



# Corporate Governance & Risk Management

PROFESSIONAL CERTIFICATE



## 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 research-based 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 brand-related 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 decision-making models, and formulate risk mitigation strategies.

Through case studies and a research-based 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