



Unit 1:

Understanding Entrepreneurship in the CCIIs

Theme 1.3.

New Media, Creative Technologies and Digital Environment. Digital Marketing.

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The training contents at a glance:

FENICE Program

Unit 1: Understanding Entrepreneurship in the CCIs

Theme 1.1. Policies and Cross-Sectoral Collaborations in the CCIs

Theme 1.2. Creativity, Innovation and Cultural Content. Ethical Behavior and Intellectual Property Rights.

Theme 1.3. New Media, Creative Technologies and Digital Environment. Digital Marketing.

Unit 2: Entrepreneurial Practice – Modelling a CCI Enterprise

Theme 2.1. Business Models and Management. Change Management.

Theme 2.2. Financing. Opportunities and Risks

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