



**Unit 2:
Entrepreneurial
Practice – Modelling a
CCI enterprise**

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

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The training contents at a glance:

FENICE Program

Unit 1: Management and Entrepreneurship in CCI

Theme 1.1. Understanding CCI. Cross-Sectoral Collaborations

Theme 1.2. Creativity and Innovation. Accountability and Ethical Behaviour

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 CCI: preparing a business plan and pitching business

Theme 2.2: Towards value: Economic, Market and Cultural valuation of products and services in the CCI

Theme 2.3: Market, Competition, Consumption and Branding in CCI

Theme 2.4: Business models, systems, partnerships

Theme 2.5: Management: team and change management in the CCI

Theme 2.6: Financing. Opportunities and Risks

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1 TEST FOR YOUR KNOWLEDGE

Multiple-choice questions

1. Which of the following is not a type of team?
 - Committee
 - Task-force
 - Assembly
 - Self-team
2. Collective efficacy defines
 - the efforts and skills of a team
 - scientific jargon
 - the people's attitudes to power and hierarchy
 - a managerial skill
3. Individual resistance to change driven by one's
 - Level of education
 - Qualification
 - Overall business environment in in the CCI's
 - Cultural differences in personal attitudes to change
4. Which are the important managerial skills in the CCI's?
 - Communication skills
 - Ability to balance between artistic and commercial values
 - Ability to manage diverse teams
 - All of the above
5. The basic characteristics that trigger team behaviour are
 - Knowledge, values, expertise
 - Skills, accountability, commitment
 - Faith, culture and values
 - Skills, knowledge and vocation

Open questions (+ answers)

1. Describe the experience driver behind the CCI's.

Reply: The need for "cultural identity and social empowerment" expressed in a symbolic form and communicated through the means of technology.

2. What is the main feature of the managerial roles in the CCI's?

Reply: The absence of formally appointed managers. CCI's rely on self-management approach or leadership that is performed by a team member whose task will be to involve others in an intellectual work process.

3. Which type of culture is characterised with limited use of non-verbals and explicit (literal) wording?

Reply: Low-context

4. List the main leadership styles

Reply: Coercive, Authoritative, Affiliative, Democratic, Pacesetter, Coaching

5. Which communication style is better for the CCI's - high context or low context?

Reply: Neither. It depends on the team and the environment.