

M27 – Commercial Management

Assignment Guidelines:

This assignment requires students to explore the principles and practices of commercial management in modern business organizations. Students should examine commercial planning, contract management, revenue generation, cost control, stakeholder relationships, and ethical decision-making in commercial operations.

Submission Format:

- Detailed project report
- Font: Times New Roman, Size: 12, Spacing: Double
- Word Count: 4000–5000 words
- Submission Deadline: 24th May 2026

Assessment Criteria:

- Depth of commercial management theory knowledge (20%)
- Application of commercial strategies (20%)
- Analytical and problem-solving ability (20%)
- Real-world relevance and use of examples (20%)
- APA formatting (20%)

Mandatory Sections:

- Title Page
- Table of Contents
- Abstract
- Introduction
- Literature Review
- Methodology
- Findings
- Discussion
- Conclusion
- References
- Appendices

Assignment Task – Choose ONE of the following written assignments:

Option 1: Commercial Strategy and Business Profitability

Write a report on how commercial strategies contribute to business profitability. Your paper should:

- Explain the role of commercial management in business growth.
- Analyze pricing, revenue management, and cost-control strategies.
- Assess the relationship between commercial planning and competitive advantage.
- Provide real-world examples from companies in service, retail, or manufacturing sectors.

Option 2: Contract Management and Risk Control in Commercial Operations

Prepare a strategic paper on contract management in commercial business activities. Your paper should:

- Explain the importance of contracts in commercial management.
- Discuss key stages of contract planning, negotiation, execution, and monitoring.

- Analyze risks such as cost overruns, supplier failure, legal disputes, and poor performance.
- Recommend effective contract management practices for reducing commercial risk.

Option 3: Ethical and Sustainable Commercial Management Practices

Analyze the role of ethics and sustainability in commercial decision-making. Your paper should:

- Explore ethical issues such as misleading pricing, unfair supplier treatment, and excessive profit-seeking.
- Discuss the importance of transparency, accountability, and corporate social responsibility.
- Assess how sustainable commercial practices can improve long-term business value.
- Use real-world examples of organizations applying ethical or sustainable commercial strategies.