

## MasterClass in Governance & Corporate Affairs

*Casablanca (Morocco)*

*17 - 21 February 2025*

UK Training

**PARTNER**



## MasterClass in Governance & Corporate Affairs

Code: LM28 From: 17 - 21 February 2025 City: Casablanca (Morocco) Fees: 3300 Pound

### Introduction

This training course elaborates on the various roles and responsibilities of the Corporate Affairs function and its key involvement in all the processes of Governance within the Corporate. This training course will discuss the International Governance Standard codes and how Corporate Governance is measured and benchmarked. Attendees will be gain comprehensive knowledge about Corporate Governance and its Guiding principles.

Perspective covers the Governance Framework at both the Board level the Board Governance Framework and the Executive management levels the Assurance and Control Governance Framework. This training course also addresses Effective Organizational Compliance Management. It discusses in detail all aspects of the Risk Management vital process and its evolution into implementing an Integrated Enterprise Risk Management ERM framework.

### Course Objectives

- Learn all possible roles played by Corporate Affairs function.
- Understand their key involvement in the various Governance processes.
- Explore a comprehensive Generic Governance model based on key principles and adaptable to any organization.
- Discuss in detail the three components of the GRC perspective.
- Learn about Compliance and how to implement an effective compliance program.
- Learn about Risk Management, its framework, and standard process.
- Discuss models of Governance Assurance and Control within the organization.
- Discuss the Integrated Model of Governance Disclosure and Reporting within the Organization.
- Learn about the King IV standard code of Corporate Governance.

### Course Outlines

#### Day 1: Corporate Affairs

- The Context of Corporate Affairs.
- Corporate Affairs Practices.
- Reputation Management / Media Relations.
- Government Relations.
- Stakeholder Relations / Investor Relations.
- Corporate Social Responsibility CSR.
- Role of Corporate Affairs in Strategic Decision Making.

#### Day 2: Corporate Governance

The logo for UK Training Partner features the text 'UK Training' in a small, black sans-serif font above the word 'PARTNER' in a large, bold, black sans-serif font. The text is positioned over a background of a chessboard with several chess pieces (a king, a queen, and a pawn) in gold and silver, set against a backdrop of concentric white circles.

- What is Corporate Governance.
- Need for Corporate Governance.
- Principles for Good Corporate Governance.
- [Core] Principles.
- [Plan-Do-Check-Act] PDCA Principles.
- The 4 P's of Corporate Governance.
- Corporate Affairs Involvement in Corporate Governance.

### Day 3: The GRC Governance, Risk, and Compliance Perspective

- The GRC Governance, Risk and Compliance perspective.
- Compliance and Compliance Management.
- Elements of an Effective Compliance Program.
- Risk and Risk Management.
- Risk Management Framework.
- Risk Management Process.
- Enterprise Risk Management ERM.

### Day 4: GRC Assurance, Disclosure, and Reporting

- Good Governance Standard Framework.
- The Three 3 Lines of Defense Model.
- Role of Internal Control.
- Role of Internal Audit.
- Role of External Audit.
- Integrated Reporting Framework.
- Corporate Affairs Involvement in GRC.

### Day 5: Governance Standard Codes

- Good Governance: Guiding Principles.
- King IV Report on Corporate Governance.
- King IV Guiding Principles.
- King IV Recommended Practices.
- Governance Measurement and Benchmarking.

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a pawn) on it, set against a background of concentric circles. The text 'UK Training' is positioned above the word 'PARTNER' in a large, bold, black font.

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 International House 185 Tower Bridge  
Road London SE1 2UF United Kingdom

 +44 7401 1773 35  
+44 7480 775526

 [Sales@blackbird-training.com](mailto:Sales@blackbird-training.com)

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