

Planning and Quality Assurance Affairs

Form (A)

Course Specifications

General Information

Course name	Freelancing and Entrepreneurship
Course number	ITCS3301
Faculty	
Department	
Course type	Major Needs
Course level	3
Credit hours (theoretical)	3
Credit hours (practical)	0
Course Prerequisites	

Course Objectives

- 1 - 1 - Acquire knowledge of freelancing basics, skillset, and marketplace. 2 - Identify the main issues about the dynamics of working remotely. 3 - Build professional brand. 4 - Manage client interactions

Intended Learning Outcomes

Knowledge and Understanding	<ul style="list-style-type: none"> * 1. Step-by-step guide from a top 3% rated freelancer on Upwork 2. Build a side hustle or a full-time home business that can replace your 9 to 5 job. 3. Create winning proposals that ensure you land high-paying, long-term clients to achieve freelance success. 4. How to build a rockstar Upwork profile that stands out and ranks organically 5. Build relationships with clients so that you can earn recurring income from your freelance business. 6. Skills needed for freelancing success in the business and tech sectors, including disciplines like web development, product management, and software development. 7. Learn in-demand freelance skills from scratch including digital marketing, copywriting, graphic design, SEO, and web development. 8. Tips & tricks to improve productivity, success, and growth. * Knowledge: Acquire knowledge required to manage client interaction. * Knowledge: Identify the main issues about the dynamics of working remotely. * Application: Demonstrate competency in building a professional brand content.
Intellectual Skills	<ul style="list-style-type: none"> * Application: Manage client interactions. * Application: Demonstrate competency in using marketplace websites to land on jobs
Professional Skills	<ul style="list-style-type: none"> * Evaluation: Compare different freelancing marketplace
General Skill	<ul style="list-style-type: none"> * Application: Apply the skillset learned in this course to land on a freelancing project

Course Contents

- 1 - Introduction To Freelance Work: Pre-Test; Introduction; Success Stories; Freelance Concepts And Definitions; What Is The Freelancing And How Does It Work? Pros And Cons Of Freelance Work; Freelancing Vs Entrepreneurship; Freelance Work Requirements; Main Freelancing Platforms; And Most In-Demand Technical Skills. What You Need To Start Freelancing: Discover Your Selling Skills; Best Resources For Self-Development; Required Tools And Skills For Freelancing Work; Time Management; Time Management Techniques; Pricing Methods; And Practice Self-Branding: How To Find Your Unique Selling Point? How To Create A Successful Profile On Different Platforms; Personal Photo; Cover Page; Overview; Work Experience; Your Portfolio; And Practice On Different Platforms Such As (Mostaql, Freelancer, Upwork, Peopleperhour, Social Media). Searching And Applying For Jobs On Mostaql Platform: How To Get A Payment Method? Buyer Persona; Developing A Successful Profile On Mostaql; Searching For Jobs; Developing A Winning Proposal And Applying For Jobs; Jobs To Avoid; And Getting Paid. Searching And Applying For Jobs On Freelancer.Com: Developing A Successful Profile On Freelancer.Com; Memberships; Payment Methods; Getting A Free Membership On Freelancer.Com; Searching For Jobs; Jobs To Avoid; Developing A Winning Proposal And Applying For Jobs; Working On Different Types Of Projects (Fixed And Hourly Rate); Dealing With Different Types Of Clients; And Getting Paid. Searching And Applying For Jobs On Upwork.Com: Developing A Successful Profile On Upwork; Searching For Jobs By Using Advanced Search And Filters (Tips Versus Tricks); Working On Different Types Of Projects (Fixed And Hourly Rate); Jobs To Avoid; Developing A Winning Proposal And Applying For Jobs; Getting Paid; And Tips Versus Tricks. Searching And Applying For Jobs On PPH.Com: Developing A Successful Profile On PPH.Com; Searching For Jobs By Using Advanced Search; Jobs To Avoid; Developing A Winning Proposal And Applying For Jobs; Getting Paid; And Tips Versus Tricks. Getting Jobs Through Social Media: How To Create A Stunning Profile On Different Social Media Platforms; Create Facebook Marketing Strategy; Facebook Pages; Insights; Twitter; How Does Twitter Work? Ten Ways To Increase Your Followers; Linked In; How To Write Headline And Summary; And Search And Applying For Jobs.
- 2 - Profile module – building a rockstar freelance profile • Upwork intro& fees • Signing Up for Upwork • How To Build a Profile That Stands Out • Understanding Upwork Profile Settings • How To Build Highly Targeted Specialized Profiles • Exercise: Build Your Upwork Profile & Case Studies Deals Module - finding and closing high ticket clients • Deals Module Introduction • Profitable Freelance Sales Process • How To Find The Best Freelance Jobs • How To Create Winning Proposals • How To Be An Excellent Communicator • How To Structure Profitable Deals • Negotiating & Closing Deals • Landing Your First Clients • Exercise: Submit & Share Your First Proposal! Growth module – managing and scaling your freelance business. • Growth Module Introduction • How To Manage & Retain Long-Term Clients • How To Bundle & Upsell Your Services • Scaling To Multiple Clients • Imposter Syndrome • How To Master Freelance Finances • How To Grow Your Freelance Business Developer module – deep dive in freelancing for developers • Becoming a Freelance Developer • Freelance Developer Sales Process • Top Freelance Development and IT Projects • Shopify Development Skill • WordPress Website Development Skill • Data Visualization Development Skill • Machine Learning Development Skill • Cybersecurity and Data Protection Development Skill • Front-End Development • Back-End Development • Full Stack Development • Freelance Developer Career Advice • What If You Have No Coding Experience? • Finding Jobs and Pricing Your Services • Researching What Other Freelancers in Your Field Are Charging • Sending Proposals as a Developer • Nailing the Interview Skills module – profitable freelance skills • Skills Module Introduction • Choosing a Profitable Skill • Copywriting Demo • Graphic Design Demo • Social Media Demo • Email Marketing Demo • Website Design Demo • Online Ads Demo • Search Engine Optimization Demo • BONUS: Managing & Scaling Online Ad Campaigns Success module – setting yourself up for freelance success. • Success Module Introduction • How To Be Massively Productive • How To Build Your Personal Brand • The Basics of Selling • Understanding The Price Myth • The Power of The Phone • Freelancing Key Success Factors Mindset module – developing a millionaire mindset. • Mindset Module Introduction • How Freelancing Can Change Your Life • How to Establish Your WHY • Massive Action vs. Law of Attraction • The Power of Positivity • How to Stay Motivated

Teaching and Learning Methods

- 1 - 1 - Lectures 2 - Practical Exercises 3 - Lab Work

Students Assessment

<u>Assessment Method</u>	<u>TIME</u>	<u>MARKS</u>
Mid-Term Exam	Week 8	40%
Lab Work & Assignments		30%
Final Exam 16	Week 16	%40

Books and References

Essential books	Write Now!: The Guide to Making it in Freelance Writing. Publication Date: March 8, 2019 The Essential Guide to Freelance Writing: How to Write, Work, and Thrive on Your Own Terms. Publisher: Writers Digest Books (November 16, 2015)
Recommended books	The Freelance Manifesto: A Field Guide for the Modern Motion Designer. Publisher: Lioncrest Publishing (May 31, 2017). The Ultimate Guide to Starting a Freelance Web Design Business. Publisher: iThemes (June 21, 2015).
Other References (Periodical, web sites, etc.)	How to Succeed as a Freelance Translator, Third Edition Publisher: Two Rat Press (February 2, 2016)