



**Unit 1: Management and
Entrepreneurship in CCI**

**Theme 1.1.
Understanding CCIs.
Cross Sectoral
Collaborations.**

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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 LEARNING ACTIVITIES

Group Task

Prepare a short video on the topic of ethical behavior in CCIs. Work in a group, divide tasks within the team, do a short preproduction, production and postproduction.

Reflect on the possibilities on the development of legal framework that would help regulate the ethics of CCIs. Deliberate on the danger of regulation affecting creativity and/or free speech.

The task is to be performed in teams of 3-5 students.