



## COURSE SYLLABUS

**WARMADewa UNIVERSITY**

DIGITAL SOLOPRENEURSHIP

BNA44M01

International Program



## DIGITAL SOLOPRENEURSHIP

5 ECTS

### **COURSE DESCRIPTION**

Solopreneurship is one of the most flexible ways to make a living. The course "Digital solopreneurship" will dive into the countless opportunities for solopreneurs and build the fundamentals to build and launch your solopreneur career. Students will understand the discipline, philosophy, personal values, and goals needed to succeed in today's digital world. On top of that, students will get introduced to strategies that will help them outperform the highly competitive environment solopreneurs find themselves in.

### **OBJECTIVES**

By the end of this course, students should be able to understand:

- Identify the various opportunities for digital solopreneurs
- Understand and apply the gig economy principle
- Develop the managerial skills to work independently for a long period of time
- The importance of networking and relationship building in digital environments

### **LECTURING METHOD**

The course will be presented in lecture activities, classroom assignments and discussions, case studies, special topic presentations, and homework. Students will be working primarily based on real-life stories, though additional materials can be assigned from time to time. To understand the topics covered in this course, students must read the supplied online material before class sessions to contribute thoughtfully to the class discussions and exercises.

### **ACADEMIC RESEARCH**

This course includes an academic research paper that must be completed during your semester. It will be based on a topic given by the lecturer and requires comprehensive research by the student. This paper will consist of methodological analysis of the latest literature and be handed in at the end of the semester. The academic research will be included in the final course grade.

### **ASSESSMENT METHOD**

Class attendance 10 %  
Class participation and assignments 20 %  
Mid-term exam 20 %  
Final project 50 %

### **LECTURER**

Dr. Ni Luh Putu Indiani, S.E.,  
M.M. Ni Kd Sioaji Yamayanti,  
S.E., MBA and guest lectures



## LECTURE TOPICS

Week	Topics
1.	Introduction to Digital Solopreneurship
2.	What is a Gig Economy?
3.	Side hustle types and strategies?
4.	Digital solopreneur lifestyle
5.	Social How to find and create opportunities
6.	The most important solopreneurship platforms
7.	<b>Mid-Term Exam</b>
8.	Reputation building for solopreneurs
9.	Be aware of your digital Footprint
10.	Digital logistics for solopreneurs
11.	Networking, Key Partnerships and Outsourcing
12.	E-Commerce opportunities for solopreneurs
13.	The rise of apps and social media
14.	<b>Final Exam</b>

## WORKLOAD

DIGITAL SOLOPRENEURSHIP (MASTER)

16 weeks

		Weeks per semester																TOTAL hrs
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	
INDEPENDENT WORK	Homework, assignments	2	2	2	2	2	2				2	2	2	2	2	2	24	
	Workshops	4															4	
	Exam preparation							9								10	19	
	Company visits, excursions														4		4	
	Preparation for presentations and papers			2		2		2			2		2		2		12	
	Preparation for class	2	2	2	2	2	2				2	2	2	2	2	2	24	
	Follow-up for class	1	1	1	1	1	1				1	1	1	1	1	1	12	
	Final essay paper															10	10	
	Academic Research															20	20	
	Course evaluation															2	2	
	Workshop and Excursion Paper			2												2	4	
																	<b>135</b>	
HRS OF EXAMS								2							2		<b>4</b>	
MANDATORY CLASS ATTENDANCE	Class Weekly hrs ~4	2	2	2	2	2	2	2			2	2	2	2	2	2	<b>26</b>	
	<b>TOTAL WORKLOAD PER COURSE (HOURS)</b>																<b>165</b>	
	<b>TOTAL ECTS</b>																<b>5</b>	