at **30%**.

Assessment Rubric

Level/Grade	Numbers/Scores	Job Description/Indicators
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A	90.00 – 100	This is the achievement of superior students , namely those who follow lectures very well, understand the material very well and are even challenged to understand it further, have a high level of proactivity and creativity in seeking information related to the material, are able to solve problems with perfect accuracy and are even able to recognize real problems in society/industry and are able to propose solution concepts.
A-	85.00 – 89.99	This is the achievement of students who follow lectures very well, understand the material very well, have a high level of proactivity and creativity in seeking information related to the material, and are able to solve problems/assignments with very good accuracy.
B+	80.00 – 84.99	This is the achievement of students who follow lectures well, are able to understand the material and are able to solve problems/assignments with very good accuracy.
B	75.00 – 79.99	This is the achievement of students who follow lectures well, are able to understand the material and are able to solve problems/assignments well.
B-	70.00 – 74.99	This is the achievement of students who follow lectures well, are able to understand the material and are able to solve problems/assignments quite well.
E	≤79.99	This is the achievement of students who do not carry out assignments and do not understand the material at all.