

CUYAMACA COLLEGE
COURSE OUTLINE OF RECORD

BUSINESS 113 – GIG ECONOMY: THE NEW ENTREPRENEURIAL PATH

2 hours lecture, 2 units

Catalog Description

The course provides information and solutions for starting and working in the "GIG Economy" – mixing together short-term jobs, contract work, and freelance assignments. The class will assist students in other disciplines where gigging is common, such as music, ornamental horticulture, automotive, and graphic design, as well as, more traditional field of study such as business. The class will touch on freelancing, entrepreneurship, business and legal aspects, and tech developments, with emphasis on employment and entrepreneurial opportunities that exist in the industry.

Prerequisite

None

Course Content

- 1) The gig (freelance) economy as a whole including definitions and development of this mode of employment
- 2) The basic principles of freelance employment focusing on the types of job positions, costs and benefits of this type of employment
- 3) The importance of networking, technological skills, and negotiation
- 4) Types of industries that are heavily reliant on gig workers
- 5) Business practices of various employers
- 6) Ethics, legal factors in the workplace, and social responsibility of business and worker

Course Objectives

Students will be able to:

- 1) Demonstrate the practical knowledge of negotiating tools utilized by freelancers and entrepreneurs.
- 2) Gain a practical understanding of pricing, regulations, and legal obligations for freelance work.
- 3) Evaluate employment opportunities in the gig economy as seen by the freelancer and entrepreneurs.
- 4) Identify sources available for the freelancers and entrepreneurs through social media and online application platforms.
- 5) Research and development of personal brands as related to freelance work.
- 6) Developing a Freelance Business Model Canvas and a Time Management plan.

Method of Evaluation

A grading system will be established by the instructor and implemented uniformly. Grades will be based on demonstrated proficiency in the subject matter determined by multiple measurements for evaluation, one of which must be essay exams, skills demonstration or, where appropriate, the symbol system.

- 1) Homework assignments that require students to analyze their understanding of freelance work in today's economy.
- 2) Develop a "Business Model Canvas Plan" for a freelance contract.
- 3) Quizzes and exams

Special Materials Required of Student

Computer with internet access

Minimum Instructional Facilities

- 1) Smart classroom

Method of Instruction

- 1) Lecture and discussion
- 2) Preview of assignments, review of completed assignments
- 3) Case problems for group discussion and response

Out-of-Class Assignments

- 1) Writing assignments that measure students' ability and understanding of the Freelance Economy.
- 2) Homework assignments that require students to analyze organizational, managerial, ethical and leadership issues that continue to confront today's freelance economy.

Texts and References

- 1) Required (representative example): Woodcock, Jamie, *The Gig Economy: A Critical Introduction*, Wiley, 2020.
- 2) Supplemental: Mulcahy, Diane, *The GIG Economy*, AMACOM, 2017.

Student Learning Outcomes:

Upon successful completion of this course, students will be able to:

- 1) Use data collection, analytical tools, and informational presentations to describe and analyze freelance and entrepreneur participation and legal, administrative, and financial obligations.
- 2) Use the negotiating tools and resources appropriate to the "Gig Economy" to develop a Freelance Business Model Canvas and a Time Management Plan. (Work Based Learning Outcome)