



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

**Theme 2.1.  
Business Models and  
Management. Change  
Management.**

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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 TEST FOR YOUR KNOWLEDGE

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## *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. Individual resistance to change driven by one's
  - Level of education
  - Qualification
  - Overall business environment in in the CCI's
  - Cultural differences in personal attitudes to change
  
3. 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
  
4. The cultural products are valued for their
  - meaning
  - usefulness
  - status-related price
  - accessibility
  
5. Which are the important managerial skills in the CCI's?
  - Communication skills
  - Ability to balance between artistic and commercial values
  - Ability to manage diverse teams
  - All of the above

## Open questions (+ answers)

1. Define the overall business model in CCI's:

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

2. How does Mary Parker Follett define management?

Reply: The art of getting things done through other people

3. Which CCIs rely most on streaming?

Reply: Music, performing arts, cinema

4. What is typical of for the founders of the new business models in the CCSs?

Reply: They are young, prefer urban settings, start from project-based initiatives, rely on Internet and digitalization for value delivery and promotion, start the business as a part-time job, etc.

5. What is the main feature of the managerial roles in the CCIs?

Reply: The absence of formally appointed managers. CCIs rely on self-management approach or leadership that is performed by a team member whose task will be to involve others in an intellectual work process.