



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

**Theme 1.1.
Understanding CCIs.
Cross Sectoral
Collaborations.**

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The training contents at a glance:

FENICE Program

Unit 1: Management and Entrepreneurship in CCIs

Theme 1.1. Understanding CCIs. Cross-Sectoral Collaborations

Theme 1.2. Creativity and Innovation. Accountability and Ethical Behaviour

Theme 1.3. Cultural Policies and Institutions. Intellectual Property

Theme 1.4. New Media, Creative Technologies and Digital Environment

Unit 2: Entrepreneurial Practice – Modelling a CCI Enterprise

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

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 CCIs

Theme 2.4: Business models, systems, partnerships

Theme 2.5: Management: team and change management in the CCIs

Theme 2.6: Financing. Opportunities and Risks

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

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1 TEST YOUR KNOWLEDGE

Multiple-choice questions

1. The project is:
 - Organized action in the field of science or art whose the result offers potential new value for society.
 - Organized action in the field of science or art that serves exclusively to entertain people.

2. Creativity and innovation are:
 - Terms that are often used together and have the same meaning
 - Completely different terms that are often mentioned together.

3. Today's projects that promote the work of artists are
 - Always "disinterestingly beautiful" (Kant)
 - They almost always have an engaged message

4. Communication in the team:
 - Takes place spontaneously and should be allowed to be spontaneous
 - Agrees and clearly defines that there would be no "communication noise" in the messages

5. Is improvisation allowed in the organization of an art event?
 - No, everything has to be planned down to the last detail.
 - Yes, if you know the limits of improvisation.

Open questions (+ answers)

1. What is a project?

Reply: Organization of a certain event within science or art which will have potential positive results for sustainable development and improvement of that certain aspect of science or art.

2. What is the difference between creativity and innovation?

Reply: Creativity refers to "having ideas", to imagination, to creating *ex nihilo*; while innovation refers to a finished product that is qualitatively better than an earlier product of that kind. Innovation implies a process of implementation involving some kind of progress, and is therefore measurable.

3. What does the composition of the team depend on in the organization of art production?

Reply: The composition of the collaborative team depends on the type of artistic production, especially if it is an interdisciplinary project which merges several artistic fields.

4. What aspects of communication are particularly important for the functioning of the team?

Reply: Communication patterns such as the communication by email, phone, social networks and are the key aspects in good communication. They are agreed upon at the beginning of the cooperation.

5. Explain what it means that a work of art is socially engaged?

Reply: This means that it is always inspired and initiated by a certain social phenomenon such as the environment awareness for example, the issues surrounding the people with special needs, gender equality and similar.