

Unit 1:

Management and Entrepreneurship in CCI

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The training contents at a glance:

FENICE Program

Unit 1: Management and Entrepreneurship in CCIs

Theme 1.1. Understanding CCIs. Cross-Sectoral Collaborations.

Theme 1.2. Creativity and Innovation. Accountability and Ethical Behavior

Theme 1.3. Cultural Policies and Institutions. Intellectual Property

Theme 1.4. New Media, Creative Technologies and Digital Environment.

Unit 2: Entrepreneurial Practice – Modelling a CCI Enterprise

Theme 2.1. Designing a business for the CCIs: preparing a business plan and pitching business

Theme 2.2. Towards value. Economic, Market and Cultural valuation of products and services in the CCIs

Theme 2.3. Market, Competition, Consumption and Branding in CCIs

Theme 2.4. Business models, systems, partnerships

Theme 2.5. Management: team and change management in the CCIs

Theme 2.6. Financing. Opportunities and Risks

You can find more information at the homepage: http://www.fenice-project.eu

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1 LEARNING ACTIVITIES

Exercise 1. Test your understanding of interdisciplinarity in CCIs

Describe 3 different possible intersectoral collaborations

Exercise 2. Aim your pitch

Find 1 EU funding instrument that would be appropriate for 1 of the described collaborations. Explain your choice.



Learning Exercise

The theme offers several case studies. Based on those, students are asked to formulate a suggestion for one of the study cases of further business development:

- In which direction could the company further develop?
- What would this development entail in terms of space/ staff/ changes in work organization, or even company structure?
- Why do you believe that this direction of development would be financially viable in the future and for how long?
- Which other advantages, other than financial, could this development bring?



