

UNIT 1 – Creating a Business plan

- 4.1.a. [Business plan and HR strategy](#)
- 4.1.b. [Business models in the cultural market](#)
- 4.1.c. [Current market needs and development on cultural industry](#)
- 4.1.d. [HR strategy](#)
- 4.1.e. [Business life cycle](#)

UNIT 2 – Financial and Economic aspects of business models

- 4.2.a. [Financial aspects of a business](#)
- 4.2.b. [Business economic issues problems](#)
- 4.2.c. [How to evaluate business economic issues problems](#)
- 4.2.d. [How to create an effective business model](#)
- 4.2.e. [Potential economic problems in a company](#)
- 4.2.f. [Risk assessment tools](#)

UNIT 3 – Fundraising theories

- 4.3.a. [Fundraising theories and business models for effective fundraising](#)
- 4.3.b. [Funding of pilot projects](#)
- 4.3.c. [Critical thinking in fundraising projects in cultural industry](#)
- 4.3.d. [Social entrepreneurship](#)
- 4.3.e. [Aspects of fundraising](#)
- 4.3.f. [Fundraising options - Reading list](#)