

UNIT 1 – Aspects of Creativity

- 2.1.a. Theories of creativity in cultural entrepreneurship
- 2.1.b. How to solve problems through creative thinking
- 2.1.c. The importance of creative thinking
- 2.1.d. Creativity in the cultural market
- 2.1.e. Creative tools in the cultural market
- 2.1.f. Creativity in entrepreneurship in the cultural industry

UNIT 2 – Human Resources management and organizational development

- 2.2.a. HR management in the cultural industry
- 2.2.b. How to solve daily business problems through creative methods
- 2.2.c. Vertical and Lateral Thinking
- 2.2.d. Human Resources Management in the organizational development
- 2.2.e. Creative thinking methods to solve daily business problems in cultural industry

UNIT 3 – Creative cooperation, teamwork building and social networking

- 2.3.a. Creative cooperation and teamwork building
- 2.3.b. Social media networking techniques
- 2.3.c. Creative business projects and the importance of creative thinking
- 2.3.d. The practical concept of innovation process
- 2.3.e. Ways of creative thinking