



**Unit 1: Management
and Entrepreneurship
in CCIs**

Theme: 1.4

**Entrepreneurial
Mindset and process**

Author(s):

**Tzvetalina Genova, Elena
Kostadinova**

Institution(s):

**Varna University of
Management, Bulgaria**



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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

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1 TEST FOR YOUR KNOWLEDGE

Multiple-choice questions

1. Which of the statements below is not-correct?
 - Entrepreneurship is the purposeful and organized search for change, conducted after systematic analysis of opportunities in the environment.
 - Entrepreneurship is a dynamic process of vision, change and creation.
 - Entrepreneurship involves a fusion of capital, technology and human talent.
 - Entrepreneurship is a discipline with a knowledge base theory solely in the field of management .

2. The entrepreneurship comprise of course of different activities implemented in certain pattern, that include:
 - Idea conceptualization, assesment of the idea, idea and market analisys, assembling resources and personnel, launching the entreprise, managing the company, harvesting
 - Pitching of idea, establishing a start-up company, hiring a management board, conducting financial and operational management, harvesting the yield;
 - Identification of innovative product on the market, imitating the organization and the production processes of the original company and the product, developing a busines plan for entering on new markets
 - Setting up a new venture, searching for capital, starting the production of a variety of goods for identifying the most promising, searching for partners on new markets

3. Entrepreneurial activity is influenced by (more than one correct answer):
 - Culture and personal qualities of the entrepreneur;
 - Factors of the internal (venture itself) and the external (surrounding) environments;
 - Decisions of the investors;
 - solely the decisions of the policy makers for fostering entrepreneurial ecosystems

4. Motivation of entrepreneur for starting new business is related to the willingness of:
 - Creating value
 - Initiating policy-changes
 - Owning a business venture
 - Forming community of partners and co-workers

5. The motivation of cultural entrepreneur to start own business are related to:

- establishing solely financial success
- building social reputation and career achievement
- creating an artistic image
- ensuring accessibility to international markets

Open questions (+ answers)

1. Define the entrepreneurship in CCI's:

Reply: Entrepreneurship in arts and culture is an economic as well as sociocultural activity, based on innovation, exploitation of opportunities and risk-taking behavior. It is a visionary, strategic, innovative and social activity.

2. Which are the main dominants of the entrepreneurial ecosystem according to Isenberg's model?

Reply: (i) policy, (ii) finance, (iii) culture, (iv) supports and (v) human capital and (vi) markets

3. In what locations do usually the entrepreneurial ecosystems emerge?

Reply: They raise in locations that have place-specific assets and have established as desirable places to live.

4. Which is the most common form of entrepreneurship in CCI's?

Reply: Around 80% of enterprises in the CCI's are SMEs with many sole traders or micro-SMEs employing only a handful of people.

5. List at least 5 of the most important qualities of entrepreneur.

Reply: *Risk-taking ability, Innovation and creativity, Self-confidence, Initiative and decision taking, Constancy*