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| **U 1: Management and Entrepreneurship in CCIs** **Theme 1.3. Cultural Policies and Institutions. Intellectual Property.** | Author(s):**Prof. Dr. Ira Prodanov**Institution(s): **UNS, Serbia** |



The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein. Project number: 2020-1-BG01-KA203-07919.

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 Business and Economics (B&E) 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:

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| **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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# LEARNING ACTIVITIES

The theme offers three case studies in which students are required, with a “doctor-like” approach to: 1) make “a diagnosis” of the case, 2) offer a “the treatment” - therapy for the case if it is presented as a negative example 3) assume “the cure” i.e. the future of the case

Adapted for on-line and in-class teaching

Learning Activity 1

Analysis of the 3 case-studies - Students are required to formulate theses of their analysis in groups.

Reflective Essay - The group leader writes an essay based on the thesis written by the group.

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Learning Activity 2

Reflective Essay

The group leader writes an essay based on the thesis written by the group

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