

Boosting Entrepreneurship at the Global Market: Practical Guide How to Start, Manage and Develop Career on the Leading Digital Labour Platforms

Area: Foundations of Freelancing and Entrepreneurship

Course Description

This course provides a practical guide to freelancing in a real business environment (global online labour platforms) using real-world case studies. Through guided simulations, applied exercises and setting freelancer digital identity/profiles on platforms, attendants will learn how to create freelance profiles, analyse job markets, select a course of actions, write proposals, develop a pricing strategy and manage different risks entrenched into the platform environment. The course emphasizes critical understanding of platform work, enabling participants to develop skills and competencies for a sustained freelance career across digital labour markets and generally in the digital realm.

Objectives

The goal of this course is to equip early career beginners with the practical knowledge and tools needed to start their career in freelancing.

After completing the course, participants will be able to:

- Understand, describe and identify how digital labour platforms structure markets, allocate work, and govern freelancer–client relationships.
- Create a digital profile, set and manage a freelancer account.
- Evaluate job postings, client requirements and develop a pricing strategy.
- Draft job proposals and apply for posted jobs.
- Manage risks considering contractual, financial and platform rules.

Topics

1. Entering the Digital Labour Market: Orientation and Market Literacy in a Platform Ecosystem.
2. Setting up a Digital Identity on the Platform: Guidelines to Profile Creation.
3. Developing a Portfolio and Reputation Building.
4. Business Intelligence: Searching for Jobs, Understanding Requirements, Client (profile) Analysis & Pricing.
5. Unleashing Potential: Developing Proposals, Biding, Client Communication.
6. Within the Ecosystem Rules: Legal Awareness, Solving for Disputes, and Managing Risks.

Authors

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