

FACE

WebQuest 6

March 2024

IDEC S.A.

FOSTERING AWARENESS
CULTURAL



ON YOUTH
ENTREPRENEURSHIP

Unveiling Business Strategies: Spotting Opportunities and taking successful initiatives in the CCI



[Download the Webquest in a pdf](#)



SKILLS

Spotting opportunities, Taking the initiative,



MODULE

Business strategies for cultural and creative enterprises



TIME FRAME

Up to 20 minutes



FACILITATION LEVEL

Easy

Learn about the importance of how to detect the right opportunity and take correct initiatives for success in entrepreneurship through the case study of Fortissimo, a successful business endeavor in the cultural sector



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Introduction



Welcome to the "Unveiling Business Strategies" WebQuest! In this brief 20-minute exploration, you will delve into the theme of business strategies tailored for cultural and creative enterprises, with a specific focus on the essential skill of spotting opportunities.

Learning objectives

The goal of this WebQuest is to introduce you to the concept of spotting opportunities and to help you understand how this skill is crucial for developing successful business strategies with a specific focus on the cultural and creative enterprises.



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Task



Task 1: In this task you will be instructed to read a short article, conduct a self-reflection, and summarize its main points.

Task 2: In this task you will explore a case study presenting a success story of an enterprise in the CCIs and asked to present an analysis of it.

Process

In the resources section you can find every resource needed 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 skills of identifying opportunities and taking initiatives.

Your first task is titled 'Managing Yourself' with a designated completion time of 10 minutes. You are requested to visit the provided link to read a short article some innovative strategies to identify opportunities for success.

The second task of this webquest is titled 'Case study exploration', with a designated completion time of 10 minutes. You will be presented with a case study about 'Fortissimo', a creative enterprise that successfully spotted and capitalized on opportunities.



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Conclusion

Congratulations! You have completed the "Unveiling Business Strategies" webquest. Take a moment to reflect on the importance of spotting opportunities in cultural and creative enterprises and think of possible ways you can identify opportunities for your own projects.

Self - Evaluation

1. How should someone apply the concepts presented in the article to personal practices?
 - a) By ignoring opportunities for success
 - b) By adopting a proactive approach to spotting opportunities
 - c) By avoiding risks and challenges
 - d) By solely focusing on traditional business models
2. What is the main link between establishing a creative enterprise and capitalizing on opportunities?
 - a) A strong social media presence
 - b) A well-defined mission statement
 - c) The ability to identify and seize opportunities for growth
 - d) A large financial investment
3. What is the importance of being promotion-focused?
 - a) It helps in identifying opportunities for success
 - b) It assists in financial planning
 - c) It aids in legal compliance
 - d) It enhances employee morale

Correct answers: B, C, A



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Resources

Click each section below to see all resources available

Websites

- Read this article to complete task 1:

<https://hbr.org/2013/05/how-to-get-better-at-spotting>

- Follow this link to the Fortissimo case study in Task 2:

<https://een.ec.europa.eu/success-stories/fortissimo-spreads-harmony-through-cosmos-classical-music>

Videos

How to build a case study:

<https://www.youtube.com/watch?v=1W702mmHtvI&t=32s>



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