



HKUSPACE

香港大學專業進修學院
HKU School of Professional and Continuing Education

hkira

Executive Certificate in **INVESTOR RELATIONS**

In collaboration with

Hong Kong Investor Relations Association

The University of Hong Kong
School of Professional and Continuing Education
College of Business and Finance

<http://hkuspace.hku.hk/cbf/>

Executive Certificate in INVESTOR RELATIONS

INTRODUCTION

The programme aims to provide students with the key concepts and practices in investor relations. This programme covers a range of practical tools, applications and research to provide a solid foundation of investor relations. Topics include capital markets, corporate governance, regulations, corporate finance, communications and investor relations practices.

ABOUT THE HONG KONG INVESTOR RELATIONS ASSOCIATION (HKIRA)

HKIRA is a professional association comprising investor relations practitioners and corporate officers responsible for communications between corporate management and the investment community. Investor relations are the communication of the relevant and necessary information by which the investment community can consistently make an informed judgement about the fair value of a company's shares and securities. HKIRA advocates the setting of international standards in investor relations education, advances the best investor relations practices and meets the professional development needs of those interested in pursuing the investor relations profession.

For more information, please visit: www.hkira.com.



PROFESSIONAL STANDING

HKIRA will offer a one-year HKIRA Associate Membership to graduates who have successfully completed this programme. (for new member only)

AWARD

Upon satisfactory completion of the whole programme, students will be awarded "Executive Certificate in Investor Relations" within the HKU System through HKU SPACE.

PROGRAMME STRUCTURE

The programme offers the following 3 modules:

Module 1: Theory and Practice of Investor Relations – 15 hours

Module 2: Finance Essentials for Investor Relations – 15 hours

Module 3: Corporate Governance and Ethics in Investor Relations – 15 hours

COURSE OUTLINE

Module 1: Theory and Practice of Investor Relations

The module aims to provide executives with a framework for investor relations activities that maps the investor relations process and practical tools in designing, implementing and evaluating investor relations strategy. Areas of focus include principles of investor relations, communications and disclosure, annual report analysis, due diligence and challenges of implementing investor relations.

Module 2: Finance Essentials for Investor Relations

The module aims to provide students with essential knowledge and applications of finance and investment in investor relations. Areas of focus include global capital markets, accounting essentials, financial reporting, corporate finance, valuation models, risk management and behavioral finance.

Module 3: Corporate Governance and Ethics in Investor Relations

The module aims to provide students with fundamentals of corporate governance and ethical dimensions of the investor relations function and knowledge of the legal aspects governing the practice of investor relations. Areas of focus include principles of corporate governance, the role of different stakeholders in corporate governance, disciplinary function of mergers and acquisitions, legal requirements for structured disclosure, securities regulations, and social responsibility.

TEACHING MODE

Part-time programme: Face-to-face lectures to be held on weekends

Lecture Hours: 15 hours per module

Medium of Instruction: English

Duration of Programme: 4 months

ASSESSMENT METHODS

Each module will be assessed by written assignments (100%).

All assessments will be in English.

ENTRY REQUIREMENTS

Applicants shall:

- (i) hold a bachelor's degree awarded by a recognized institution or equivalent; or
- (ii) hold an Associate Degree / a Higher Diploma awarded by a recognized institution or equivalent and have 2 years work experience.

Applicants with other qualifications will be considered on individual merits.

FEE

Application Fee: HK\$150

Course Fee: HK\$7,300 per programme

- Module 1: Theory and Practice of Investor Relations HK\$2,500
- Module 2: Finance Essentials for Investor Relations HK\$2,400
- Module 3: Corporate Governance and Ethics in Investor Relations HK\$2,400

APPLICATION PROCEDURE

1. Complete the enclosed application form and enrolment form.
2. Submit the application form with the following documents:
 - (a) certified copies of all relevant academic and/or professional qualifications
 - (b) photocopy of HKID card
 - (c) a non-refundable application fee of HK\$150 by crossed cheque / bank draft made payable to 'HKU SPACE'
 - (d) a separate crossed cheque/bank draft payable to 'HKU SPACE' for HK\$7,300 in respect of the course fee.
3. Submit the complete set of applications forms with all relevant supporting documents in person at any of the following HKU SPACE enrollment centres:

- | | | |
|---|--|---|
| (i) HKU SPACE Admiralty Learning Centre
3/F, Admiralty Centre, 18 Harcourt Road, Hong Kong
(Exit A, Admiralty MTR Station)
Weekdays: 8:30 am to 7:30 pm
Saturdays: 8:30 am to 5:30 pm
Telephone: 3761 1111 Fax: 2559 4666 | (iv) HKU SPACE Island East Campus
2/F, 494 King's Road, North Point Hong Kong
(Exit B3, North Point MTR Station)
Weekdays: 8:30 am to 7:30 pm
Saturdays: 8:30 am to 5:30 pm
Telephone: 3762 0000 Fax: 2214 9493 | (vii) HKU SPACE Po Leung Kuk Community College
(HPCC) Campus
1/F, HPCC Campus, 66 Leighton Road, Causeway Bay,
Hong Kong
Weekdays: 9:00 am to 5:30 pm
Saturdays: closed
Telephone: 3923 7171 Fax: 3923 7188 |
| (ii) HKU SPACE HKU Campus
3/F, T.T. Tsui Bldg, The University of Hong Kong
Pokfulam Road, Hong Kong
Weekdays: 8:30 am to 6:00 p.m
Saturdays: closed
Telephone: 2975 5680 Fax: 2546 3538 | (v) HKU SPACE Kowloon West Campus
38-46, Nassau Street, Mei Foo Sun Chuen (Phase 6),
Kowloon (Exit B, Mei Foo MTR Station)
Weekdays: 8:30 am to 7:30 pm
Saturdays: 8:30 am to 5:30 pm
Telephone: 3762 4000 Fax: 2302 1609 | |
| (iii) HKU SPACE Fortress Tower Learning Centre
14/F, Fortress Tower, 250 King's Road, North Point
Hong Kong (Exit B, Fortress Hill MTR Station)
Weekdays: 8:30 am to 7:30 pm
Saturdays: closed
Telephone: 3762 0888 Fax: 2508 9349 | (vi) HKU SPACE Kowloon East Campus
1/F, 28 Wang Hoi Road, Kowloon Bay, Kowloon
(Exit B, Kowloon Bay MTR Station)
Weekdays: 8:30 am to 7:30 pm
Saturdays: 8:30 am to 5:30 pm
Telephone: 3762 2222 Fax: 2305 5070 | |

* Our Learning centre staff are able to certify photocopies of the supporting documents.

PROGRAMME ENQUIRIES

Tel: 2520 4609 Fax: 2861 0278 Email: ecertir@hkuspace.hku.hk

HKU SPACE is a non-profit making University company limited by guarantee.



Executive Certificate in
INVESTOR RELATIONS

Application Fee: HK\$150 (non-refundable)

Proposed intake of Study (Please tick)

- ☐ May 20____ intake FN 60-814-00 ()
- ☐ Nov 20 ____ intake FN 60-814-00 ()

PERSONAL PARTICULARS

Name in Chinese (if appropriate)			Name in English (Surname first)		
Title * Mr. / Mrs. / Ms. / Miss.					
Date of Birth			HKID Card / Passport No.		
Nationality			Permanent HK Resident	<input type="checkbox"/> Yes	<input type="checkbox"/> No
(if No, please see Notes to Non-local Applicants)					
Correspondence Address					
Home Telephone		Mobile Phone		Office Telephone	
Email Address				Fax Number	
Start date of Current Employment			Position		
Employer's name and address					
Emergency Contact Person	In case of emergency, we may need to contact your family or friend. Please suggest.				
Contact Person			Phone		

ACADEMIC QUALIFICATION (in reverse chronological order)

Please state qualifications relevant to the programme / course entry requirements you are applying for and attach the relevant proof of qualifications.

Institution	Award Received	Dates of attendance (From / To)	Part-time or Full-time



Name



Please also complete this part

Full Postal Address



Please see overleaf



EMPLOYMENT HISTORY (in reverse chronological order)

Name of Employer	Job Title	Date (From / To)

OTHER RELEVANT INFORMATION

HKU SPACE ALUMNI

All new enrolled students in the School will automatically become ordinary members of the HKU SPACE ALUMNI. If you DO NOT WISH to be a member of the HKU SPACE ALUMNI, please check this box. ☐

Equal Opportunities for Learning at HKU SPACE

It is the School policy to offer equal opportunities to all applicants with or without disabilities. To enable us to meet the needs of all students, you are invited to indicate on this form whether you require any special assistance. If you do need such assistance, the School may approach you subsequently to obtain further details so as to facilitate our planning and assess how best we can help you.

Special assistance required ☐ Yes ☐ No

Statement on Collection of Personal Data

1. It is necessary for applicants to supply their personal data and to provide all the information requested in the application documents, as otherwise the School may be unable to process and consider their applications.
2. The personal data provided in this form will be used for processing your application for admission, and for registration, academic and administrative communication, alumni management and contacts, research, statistical and marketing (including direct marketing) purposes. The data will be solely handled by HKU SPACE staff but may be transferred to an authorised third party providing services to the School in relation to the above purposes and prescribed purposes as allowed by the law from time to time.
3. When the processing and consideration of all the applications for a particular programme have been completed: (a) the application papers of unsuccessful candidates will be destroyed (if you have indicated to receive our promotional materials in Paragraph 6 then your contact details and related papers would be retained for such purposes); and (b) the application papers of successful candidates will serve as part of the applicant's official student records and will be handled by HKU SPACE staff or by staff of an authorised third party providing services to the School in relation to the stated purposes. In all such circumstances, please be assured that any personal information you supply will be kept strictly confidential.
4. Upon enrolment, applicants will be required to submit a recent colour photo for student identification purpose.
5. The School will send urgent messages to students via Short Message Services (SMS) and supplement by other means such as email (if the need arises). It is therefore important that the mobile phone number and email address that the applicant provides are accurate. Any change should be reported to the School immediately. Those who have genuine difficulty in receiving urgent messages via SMS should contact the programme teams for separate arrangements.

Use of Personal Data related to Direct Marketing

6. From time to time, the School will send the latest updates and promotional materials to applicants/students and alumni on the availability of the programmes and courses, seminars and events, discounts and offers, clinics and other services as well as the alumni events, privileges and offers, networking opportunities and fund-raising initiatives through various communication channels such as direct-mail, email and mobile phone, by using your personal data (including, but without limitation to, your name, contact details and other information collected in your profile such as the programme(s) you enrolled, your graduation year etc). You always have the right to make subsequent changes on your choice of receiving further marketing materials by sending a written unsubscribe request (by email or by post) to the School at any time.
If you DO NOT WISH to receive our latest updates and promotional materials through the communication channels as stated above, including discounts and offers from time to time, please check this box. ☐
7. Under the provisions of the Personal Data (Privacy) Ordinance, applicants have the right to request the School to ascertain whether it holds your personal data, to be given a copy, and to apply for correction of the data, if deemed incorrect. Applications for access to personal data should be made by using a special request form and on payment of a fee. Such applications for access of information should be addressed to the Data Protection Officer, HKU SPACE. For general requests of personal data amendment, please fill out the "Application Form for Personal Data Amendment" and submit it to HKU SPACE.
8. For details on the School's policy on personal data (privacy), please refer to the School Prospectus or Website.

General Notes to Applicants

1. Enrolment can be done in person at any of the School's Enrolment Counters by completing this application form and submitting it with the appropriate fee and relevant documents. You can also mail to the "The Programme Director, Executive Certificate in Investor Relationships, HKU SPACE" 34/F, United Centre, 95 Queensway, Hong Kong.
2. Fees paid by crossed cheque or bank draft should be made payable to "HKU SPACE".
3. For general and short courses, applicants may be required to pay the course fee in cash or by EPS, Visa or MasterCard if the course will start shortly.
4. If admission is on a first come, first served basis and if you do not hear from us before the course starts, you may assume that your application has been accepted, and should attend the course as scheduled.
5. If admission is by selection, the official receipt is not a guarantee that your application has been accepted. We will inform you of the result as soon as possible after the closing date for application. Unsuccessful applicants will be given a refund of programme/course fee if already paid.
6. If you do not know the teaching venue within 3 days of the starting date of the course, please check with the relevant programme team.
7. Course fees paid are not refundable except as statutorily provided or under very exceptional circumstances (e.g. course cancellation due to insufficient enrolment).
8. Please refer to the HKU SPACE Prospectus and the official website for full details of enrolment procedures for HKU SPACE Programmes.

Notes to Non-local Applicants

To study in Hong Kong, all non-local applicants are required to obtain a student visa issued by the Immigration Department of the HKSAR Government, except for those admitted to Hong Kong as dependants, who do not need prior approval before taking up full-time and part-time studies. Non-local applicants issued with a valid employment visa also do not need prior approval to pursue part-time studies. It is the responsibility of individual applicants to make appropriate visa arrangements. Admission to a HKU SPACE academic programme/course does not guarantee the issue of a student visa. Applicants may wish to note that part-time courses are generally not considered by the Immigration Department for visa purposes except for self-financed, part-time locally accredited taught postgraduate programmes awarded within the HKU System through HKU SPACE.

Declaration

1. I declare that all information given in this application form and the attached documents are, to the best of my knowledge, accurate and complete.
2. I authorise the School to obtain, and the relevant authorities to release, any information about my qualifications and/or employment as required for my application.
3. I consent that if registered, I will conform to the Statutes and Regulations of the University and the rules of the School.
4. I have noted, understood and agree to the contents of the above notes, Statement on Collection of Personal Data and HKU SPACE policy on personal data (privacy).

Signature

Date

Executive Certificate in INVESTOR RELATIONS

- | | | |
|---|------------------|-----------|
| <input type="checkbox"/> Module 1 : Theory and Practice of Investor Relations | FN 60-814-01 () | HK\$2,500 |
| <input type="checkbox"/> Module 2 : Finance Essentials for Investor Relations | FN 60-814-02 () | HK\$2,400 |
| <input type="checkbox"/> Module 3 : Corporate Governance and Ethics in Investor Relations | FN 60-814-03 () | HK\$2,400 |

Fee enclosed: _____ Cheque / Draft No. _____

PERSONAL PARTICULARS

Name in Chinese	<input type="text"/>	Name in English	<input type="text"/>
Title * Mr. / Mrs. / Ms. / Miss.			
Date of Birth	<input type="text"/>	HKID Card / Passport No.	<input type="text"/>
Nationality	<input type="text"/>	Permanent HK Resident <input type="checkbox"/> Yes <input type="checkbox"/> No (if No, please see Notes to Non-local Applicants)	
Correspondence Address	<input type="text"/>		
<input type="text"/>			
<input type="text"/>			
Home Telephone	<input type="text"/>	Mobile Phone	<input type="text"/>
Office Telephone	<input type="text"/>		<input type="text"/>
Email Address	<input type="text"/>		Fax Number <input type="text"/>

Name
Full Postal Address

← Please also complete this part

Note: This application acknowledgement is not complete without validation by official printing machine entry of the details above at the University or Town Centre office of the School of Professional and Continuing Education, The University of Hong Kong.

Please see overleaf →

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Special assistance required ☐ Yes ☐ No

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