

Santa Ana College
The “Freelancer” Certificate – A Small Business Bootcamp
FALL 2017

Entr. 121 – Section 40440 Unit 2: People Skills for the Freelancer

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Office Hours: Online – By Appointment

Welcome to the on-line course, ***People Skills for the Freelancer***. This is a fully online class. There are no in-class meetings. This Syllabus will provide you with the course requirements and indicate what you need to do to successfully complete the course. It contains important Information, so please keep it handy for easy reference throughout the course. ***Please read this Syllabus carefully.*** **YOU** are responsible for following the instructions contained herein. Pay particular attention to the dates that assignments and tests are due. Read the section carefully on Grading, Tests and Assignments. Remember, this is a **FOUR-WEEK** class. We cover a one-unit class in only four weeks: Sept. 25th- Oct. 20th, 2017. The class goes by very fast, so you have to keep up.

This letter will provide you with the course requirements and indicates what you need to do to successfully complete the course. It contains important information, so please keep it handy for easy reference throughout the course.

This class is part of our exciting and new Freelancer certificate. There are six classes in the program and this is the second class. The entire program is:

Entr. 120. Introduction to Working as a Freelance Independent Contractor

Entr. 121. People Skills for the Freelancer

Entr. 122. Opportunities in Freelance Industries and Trades

Entr. 123. Marketing to Attract Customers and Grow Your Freelance Business

Entr. 124. Survival Finance and Accounting for the Freelancer - Show me the Money

Entr. 125. Launching Your Freelance Business

We hope you will consider taking all the classes and getting your certificate in twelve weeks, or you can pick and choose the classes you need.

COURSE DESCRIPTION

In addition to professional skills, freelancers require highly developed soft skills in order to build a successful career in freelancing. Unlike “hard-skills” such as math, sciences, trade,

etc....soft skills are rarely taught in schools, and they are much “harder” to acquire without the keen observation of human nature and interactions, and implementing it in social setting and networking. It takes diligent practice, and of course the knowledge of the fundamentals of business communication. In this one unit class, we are going to touch on some of the most important soft skills required for a freelancer to succeed, and provide you with the foundation you as freelancer will need to build upon. This class is divided into 4 modules:

Module 1. Soft Skills–Personality and habits of successful people–networking

Module 2. Communication Skills – Communicate in a “sticky” way

Module 3. Technology–Websites, blogs, billing software, etc.

Module 4. Presentations – Power points, speaking, selling

COURSE GOALS:

1. To understand and practice soft skills in entrepreneurship
2. To learn about opportunities and resources available to you to sharpen your people skills
3. To become familiar with “cutting-edge” entrepreneur trends and technologies.
4. To help you develop business ideas and translate business ideas into opportunities and efficient presentations.
5. To help you connect with human resources.

STUDENT LEARNING OUTCOMES:

Soft Skills:

Students will be able to name (list) soft skills that are key to doing business successfully.

Communication Skills:

Students will have an appreciation for proper communication; will be able to assess their abilities in communicating with others in business and to improve their skills in this regard.

Technology:

Students will have a better understanding of technologies available to Freelancers specifically and entrepreneurs in general in order to work efficiently and productively.

Networking:

Students will learn how to apply course content to create an effective LinkedIn profile in order to network with their business community.

CANVAS

All course materials, including the orientation packet, handouts, assignments and exams will be posted on Canvas. All required information will be available on Canvas so you must have Internet access.

Canvas can be accessed at: <http://rscd.instructure.com>

Your username and password layout are explained on the login page (webadvisor username & password).

You **MUST**:

1. Have the Text Books or access it on-line
2. Have & know how to use **Microsoft** Word, PowerPoint & Excel &/or Adobe PDF creator
3. Have an Email Address & access to high speed Internet.
4. Complete the Assignments.
5. Complete the Quizzes
6. Participate in the Class Discussions and Blogs.
7. Submit your work on time.

If you have any questions about the material covered in the textbook, lecture notes or discussions please post your questions in Discussion Board Forum #1.

COURSE TECHNOLOGY

To succeed in this class, you must:

- Have access to computer and a reliable high-speed Internet connection.
- Computers are available in the ACC (A106) & the library for your use.
- Email address that you check regularly.
- Know how to use MS Office and Adobe Acrobat software (word, ppt, excel, pdf)
- Be familiar with Canvas.

COURSE TEXTBOOKS

For our Freelancer classes we are using books that you can read or purchase in different formats. Hard copies or electronic copies can be purchased from the Internet. You can even borrow or rent the books if you like. The classes are short, so make sure you get your books as quickly as possible.

Required Books:

Life is a Series of Presentations, by Tony Jeary with Kim Dower and J. E. Fisherman (2004) – *available online (Amazon.com) and on Kindle.*

Made to Stick, by Chip Heath and Dan Heath (2007) – in paperback, online, & Kindle

The Freelancer's Bible: Everything You Need to Know to Have the Career of Your Dreams - On Your Own Terms, by Toni Sciarra Poynter and Sara Horowitz (Oct 23, 2012)

Become Your Own Boss in 12 Months: A Month-by-Month Guide to a Business that Works by Melinda F. Emerson and Michael C. Critelli (Mar 18, 2010)

Are You Ready to Become Your Own Boss? by Melinda F. Emerson (Jan 31, 2011)

The following materials are highly recommended for this unit, but not required:

- Never Eat Alone (by Ferrazzi)
- The E-Myth Revisited (by Gerber)
- Love is the Killer App (by Sanders)
- Clear and to the Point (by Kosslyn)
- Presentation Zen (by Reynolds)

Other materials will be provided by the instructor.

EMAIL ADDRESS

It is essential that your email address be correctly posted on Canvas. Confirm & update your email address in Canvas & WebAdvisor if necessary. If your email requires acceptance of my information for me to communicate with you...YOU MUST make this work.

DISCUSSION BOARD FORUMS

During the course we will conduct on-line discussions using the Discussions Forum on Canvas. I will post fascinating questions and topics. **During the week you are required to join in on the discussions. If you do not participate, I will drop you for non-participation. In the first step,** You get 50 points for a great Student Introduction and some awesome networking. Your Student Introduction is due by Monday Sept. 25th, before 7:00pm. If you do not post your Student Introduction by then **I will drop you as a no show.** Your participation in the remaining Discussion forums is worth 200 points (see Grading Criteria). Your points will be based on the content you provide during the discussions, word count, and the number of times you post. The posts **must be made during the timeframe when the forums are posted and before the due date.** Neither inappropriate language nor personal attacks on classmates will be tolerated. Remember, be professional.

The forums are a great place to get to know each other and make contacts. ***One of your goals for the course should be to network with as many students in the class as you can. As an entrepreneur, you must learn how to get and give help, and you must learn how to assemble a team.***

DOCUMENT SUBMISSION AND QUIZZES

All papers and PowerPoint's must be submitted as attachments on Canvas in the Assignments section, if required. **No emails of papers (Word) or PowerPoint's will be accepted.** You must submit your assignments as .doc, .docx, or pdf files. I cannot open .wps files. All PowerPoint's must be submitted as .ppt or .pptx files in the Assignment section of Canvas. If you are unsure of how to use Canvas to submit files or take tests, please review the tutorials included on your Canvas site.

All quizzes and tests are taken on Canvas. There are no retakes of the quizzes. ALL QUIZZES MUST BE TAKE BY THE NIGHT OF ASSIGNED DEADLINE AT 11:00 P.M. ON THE DATE STATED IN THIS SYLLABUS. IF YOU HAVE MECHANICAL PROBLEMS WITH TAKING THE QUIZ OR FINISHING ASSIGNMENTS, YOU MUST EMAIL ME BY 12:00 P.M. (NOON) THE DAY BEFORE AND I WILL RESET YOUR ASSIGNMENT. IF YOU HAVE PROBLEMS AFTER THIS THERE ARE NO RESETS.

GRADING CRITERIA

Category	Points
Discussion Board Posts	250
Written Assignments	100
Communication Quiz	50
Course Project	100
TOTAL	500

Grade	Percentage
A	90-100%
B	80-89%
C	70-79%
D	60-69%
F	<60%

ATTENDANCE & ABSENCES

It is the student's responsibility to withdraw officially from a course. However, because of enrollment demands, a student may be dropped by the instructor when not appearing at the first class meeting or not participating in the first course activity designed to account for active enrollment.

A student may also be dropped for non-participation if he/she has missed in excess of 10% of the total course activities, including but not limited to class attendance (online presence), discussions, assessments, etc. Under extenuating circumstances, a student may be reinstated by the instructor.

DROPPING A CLASS

The official starting date for this class is Monday Sept 25th, 2017. If you decide to drop the course, you should officially withdraw. **Do not just stop submitting work**, for that may result in an "F" grade. Any student who cannot continue a course has an obligation to officially withdraw through the Admissions Office. Students officially withdrawing from this course on/before Sept. 27th, 2017 will owe \$0. Students officially withdrawing from this course on/before Sept. 28th, 2017, will not receive a W on their transcript. Students withdrawing from the course between **Sept. 29th and Oct 14th** will receive a "W" grade. According to the grading policy, withdrawing from this course after this date requires that the student receive a letter grade other than a "W" by the instructor. See [WebAdvisor](#) for more detail.

SAC has instituted new policies regarding the number of times you may retake a course. You may retake a class twice if you have received a D, F or W for a grade. In order to retake a class for the 3rd and final time you will need to meet with a counselor prior to being allowed to register for the class. Please check the school Catalog or website for further information.

ACADEMIC HONESTY & INTEGRITY

A student found cheating on any class assessment (assignment, quiz, exam, etc.) will receive no credit (i.e., no grade) for that assessment. A second instance of cheating will result in the student being referred to the Dean of Students and Dean of the Business Division for disciplinary action.

ACCOMMODATIONS FOR DISABILITIES

Your success in this course is important to me. Santa Ana College and I are committed to providing reasonable accommodations for all individuals with disabilities. If you have a disability that may have some impact on your ability to do well in this course, I encourage you to speak with me as soon as possible. Also, please contact Disabled Student Programs & Services so that we can all collaborate on your classroom accommodations in a timely manner. DSPS is located in U-103; their phone number is 714-564-6264.

The DSPS office requires documentation of your disability in order to receive reasonable accommodations. If you do not have documentation, they will work with you to acquire it. Once you have registered with the DSPS office, I will be notified about what classroom accommodations to make on your behalf. Please note that all accommodation instructions must come to me directly from the DSPS office.

CANVAS

This is a fast-paced online course that uses a Canvas class website to provide information and resources to students. We will be using Canvas extensively in this class, so please make sure you are familiar with its capabilities. It is also a tool for the professor to communicate information to students when not in the classroom.

If you are not familiar with Canvas, please refer to the Course Information section and Canvas help that I have included in the Canvas site for this class. There are many useful training and information pages to help you.

The website contains all pertinent information related to this course, including the full syllabus, all weekly homework assignments (with deliverables and due dates), discussion boards, helpful misc. links, access to the grade sheet, and course announcements.

Your participation in the discussion boards is a requirement for the class.

HOMEWORK

All homework assignments are to be turned in by the due date provided. All assignments will be evaluated based on professional business standards. This means that all written assignments will be evaluated on content, form, presentation, and logic. This includes any online posting (e.g. blogs) that might be part of assignment. At a minimum, all assignments must be typed (MS Word, 12 point font, one-inch margins), and error-free.

Late homework will not be accepted. All assignments are to be turned in on time.

SCHEDULE

Module 1 (Week 1):

Monday Sept 25th

Read: Introduction and Chapter 1 – The Freelancer’s Bible, by Sara Horowitz

Links and Videos: Refer to the links and videos provided on Canvas (Module 1)

What’s due: Introduction Discussion Forum post – VERY IMPORTANT (Due the First Day of class)

Points for posting: 30

Points for replying to at least 2 other posts: 20

Tuesday Sept 26th

Topic: Personality and habits of successful people – What are soft skills in general

Links and Videos: Refer to the links and videos provided on Canvas (Module 1)

What’s due: Module 1 Discussion Forum post – See Module 1 on Canvas for details

Points for posting: 30

Points for replying to at least 2 other posts: 20

Module 2 (Week 2):

Monday Oct 2nd

Topic: Communication Skills – Communicate in a “sticky” way – Six Principles of Sticky Way

Read: Made to Stick, by Chip Heath and Dan Heath: Introduction: WHAT STICKS?

Chapter 1: SIMPLE

Optional Read: Made to Stick: Chapters 2-6

Links and Videos: Refer to the links and videos provided on Canvas (Module 2)

What’s due: Module 2-Sticky Communication Discussion post – See Module 2 on Canvas for details

Points for posting: 30

Points for replying to at least 2 other posts: 20

Wednesday Oct 4th

Topic: Cross-Cultural Communication

Read: The short essay: Cross-Cultural Communication (see Discussion on Canvas)

Links and Videos: Refer to the links and videos provided on Canvas (Module 2)

What’s due: Cross-Cultural Communication Discussion post – See Module 2 on Canvas for details

Points for posting: 30

Points for replying to at least 2 other posts: 20

Friday Oct 6th

Topic: Communication Quiz

Read: Top Tools for Entrepreneurs (See Canvas Module 2 for details).

Links and Videos: Refer to the links and videos provided on Canvas (Module 2).

What’s due: Download and take the Communication Skills Quiz, then score your effort using the posted decipher chart at the bottom of the quiz. Write a min. 400-word paper analyzing your score and how you can improve (include your score and analysis – see Canvas for details)

Points: 50

Saturday Oct 7th (Optional)

Read: Browse through the Department of Labor's research article: Skills to Pay the Bills – Mastering Soft Skills for Workplace Success – you can find the link to the article on Canvas – Module 2

Module 3 (Week 3):***Monday Oct 9th***

Topic: Technology – Websites, blogs, billing software, etc.

Read: Become Your Own Boss in 12 Months, by Melinda F. Emerson (2010): Chapter 13 and 18

Links and Videos: Refer to the links and videos provided on Canvas (Module 3)

What's due: Write and upload on Canvas, a min 400-word paper on how you think Technology in its various forms can help freelancers, and how it has changed the world of freelancing. Write about any personal experiences in this regard.

Points: 50

Thursday Oct 12th (Extra Credit – Optional)

Topic: Career as a Freelancer

What's due: Write a 300-word paper on this topic - you can link and detail on Canvas –Module 3.

Write about any personal experiences in this regard. This is for Extra Credit so it is Optional.

Points: 30

Module 4 (Week 4):***Monday Oct 16th***

Topic: Presentations – Power points, speaking, selling

Read: Chapters 1 and 2 of Life is a Series of Presentations: 8 Ways to Punch up your People Skills" (Optional: highly recommend studying this book entirely)

Links and Videos: Refer to the links and videos provided on Canvas (Module 4)

What's due: Write a minimum 300-word paper summarizing chapters 1 and 2.

Points: 50

Wednesday Oct 18th

Topic: What's a good presentation in your experience?

Links and Videos: Refer to the links and videos provided on Canvas (Module 4) for this topic.

What's due: Based on the videos you watched (Module 4), Share your thoughts on a good presentation and how this could be useful in your current or future business.

Points for posting: 30

Points for replying to at least 2 other posts: 20

Thursday Oct 19th

Topic: Course Project – Create a LinkedIn profile (see also alternative project description below)

Links and Videos: Refer to the links and videos provided on Canvas under Module 4.

What's due:

- 1 - Create a Linked-In profile. If you don't do freelancing or work currently, it's ok. Just make sure to use as many of the tools available to you as possible. In creating the profile, make

sure to highlight your soft skills, communication skills, and other attributes you learned in this class. Once created, you must connect and share your profile with the professor, and at least 2 other classmates and invite them to connect with you.

2- Join at least 1 group on your profile (preferably a group with a focus on Freelancing)

Points for creating a full profile: 80

Points for connecting with classmates and at least one group: 20

Alternative Course Project: For those who already have a LinkedIn account, or for some reason do not want to create one, an Alternative Course Project will be available. Details will be posted on Canvas – Module 4. But please note that if you don't have a LinkedIn account, I highly recommend choosing to create one for this class, as it is very valuable for any professional and especially freelancers.

The Course Project must be completed before 11:59pm on Friday, October 20th, as that is the last day of class.

FINAL DISCLAIMER

Please note that this syllabus may be updated at any point in the course at the Professor's discretion. You will be notified of any changes via Announcements within Canvas.

SANTA ANA COLLEGE MISSION STATEMENT

The mission of Santa Ana College is to be a leader and partner in meeting the intellectual, cultural, technological, workforce and economic development needs of our diverse community. Santa Ana College prepares students for transfer, employment, careers and lifelong intellectual pursuits in a dynamic learning environment.

BUSINESS DIVISION MISSION STATEMENT

The mission of the Business Division is to prepare Santa Ana College students for professional careers in business and to provide a transfer pathway from the Community College to University. The Business Division offers courses and programs of study that emphasize excellence in teaching with content that is rigorous, current, and of greatest benefit to its students and community.