



## Unit 1:

### Understanding Entrepreneurship in the CCI

#### Theme 1.2.

### Creativity, Innovation and Cultural Content. Ethical Behavior and Intellectual Property Rights.

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The training contents at a glance:

## **FENICE Program**

### **Unit 1: Understanding Entrepreneurship in the CCIs**

Theme 1.1. Policies and Cross-Sectoral Collaborations in the CCIs

#### **Theme 1.2. Creativity, Innovation and Cultural Content. Ethical Behavior and Intellectual Property Rights.**

Theme 1.3. New Media, Creative Technologies and Digital Environment. Digital Marketing.

### **Unit 2: Entrepreneurial Practice – Modelling a CCI Enterprise**

Theme 2.1: Business Models and Management. Change Management.

Theme 2.2. Financing. Opportunities and Risks.

You can find more information at the homepage: <http://www.fenice-project.eu>

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# 1 Case Studies

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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 161<sup>st</sup> 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*