



**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 CCI

Theme 1.1. Understanding CCI. 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 CCI: preparing a business plan and pitching business

Theme 2.2: Towards value: Economic, Market and Cultural valuation of products and services in the CCI

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

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

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1 LEARNING ACTIVITIES

Group Task

Prepare a short video on the topic of ethical behavior in CCIs. Work in a group, divide tasks within the team, do a short preproduction, production and postproduction.

Reflect on the possibilities on the development of legal framework that would help regulate the ethics of CCIs. Deliberate on the danger of regulation affecting creativity and/or free speech.

The task is to be performed in teams of 3-5 students.