



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 Behavior

Theme 1.3. Cultural Policies and Institutions. Intellectual Property

Theme 1.4. Entrepreneurial Mindset and Process.

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: Product or Service from economic point of view. Economic Value. Product and service in arts. Cultural Value.

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

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

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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. Power distance is
 - The different viewpoints of two team members
 - The people's attitudes to power and hierarchy
 - A managerial task in the CCI's
 - 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. A leader's role is to
 - Manage an enterprise'
 - Innovate and set example
 - Design a product's brand
 - Monitor the observation of deadlines for a task

Open questions (+ answers)

1. Define management as to the popular definition of Mary Parker

Reply: The art of getting things done through other people

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

Reply: The absence of formally appointed managers. CCIs 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. What is leadership?

Reply: The process of guiding and directing others

4. List the main leadership styles

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

5. What is one major function of management, associated with managers' abilities to identify and select the right people for the right job positions within the organisational structure?

Reply: Staffing