



Unit 1:

Understanding the Entrepreneurship in the CCIs

Theme 1.1.

Creativity. Innovation and Cross-Sectoral collaborations. Intellectual Property.

Author(s):

**Prof. Dr. Ira Prodanov
Krajišnik**

Institution(s):

UNS, Serbia



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”. 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: Understanding Entrepreneurship in the CCI

Theme 1.1. Creativity, Innovation and Cross-Sectoral Collaborations. Intellectual Property.

Theme 1.2. Entrepreneurship, Management and Leadership in the CCI

Unit 2: Entrepreneurial Practice – Modelling a CCI Enterprise

Theme 2.1. Designing a business for the CCI: preparing a business plan and pitching business ideas

Theme 2.2. Towards value: Economic, Market and Cultural valuation of products and services in the CCI

Theme 2.3. Market, Competition, Consumption and Branding in the CCI

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 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 operaseason 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/114I2M07Jq21UIQygttOQUKmnZZ9tk7I>

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