

FACE

WebQuest 4

March 2024

IDEC S.A.



FOSTERING AWARENESS
CULTURAL

ON YOUTH
ENTREPRENEURSHIP

Exploring Planning and Management in CCI



[Download the Webquest in a pdf](#)



SKILLS

Planning and Management



MODULE

Management in cultural and creative enterprises



TIME FRAME

Up to 20 minutes



FACILITATION LEVEL

Easy

Explore the essentials of planning and management in the world of entrepreneurship and exercise applying them to the creative and cultural industries.



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Introduction



Welcome to the "Exploring Planning and Management in Cultural and Creative Enterprises" WebQuest! In this short 20-minute exploration, you will delve into the world of management and attempt to apply it to the context of cultural and creative enterprises. The focus will be on developing the essential skill of planning and management.

Learning objectives

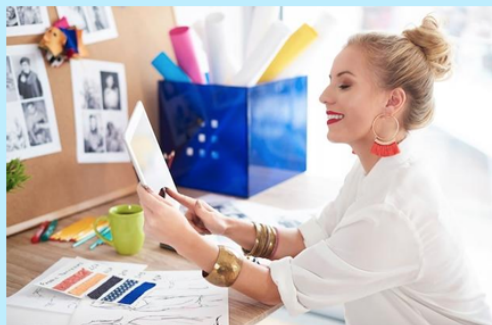
The goal of this WebQuest is to introduce you to some key concepts of planning and management and to help you understand their importance in ensuring the success and sustainability of ventures in cultural and creative enterprises.



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Task



You are an aspiring entrepreneur looking to enter the market of creative and cultural industries. You are looking for guidance on how to effectively manage your project. This WebQuest will lead you through various concepts of management and planning to enable to embark on your journey as an entrepreneur.

Task 1: In this first task, you will be instructed to read a short article and to summarize its main points

Task 2: In this second task, you will do a reflection exercise on the information you previously read and try to apply them to the CCI context

Process

In the resources section you can find every resource that you need to complete your task. There will be detailed instructions on what you need to know and how you can use them. Remember, you will need to use planning and management skills.

Your first task is titled 'Understanding the Basics' with a designated completion time of 10 minutes. You are requested to visit the provided link to read a short article on the basics of planning through 8 main cycles. As you read, take note of key terms and concepts. Once you've finished, summarize the main points in a paragraph.

The second task is titled 'Reflect and apply', with a designated completion time of 10 minutes. You are requested to reflect on the information gathered from the article and think how you can apply the principles of planning and management to a creative project or cultural enterprise. Share a short paragraph outlining your thoughts and any potential strategies you would implement.



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Conclusion

Once you have completed the "Exploring Planning and Management in Cultural and Creative Enterprises" WebQuest you have now accumulated more knowledge on how planning skills can be used to contribute to the success of any project. Take a moment to reflect on the importance of planning and management in the success of cultural and creative ventures and explore how you can use these skills in your personal projects.

Self - Evaluation

1. What is one key concept of planning in cultural and creative enterprises?
 - a) Developing marketing strategies
 - b) Implementing technological advancements
 - c) Understanding consumer preferences
 - d) Applying the principles of the 8 main cycles of planning
2. What is the ultimate purpose of reflecting on the importance of planning and management in cultural and creative ventures?
 - a) To discourage entrepreneurship in these industries
 - b) To explore alternative career paths
 - c) To understand how to navigate challenges effectively
 - d) To promote traditional business models
3. How can you apply the planning principles to these kind of projects?
 - a) By focusing solely on financial aspects
 - b) By considering the artistic vision above all else
 - c) By incorporating strategic planning and management techniques
 - d) By ignoring market trends and consumer behavior

Correct answers: D, C, C



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Resources

Click each section below to see all resources available

Websites

Read this article to complete Task 1:

<https://ca.indeed.com/career-advice/career-development/planning-cycle-steps>



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