



Unit 1:

Understanding Entrepreneurship in the CCIs

Theme 1.2. Entrepreneurship, Management and Leadership in the CCIs

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The training contents at a glance:

FENICE Program

Unit 1: Understanding Entrepreneurship in the CCIs

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

Theme 1.2. Entrepreneurship, Management and Leadership in the CCIs

Unit 2: Entrepreneurial Practice – Modelling a CCI Enterprise

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

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 the CCIs

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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 entreprisse, 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. What does a manger do?
 - Plan
 - Organize
 - Direct
 - All of the above

4. Which are the important managerial skills in the CCIs?
 - Communication skills
 - Ability to balance between artistic and commercial values
 - Ability to manage diverse teams
 - All of the above

5. A leader's role is to
 - Manage an enterprise'
 - Innovate and set example

- Design a product's brand
- Monitor the observation of deadlines for a task

Open questions (+ answers)

1. Define the entrepreneurship in CCIs:

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. Define management as to the popular definition of Mary Parker

Reply: The art of getting things done through other people

3. 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.

4. What is leadership?

Reply: The process of guiding and directing others

5. List the main leadership styles

Reply: Coercive, Authoritative, Affiliative, Democratic, Pacesetter, Coaching