



Leadership ▪ Excellence ▪ Impact



Center for Executive Education

# SUMMER SCHOOL 2026

## FREELANCE BUSINESS MANAGEMENT

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## **PROGRAM OVERVIEW**

Designed for aspiring and current freelancers, this workshop provides practical insights into managing a successful freelance business. Participants will explore strategies for client acquisition, financial management, and leveraging digital tools. The curriculum reflects current trends in the freelance economy, emphasizing adaptability and continuous learning.

## **LEARNING OUTCOMES**

- Understanding of freelance business models
- Skills in client relationship management
- Proficiency in financial planning and budgeting
- Knowledge of digital tools for productivity
- Strategies for personal branding and marketing

## **TOPICS COVERED**

- Building a Freelance Portfolio
- Client Acquisition and Retention
- Financial Management for Freelancers
- Utilizing Digital Tools and Platforms
- Personal Branding and Marketing



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