Assignment instructions

Analyse a real-life negotiation that took place in the entrepreneurial setting by using public information and what you

have learned in class. The purpose of this assessment is to apply the framework and insights you have gained

through the module and demonstrate that you can competently read, interpret, and analyse negotiations in

entrepreneurial settings.

You can choose any negotiation case that has entrepreneurial significance. Examples include, cases related to the

funding of a new venture, the recruitment of new team members, the formation of the founding team, the sale of a

start-up, conflicts that occurred within the venture, among others.

It is advisable that you choose a case in which there is enough material from public sources to allow for an in-depth

examination of negotiation dynamics. You are expected to cite the material that informs your analysis, but you should

not limit your essay to a summary of the case or what was reported in public sources.

In your essay, I expect you to:

Identify the parties involved and their interests, positions, and relationships

Identify and summarise the unfolding of events and the key decisions

Discuss the cognitive (biases, emotions), interpersonal, and contextual factors that shaped the negotiation process

and outcome

Reflect on what went wrong/right, why, and how the situation could have been handled differently (what the parties

could have done better and why)

To inform your analysis, I recommend you look for diverse data like news articles, interviews, and press releases.

Major news outlets and entrepreneurial magazines are usually a good place to start.

You have the liberty to organise the case in a way that you think is effective. At a minimum, your case study should

include an introduction, your analysis, and your conclusions. I expect you to communicate your points and ideas

concisely and write formally as you would do in professional writing.