

Unit 1:

Understanding Entrepreneurship in the CCIs

Theme 1.1.

Policies and Cross-Sectoral Collaborations in the CCIs Author(s): Prof. Dr. Ira Prodanov

Institution(s): UNS, Serbia



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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: <u>http://www.fenice-project.eu</u>

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1 LEARNING ACTIVITIES

The theme offers three case studies in which students are required, with a "doctor-like" approach to: 1) make "a diagnosis" of the case, 2) offer a "the treatment" - therapy for the case if it is presented as a negative example 3) assume "the cure" i.e. the future of the case

Adapted for on-line and in-class teaching

Learning Activity 1

Analysis of the 3 case-studies - Students are required to formulate theses of their analysis in groups.

Reflective Essay - The group leader writes an essay based on the thesis written by the group.

Learning Activity 2

Reflective Essay

The group leader writes an essay based on the thesis written by the group

