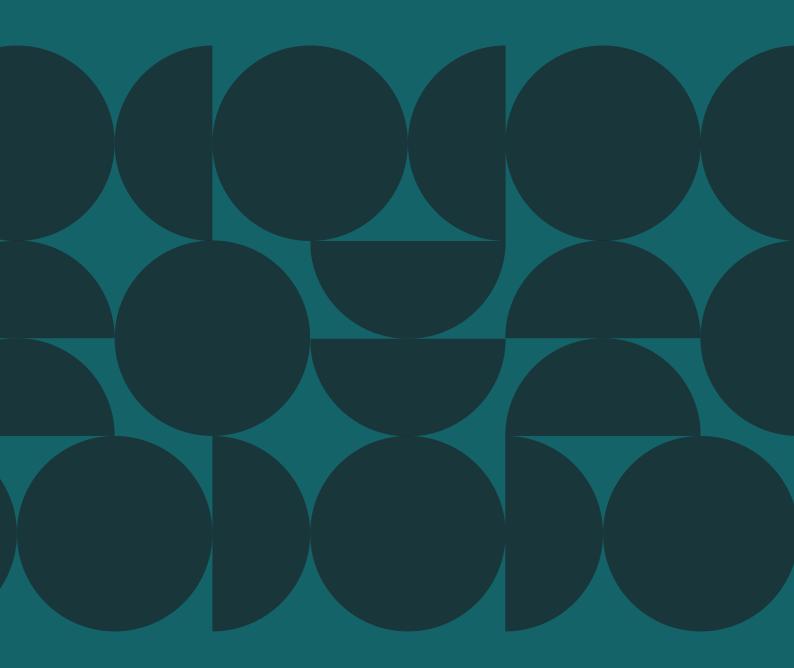
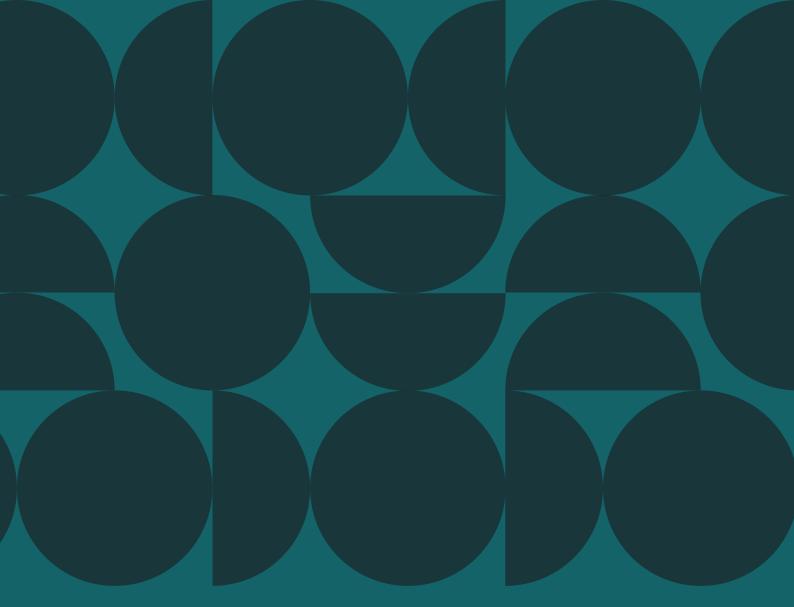


## Corporate Governance & Risk Management PROFESSIONAL CERTIFICATE





Steering Strategy. Securing Success.



## **Course Synopsis**

This module explores the role of corporate governance and risk management in maintaining ethical brand practices, business sustainability, and stakeholder trust. It examines governance frameworks, ethical decision-making processes, and corporate responsibility in branding.

Students will also learn crisis communication techniques to safeguard brand reputation and develop strategic risk management plans using enterprise risk management (ERM) principles.

By engaging with real-world case studies and conducting a researchbased project, students will acquire the skills to assess governance structures, manage brand-related risks, and implement sustainable branding strategies in compliance with global regulatory standards.

## **Learning Outcome**

Upon successful completion of this module, students will be able to analyze corporate governance frameworks and their impact on ethical branding and business strategy. They will gain the ability to assess and manage brandrelated risks through enterprise risk management (ERM) principles and develop crisis communication strategies to protect and enhance corporate reputation.

Students will also critically evaluate governance challenges in brand management, apply ethical decisionmaking models, and formulate risk mitigation strategies.

Through case studies and a researchbased project, they will enhance their ability to align branding with regulatory requirements and sustainable governance practices.

## **Course Topics**

- Ethical branding practices and corporate governance frameworks
- Crisis communication and brand reputation management
- Enterprise risk management (ERM) in brand marketing (project paper)
- Governance and risk
  assessment of a corporate