

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 CCIs

Theme 1.1. Understanding CCIs. 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 CCIs: preparing a business plan and pitching business

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

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

Theme 2.4: Business models, systems, partnerships

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

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

Exercise 1. Test your understanding of interdisciplinarity in CCIs Describe 3 different possible intersectoral collaborations

Exercise 2. Aim your pitch

Find 1 EU funding instrument that would be appropriate for 1 of the described collaborations Explain your choice.	

Learning Exercise

The theme offers several case studies. Based on those, students are asked to formulate a suggestion for one of the study cases of further business development:

- In which direction could the company further develop?
- What would this development entail in terms of space/ staff/ changes in work organization, or even company structure?
- Why do you believe that this direction of development would be financially viable in the future and for how long?

- Which other advantages, other than financial, could this development bring?