

Syllabus

Course Information

Semester/Year: Spring 2025

Units: 1

Mode of Instruction: In-Person

Instructor Information

Facilitator: Aidan Henriques

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Facilitator: Mihiro Okubo

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Sponsor: Gregory LaBlanc

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Office Hours

Tuesdays, 8:00-8:30pm

Cheit Hall, C125

Schedule additional office hours by emailing us:

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Course Description

Welcome to Side Hustles for Skill-Building and Extra Income! This course is designed to empower you with the knowledge, skills, and mindset to launch and manage successful side hustles while balancing your academic commitments. Once every week, we'll explore various aspects of side hustles, from idea generation to execution, emphasizing practical applications, including the value of building monetizable skills and the importance of diversifying one's income streams. You'll have the opportunity to develop your own side hustle proposal, start your venture, and reflect on your entrepreneurial journey as a whole.

Learning Outcomes

By the end of this course, you will be able to:

- Identify viable side hustle opportunities aligned with your skills and interests
- Conduct basic market research to validate side hustle ideas

- Develop a business plan for a side hustle
- Understand the financial considerations of starting a side business
- Implement effective marketing strategies for your side hustle
- Manage time effectively to balance academic commitments and entrepreneurial pursuits
- Network and build relationships to support your side hustle growth
- Launch and manage a side hustle, adapting to challenges as they arise

Methods of Instruction

To ensure an engaging and effective learning experience, we will use a variety of instructional methods:

- Interactive lectures
- Class discussions and debates
- Hands-on workshops and activities
- Case study analyses
- Peer feedback and collaboration
- Individual mentoring sessions through office hours
- Course Materials (readings, videos, etc.)

All required readings and resources will be provided on bCourses. You're encouraged to bring a laptop or tablet to class for in-class activities and research.

Course Schedule and Reading List

Week 1: Kickoff & Exploring Passions: Finding Your Side Hustle Focus

January 28

- **Read:** "Making the Time to Build Your Side Hustle"

Week 2: Reality Check: Assessing Your Side Hustle Potential

February 4

- **Read:** "How to Figure Out What Your Side Hustle Should Be"

Week 3: Crafting Irresistible Offers: From Features to Benefits

February 11

- **Read:** "Engage a Mentor with a Short-Term Project"

Week 4: Market Testing: Validating and Refining Your Idea

February 18

- **Read:** "Validating Product-Market Fit in the Real World"

Week 5: Action Bias: Turning Ideas into Realities

February 25

- **No readings :)**

Week 6: Adding Value: Building Skills and Providing Value

March 4

- **Read:** "While Customers Wait, Add Value"
- **REFLECTION PAPER DUE**

Week 7: Leveraging Social Media: Understanding the Platforms

March 11

- **Read:** "Branding in the Age of Social Media"

Week 8: Advertising 101: Creating Effective Ads

March 18

- **Read:** "Creative That Cracks the Code"

Week 9: Optimizing for Success: Continuous Improvement

April 1

- **Read:** "Reinventing Your Business Model"

Week 10: Scaling Up: Managing Metrics and Pricing Strategies

April 8

- **Read:** "Scaling Up is a Problem of Both More and Less"

Week 11: AI for Entrepreneurs: Tools and Elevator Pitches

April 15

- **Read:** "Why You Need a Better Elevator Pitch"

Week 12: Reflection & Next Steps: Sustaining Success

April 22

- **No readings :)**
- **REFLECTION PAPER DUE**

Week 13: Networking & Final Thoughts: Wrapping It Up

April 29

- No readings :)

Assignments and Evaluation

35% — Weekly Assignments

- Completion of weekly tasks, assignments, and activities.

40% — Final Presentation

- Video presentation on the experience of starting and running the side hustle

25% — Reflection Papers

- A midterm and final paper reflecting on the learning journey and side hustle experience

Grading Breakdown

Status	Percentage
Pass	70-100%
No Pass	0%-69.9%

Course Policies

Attendance and Participation

Your presence and active participation in class discussions and activities are crucial for your success in this course. If you must miss a class, please inform the instructor in advance and arrange to catch up on missed material.

Late Assignments

Late assignments will be accepted up to 48 hours after the due date with a 10% penalty. After 48 hours, assignments will not be accepted without prior arrangement with the instructor.

Academic Integrity

At UC Berkeley, maintaining high academic standards is crucial to the value of your degree. Every student must ensure their work reflects their unique ideas or properly attributes others' ideas.

- **Original Work:** All assignments should be your own. Do not submit work for another course without prior written permission from the instructor.
- **Proper Attribution:** You must correctly attribute all sources used in your assignments, including drafts and homework.
- **Clarification of Expectations:** If you have questions about academic integrity, please reach out for clarification to avoid potential issues with your submissions.

For further guidance, refer to the resources from the UC Berkeley Center for Student Conduct. Your adherence to these principles fosters a respectful academic environment and enhances everyone's educational experience. If you have any questions, feel free to contact us.

Inclusivity and Accessibility

Disability Accommodations and Inclusive Learning Environment

UC Berkeley is committed to creating an inclusive learning environment that meets the needs of its diverse student body, including students with disabilities. We strive to ensure that all students have equal access to course materials and opportunities for academic success.

Disabled Students' Program (DSP)

If you have a disability or think you may have a disability, we encourage you to work with the Disabled Students' Program (DSP) to determine appropriate accommodations. You can find more information about the DSP application process [here](#).

Requesting Accommodations

Please submit your DSP letters of accommodation as soon as possible, even if you're uncertain whether you'll use the accommodation. It's better to have accommodations in place early rather than scrambling at the last minute.

Extra Time & Extensions

Extra time accommodations typically apply to assessments that take less than 24 hours to complete. For example, if given a 48-hour window to complete a 2-hour assignment, a student with 150% time accommodation would have 3 hours within that 48-hour window to complete the assignment.

If your accommodation letter allows for extensions on assignments or make-up exams, these are authorized when the impact of your disability prevents you from completing work as scheduled. Extensions are not automatic; you must contact us to request them, preferably before the deadline.

Extensions are generally for a short period (1-5 days) unless we specifically authorize a longer period.

Resolving Disagreements

If there's any disagreement or confusion about implementing your accommodations, please don't hesitate to discuss it with us. If we can't resolve the issue, we will contact your DSP Specialist to work out a solution. We encourage you to do the same, as DSP Specialists are well-versed in disability law and experienced in implementing accommodations fairly and legally.

Remember, we are here to support your learning and success in this course. If you have any questions or concerns about your accommodations or any aspect of the course, please feel free to discuss them with us.

Additional Resources

- Berkeley Haas Entrepreneurship Hub - <https://ehub.berkeley.edu/about/>
- Online learning platforms (edX) for additional skills development - <https://www.edx.org/>

Conclusion

This course is designed to be a supportive, engaging, and practical introduction to the world of side hustles. Remember, the goal is not just to start a side hustle but to learn valuable skills and gain experiences that will benefit you throughout your academic and professional life. We're excited to embark on this entrepreneurial journey with you!

[Note: This syllabus is subject to change. Any modifications will be communicated to students in advance.]