

Management and Entrepreneurship in CCIs

Theme 1.3.

New Media, Creative Technologies and Digital Environment Author(s):

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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: <u>http://www.fenice-project.eu</u>

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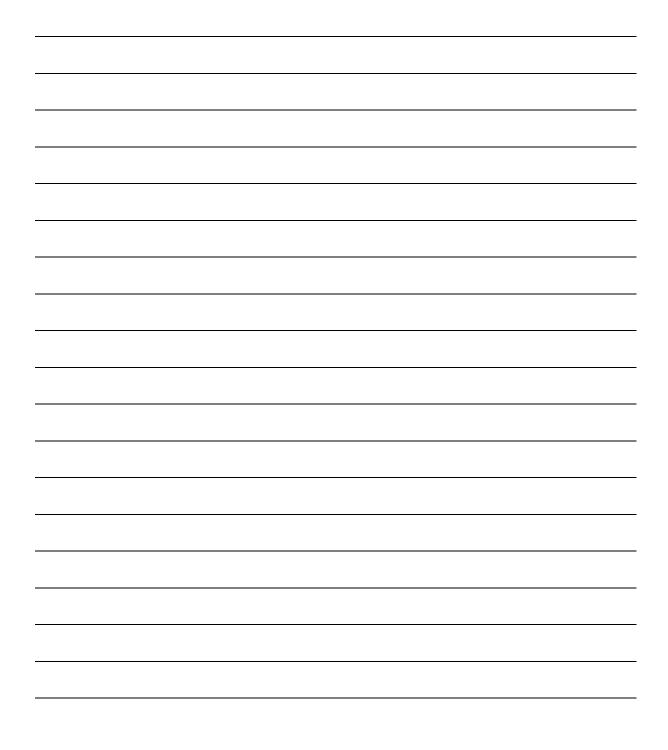
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1 TEST YOUR KNOWLEDGE

Open questions

Exercise 1. Potentials of different cultural domains

Describe the potential for development of 3 different cultural domains of your choosing



Exercise 2. Pitch perfect!

Describe 2 ways of connecting old and new media: