



**Unit 2:
Entrepreneurial
Practice – Modelling a
CCI enterprise**

**Theme: 2.4
Business Models,
Systems and
Partnerships**

Author(s):

**Kaloyan Kostadinov,
Tzvetalina Genova, Elena
Kostadinova**

Institution(s):

**Varna University of
Management, Bulgaria**



Co-funded by the
Erasmus+ Programme
of the European Union

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 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>

Declaration on Copyright:



This work is licensed under a Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License. You are free to:

- share — copy and redistribute the material in any medium or format
- adapt — remix, transform, and build upon the material

under the following terms:

- Attribution — You must give appropriate credit, provide a link to the license, and indicate if changes were made. You may do so in any reasonable manner, but not in any way that suggests the licensor endorses you or your use.
- NonCommercial — You may not use the material for commercial purposes.
- ShareAlike — If you remix, transform, or build upon the material, you must distribute your contributions under the same license as the original.

1 TEST FOR YOUR KNOWLEDGE

Multiple-choice questions

1. A business model defines
 - the way a venture generates value
 - the profit and loss balance of a company
 - the organizational structure of an enterprise
 - a managerial term

2. How is value provided to partners in a partnership?
 - by announcement in the office/headquarters
 - by improving communication in a company
 - by minimization of costs, product development, creation of new and profitable ideas
 - by signing an agreement

3. What is a business partnership?
 - a relationship between more than three business entities, that is set up by an agreement
 - a relationship between two, or more people, that is set up by an agreement
 - a relationship between two, or more, business entities, that is set up by an agreement
 - a union of business organisations

4. Gamification refers to
 - the business models of the gaming industries
 - the automation of services
 - one of the cultural and creative sectors
 - adding game-like features to contexts that have nothing to do with the gaming industry

5. The cultural products are valued for their
 - meaning
 - usefulness
 - status-related price
 - accessibility

Open questions (+ answers)

1. Define the overall business model in CCI:

Reply: This is the process of creation and selling meaning.

2. Which are the main elements of the process of creation value in the CCI's?

Reply: (i) creation, (ii) production (publishing), (iii) dissemination (trade), (iv) exhibition (reception, transmission) and (v) consumption (participation)

3. Are the partnerships in the CCI's formal?

Reply: No. They are informal and ad hoc (occasion-based)

4. Which CCI's rely most on streaming?

Reply: Music, performing arts, cinema

5. Define the liaison between business models and partnerships.

Reply: A partnership is a collaboration between business models (not just companies or organizations) and only in this case it can have a real added value.