



Unit 1:

**Management and
Entrepreneurship in
CCIs**

Theme: 1.4

**Entrepreneurial
Mindset and Process**

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This material is a part of the training content for the syllabus “Management and Entrepreneurship in Cultural and Creative Industries” for BA and MA students in arts and humanities (A&H) containing 10 themes in total. It has been developed within the Erasmus+ Strategic Partnership “*FENICE - Fostering Entrepreneurship and Innovation in Cultural and Creative Industries through Interdisciplinary Education*”.

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 LEARNIG ACTIVITIES

5.1. Case-study Analysis

Watch the video [What is MBOX EN.mp4](#).

Discuss and reply to the following questions:

- What kind of an enterprise is MBOX Studios?
- What is the innovation of MBOX Studios?
- Describe the entrepreneurial ecosystem for MBOX Studios/
- Does MBOX Studios adapt efficiently to change? Do they have the potential to sustain the business and why?

5.2. Reflective Essay

Think of the main challenges in that MBOX Studios had faced while establishing itself on the market. Make a list of the main problems and suggest your own solution and recommendations for dealing with the problems. Is this typical lifecycle of a CCI enterprise and why? Define the steps of the entrepreneurial process through the company.

2 Topics and Assignments for Individual Projects

- (i) A Business-Plan Project – for the Themes in Unit 2.

The common task for the course participants is be to turn their creative project into a business.

Assignment: Describe the concept of your business idea – innovation, vision, risks and organisation. What is the ecosystem that will allow your idea to turn into a viable business?

3 Project Tasks (related to the theme)

The trainees are requested to complete a step/task in the elaboration of their creative or business project (based on Section 7).

In this way and at the end of the training and after passing through both Units and Themes, they shall have elaborated their own CCI initiative/project that contains the (1) creative part – essence and (2) business part – turning the creation into a venture for the market.

Tasks:

1. Describe your company and its visions.
2. What kind of value does your company generate and how does it solve existing social problems and/or satisfy social needs?

4 Acknowledgements

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