



Unit 1:

Management and Entrepreneurship in CCI

Theme 1.2.

Creativity and Innovations. Accountability and Ethical Behavior

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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 Case Studies

The videos attached to the lecture are coverages on the performance of the opera *Aida* by Giuseppe Verdi at the Petrovaradin Fortress in Novi Sad on September 15, 2021. This grand opening of the 161st opera season was organized by the Serbian National Theatre. The videos show the examples of organizing this type of the event, and the testimonies of artists about what they think is needed for such a project. The same project was taken as an example for a practical exercise with students within a PPT presentation during class.

<https://drive.google.com/drive/folders/114I2M07Jq21UIQygftOQUKrnNZZ9tk7I>

Each partner will select an artist, entrepreneur and/or expert that could provide an interesting insight or testimony, specifically directed at the corresponding theme. The video could be recorded in the national language of each partner with subtitles in English (which could then be translated to the national languages of the other partners).

Format: video-file