



# Financial Management & Corporate Sustainability

PROFESSIONAL CERTIFICATE



## Course Synopsis

This module explores the critical role of financial management in driving brand growth and corporate sustainability. It covers key financial strategies, corporate funding mechanisms, and risk assessment frameworks essential for effective decision-making in a competitive business environment.

Emphasis is placed on the integration of Environmental, Social, and Governance (ESG) principles, highlighting the importance of ethical and sustainable financial practices.

Through a combination of theoretical insights, case studies, and a research-based project, students will develop the skills to evaluate financial performance, mitigate risks, and implement strategies that align profitability with long-term corporate responsibility.

## Learning Outcome

Upon successful completion of this module, students will be able to analyze and apply financial strategies to support brand growth and corporate sustainability.

They will develop the ability to assess corporate funding options, evaluate financial risks, and make informed financial decisions that align with long-term business objectives. Students will also gain a deep understanding of Environmental, Social, and Governance (ESG) principles and their impact on financial planning and corporate responsibility.

Through practical case studies and research, they will enhance their ability to integrate sustainable financial practices into corporate decision-making while ensuring resilience in an evolving business landscape.

## Course Topics

- Financial strategies and corporate funding for brand growth
- ESG (Environmental, Social, and Governance) in branding and finance
- Risk assessment and corporate financial decision-making
- Financial and sustainability assessment of a corporation