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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** |



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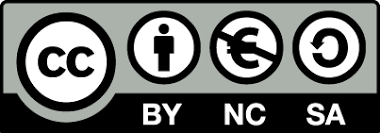
This material is a part of the training content for the syllabus “Management and Entrepreneurship in Cultural and Creative Industries” for BA and MA students in Business and Economics (B&E) containing 10 themes in total. It has been developed within the Erasmus+ Strategic Partnership “FENICE - Fostering 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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