

## COURSE OUTLINE

**Discipline:** Entrepreneurship

**1. COURSE IDENTIFICATION:** ENTRE 114

**2. COURSE TITLE:** SOLOPRENEURSHIP

**3. UNITS:** 3

Lecture Hours: Normal: 54 Range: 48-54

Outside-of-Class Hours: Normal: 108 Range: 96-108

**4. GRADING:**

A. Letter Grade (Credit)

B. Pass/No Pass (Non-Credit)

**5. NUMBER OF TIMES COURSE MAY BE TAKEN:**

A. Once (Credit)

B. Unlimited (Non- credit)

**6. REQUIRED AND/OR RECOMMENDED BACKGROUND:**

Prerequisites:

Corequisite(s): None

Advisory: None

Advisory - Concurrent Enrollment: None

Advisory - Prior Enrollment: None

**7. CATALOG DESCRIPTION:**

Business opportunities develop in many forms, from sole-proprietors to corporations. A new and growing entity is the Solopreneur. This course will discuss the differences between the many types of solopreneurs such as freelancer, nomadic, and self-employed business owners. Students will learn about the Gig economy, legal business structures, e-commerce, networks, and key relationships.

**8. CONTENT:**

A. Gig Economy

1. Defining the Gig economy

2. Side hustles: Types and strategies

B. Entrepreneurial Categories: Solopreneurs, Freelancers, Self-Employed

1. Definition of solopreneur, freelancer, and self-employed

2. Legal structure:

a. Sole-proprietor

b. Limited Liability Corporation

c. S-Corp

d. C-Corp

3. Selection of entrepreneurial category

a. The advantages and disadvantages

b. Case studies

C. Solopreneur lifestyle

1. Nomadic: Anytime, anywhere
2. Creating opportunity
3. Virtual Outsourcers:
  - a. Building key partnerships
    - Fiverr
    - UPwork
    - TaskRabbit
    - Guru

D. Reputation of the Solopreneur

1. Understanding the role of being the face of the company
  - a. The business of you
2. Branding
3. Digital footprint
4. Nomadic Entrepreneur
  - a. Definition and its applicability
  - b. Digital nomads
  - c. Remote work
  - d. Advantages and disadvantages of a Nomadic Lifestyle
  - e. Restructuring the 9 - 5 work day
    - Within corporate America
    - Self-employed
  - f. Logistics
    - Scheduling different time zones
    - Mail, phone, Zoom
  - g. Currency fluctuations
5. E-commerce for the solopreneur, freelancer and self-employed
  - a. Big data and cloud computing
  - b. The rise of apps
  - c. Social Media

E. Networking, key partnerships, and outsourcing

1. Networking
  - a. Domestic and international
2. Key relationships
3. Outsourcing

**9. OBJECTIVES - May include any of the following:**

- A. Identify the various types of entrepreneurial categories.
- B. Create a self-assessment of an individual's digital footprint
- C. Apply principles of the Gig Economy to today's work environment
- D. Develop a plan to establish a network and key partners
- E. Evaluate data and information to determine its relevance and validity.
- F. Demonstrate the ability to exercise managerial responsibility.

**10. METHODS OF INSTRUCTION - May include any of the following:**

- A. Lecture
- B. Guest speakers
- C. Internet instruction
- D. Collaborative group work
- E. Web-based presentations
- F. Outside Research
- G. Small group or directed class discussion
- H. Student-instructor conferences
- I. Study groups
- J. Audio-visual presentations

**11. OUT-OF-CLASS ASSIGNMENTS - May include any of the following:**

**A. Reading**

Students will read course materials pertaining to entrepreneurial types, structure and strategy which will be used for in class discussion.

**B. Writing**

Student writing will occur throughout the class involving case studies, briefs, and reports

**C. Critical Thinking**

Students will critique issues related to the gig economy, aspects of entrepreneurship, and ecommerce.

**2. METHODS OF EVALUATION - May include any of the following:**

- A. Grading scale specified in the course syllabus
- B. Analytical projects
- C. Application of knowledge/skill
- D. Class presentations
- E. Completion of homework assignments
- F. Demonstrated ability
- G. Group presentation
- H. Oral reports
- I. Portfolios
- J. Problem Sets
- K. Team interaction
- L. Completing Simulations

**3. REQUIRED SOFTWARE:**

**4. RECOMMENDED TEXTS AND SUPPORTING REFERENCE:**

The Solopreneur: You Guide to Running a One Person Business. Endris, J. 2018

Entrepreneurial You: Monetize Your Expertise, Create Multiple Income Streams, and Thrive. Clark, D. 2017

[The Savvy Solopreneur's Guide To Productivity: It's Not What You Do, It's The Way That You Do It \(The Savvy Solopreneur's Guide Book 2, Karen Banes 2015](#)