

Foundations of Freelancing: Unlocking Entrepreneurial Potential on Ever Evolving Digital Labour Market

Area: Foundations of Freelancing and Entrepreneurship

Course Description

This is an introductory course designed to equip individuals at an early stage of career development with knowledge regarding online labour dynamics. It offers conceptual understanding and basic entrepreneurial skills necessary for starting and developing a freelance career. The course provides an overview of the nature and basic characteristics of freelance work and platforms, as well as strategic guidelines regarding diverse aspects of doing business and business model design related to pricing, communication, financial, ethical and regulatory aspects.

Objectives

The goal of this course is to equip individuals starting their career as freelancers with the knowledge and competences that will enable them to develop and plan a sustainable career in freelancing.

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

- Explain the main characteristics of freelancing as a form of work.
- Describe the structure, key features and functioning of (global) digital freelance labour markets.
- Clearly identify the economic, legal, financial, and professional benefits and risks associated with freelance work.
- Design, develop and adapt their own freelancer career plans.

Topics

1. Freelancing as (an Entrepreneurial) Form of Work.
2. Where does the demand for Freelancer Services Comes from? Freelancer Labour Markets and Platforms.
3. Basics of Career Development as a Freelancer.
4. Business Models and Forms in Freelancing.
5. Risk Assessment and Management in Freelancing.
6. Regulatory Aspects in Freelancing: From Ethics to Legal and Tax Issues in Freelancing.

Authors

University of Kragujevac team: Vladan Ivanović, Zoran Kalinić, Vladimir Ranković, Ljiljana Matić, Andrija Djonić