

GIG: THE SOLOPRENEURS ADVENTURE (R) CC8004

The Gig Economy non-credit Certificate of Completion will provide students with the entrepreneurial skills necessary to successfully enter the Gig Economy, understand the elements of supplemental income (side Giggling), evaluate the initial steps to becoming a Gig Economy freelancer or independent contractor, and the fundamentals of creating an online presence that will assist in establishing the students brand as a solopreneur.

Program Learning Outcomes

Upon successful completion of this program, students should be able to:

- Demonstrate an understanding of social media and its effectiveness when utilized as a tool for marketing oneself for employment with the Gig Economy.
- Development of a professional online persona/brand used on social media websites that offer short-term contracts with the Gig Economy.
- Demonstrate the results-oriented ability to engage in technological platforms, to develop opportunity profiles, establish service compensation value, billing, and other skills necessary to participate in the Gig Economy.

Required Courses (45 hours)		Hours
BUS-819	Business Success Seminar	27
BUS-813	Solopreneurs: Personal Finance and QuickBooks Quickstart	9
BUS-815	Business Skills: Professional Online Presence	9