ENGLER
ENTREPRENEURSHIP
MODULES
WHAT IS A MODULE?

We don’t know who decided that 15 weeks of classwork was the best timeframe to learn a new subject, but we at Engler don’t agree with that choice. We think that the way student’s want to learn is changing.

That’s why we put together modules. A module is a short, focused, and intense course built around a single subject. We believe focusing intently for a short amount of time is more valuable than a long class filled with busy work. Get-in, learn the subject, and get out. All of our modules are a single credit hour. It’s our hope to provide a ‘menu of options’ in which you can select the topics that most interest you and where you are at in your entrepreneurial journey.

Many of these short courses are also taught by outside experts. Modules are an opportunity for us to bring in high-caliber industry and community leaders for you to learn from.

Don’t mistake the shortness of these modules for lower-quality or lightness of work. These are intensive and focused courses that require a lot of work. But the idea is that you can get in and learn what you need quickly, and then move on!

We hope you find one that interests you!

HOW TO SIGN UP FOR A MODULE:

Because we care so much about getting the right people in these courses, all of these modules are ‘instructor permission.’ This means to sign up for the course you need a permission code.

To get a permission code email Michelle (mbassford7@unl.edu) and explain who you are, what module(s) you’d like to take, and why. She will follow up with the needed permission code.

You will need a separate permission code for each module you want to sign up for. Each permission code is unique to each person, so sharing permission codes with another person doesn’t work.

When signing up for a module on MyRed, search for "EAEP 496" in the enrollment search bar. When you click on EAEP 496: Independent Study, it will bring up all the module offerings. Find the one that you want to sign up for, click on it, and then enter the class permission code you received from Michelle.

If you have any trouble with the process, Michelle would be happy to help you!
ENGLER ENTREPRENEURSHIP MODULES

Financial Independence
How to start and the basics of personal finance.
Sept 14, 21, 28, Oct 5 3-5pm EAEP 496-957

How to Have Hard Conversations
Get to the heart of productive communication, from Prairie Fire Consulting
Oct 2 5-9pm & Oct 3 9-3pm EAEP 496-960

Gear Up
Problem Observation, Business Ideation, and Fundamental Pitching.
Sept 1, 8, 15, 22 3-5pm
In Person: EAEP 496-953
Sept 1, 8, 15, 22
Online: EAEP 496-790

Designing your Entrepreneurial Life
Designing your way to a life worth living.
Oct 12, 26, Nov 2, 9 3-5pm
Section 1: EAEP 496-951
Oct 6, 13, 27, Nov 3 3-5pm
Section 2: EAEP 496-952

Peaks and Valleys
How do businesses mitigate risk and leverage opportunity in today’s environment?
Sept 2, 9, 16, 23 3-5pm
In Person: EAEP 496/896 - 954
Sept 2, 9, 16, 23
Online: EAEP 496/896 - 791

Prototype
Go from idea to prototype to real product.
Sept 8 and 15th 5:30-8:30pm EAEP 496-959

Take any for Non-Credit as well!
FINANCIAL INDEPENDENCE
How to Start & the Basics of Personal Finance.

The class to provide unbiased financial facts, different ways to win with money and resources to use to begin to win with money.

We will discuss the things society doesn’t want or like to talk about, the truths about the financial world and how to get a start.

What You’ll Learn

- The facts on different types of financial accounts.
- Breakdown of loans, monthly bills and financing options.
- How to navigate and build net worth, income statement and cash flow.
- Personal spending habits, the good and bad ones, and how to win with them.
- How to define your personal financial success.
- How to independently take the facts provided, question the status quo and make decisions for yourself that fit your financial goals.
- Expand the idea of what you need to be financially independent and build an entrepreneurship career.

EAEP 496-957

Mondays
Sept 14, 21, 28, Oct 5
3-5 pm

Location
MILH 208

Credit Hours
1 Pass/No Pass

Instructor
Jared Knobbe

Who Is This Course For?

- The eager student who is ready to focus on finances.
- People who want to see financial independence in their future.
- The entrepreneur who wants to learn the greater options for their business.
- Students who want an open environment and permission to discuss finances openly.
How to Have the Hard Conversations
Get to the heart of productive communication.

How to Have the Hard Conversations. This module will focus on why people fail to have the hard conversations. Using real life examples, activities, and practical content, this module gets to the heart of productive communication.

Instructors

Derek Effie is native to Lincoln, Nebraska, has extensive training in community planning, community organizing, strength-based approaches to addressing community problems and strategic planning facilitation with diverse community stakeholders. He has a wealth of training and knowledge in the areas of youth and team development. Derek is adept at building and leading teams from diverse areas, leading them to move through conflict to adoption and working towards a shared mission.

Dan Moeller is the founder of PrairieFire Consulting, a company built on the premise that effective healthy leaders must create an environment where team members can contribute their natural best. For those teams and individuals who desire to achieve new productivity or relationship skills, Dan provides guidance by revealing how various traits lend themselves to different strengths, communication styles, problem-solving skills, and stress management methods.

EAEP 496-960

Friday/Saturday
October 2 5-9 pm
October 3 9-3 pm

Location
MILH 208

Credit Hours
1 Pass/No Pass

Instructors
Prairie Fire Consulting

What You’ll Learn

- Skills to have hard conversations instead of avoiding them
- Strategies to turn difficult topics into productive opportunities
- Develop effective approaches to better team engagement and performance

Who Is This Course For?

- Those who find themselves frequently working in team settings
- People who are or plan to work in a family business
- Entrepreneurs who plan to have partners, employees, suppliers, vendors, or other business relationships
GEAR UP

Problem Observation, Business Ideation, and Fundamental Pitching.

Every great business started as a simple idea. But how do you find that one idea that has the potential of growing into a real business?

It's all about spotting opportunities and then thinking outside of the box to come up with actionable ideas.

The ability to spot and act on business opportunities is fundamental to entrepreneurship. This is not a talent, it’s a learned ability – but it can be learned quite quickly.

In this experiential, action-oriented, and highly focused module we’ll dive into the foundational skills needed to start your own business. We call it “Gear Up,” because we want to equip you with the tools you need as an entrepreneur.

---

**What You’ll Learn**

- Breakdown the pathway to building a low-risk business.
- Quickly spot high-potential problems to solve.
- Develop a series of powerful brainstorming techniques.
- Learn the fundamentals of getting what you want through pitching.

---

**Who Is This Course For?**

- If you want to start a business, but haven’t found your idea yet.
- Tried starting a business already, but it didn’t go well.
- Interested in entrepreneurship, but aren’t sure where to start.

---

**EAEP 496-953**

- **Tuesdays**
  - Sept 1, 8, 15, 22
  - 3-5 pm
- **Location**
  - MILH 212
- **Credit Hours**
  - 1 Pass/No Pass
- **Instructor**
  - Brennan Costello

*Also available online!*

**EAEP 496-790**
DESIGNING YOUR ENTREPRENEURIAL LIFE

Designing your way to a life worth living.

An entrepreneurial life is founded on action where people take the helm and set a course into uncharted and uncertain waters.

Students will identify and resolve barriers that prevent or reduce the expression of their entrepreneurial capacity, build a plan that promotes both professional and personal growth while perfecting the use of tools and techniques designed to create vision, focus, and impact.

Design thinking is a process for creating exceptional products, services, processes, or creative outcomes. We help you take the principles of Design Thinking and put them to work on your own life.

By the end of our four weeks together, you will have created three (or more) odyssey maps of various alternatives to creating a life that is both personally and professionally joyful!

<table>
<thead>
<tr>
<th>EAEP 496-951 &amp; 952</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Section 1 - 951</strong></td>
</tr>
<tr>
<td>Mondays 3-5 pm</td>
</tr>
<tr>
<td>Oct 12, 26, Nov 2, 9</td>
</tr>
</tbody>
</table>

| **Section 2 - 952**  |
| Tuesday 3-5 pm       |
| Oct 6, 13, 27, Nov 3 |

**Location**
MILH 208

**Credit Hours**
1 Pass/No Pass

**Instructor**
Tom Field

**What You’ll Learn**

- Increase your curiosity.
- Prototype your options.
- Build coherence between work and life.
- Mind Mapping to get unstuck.
- Odyssey Mapping to build trails.
- Building a path driven by your own strengths, true north values, and personal vision.

**Who Is This Course For?**

- Those who want to be captain of the ship.
- Those who aren’t willing to wait for the cavalry to rescue them.
- Those who refuse to settle for the ordinary.
PEAKS AND VALLEYS
The GRIT of the valley! The PASSION of the Peak!

How do businesses mitigate risk and leverage opportunity in today’s environment?

Every business has their wins and their challenges. Even the most recent global events produced peaks for some businesses and valleys for others.

One of the major critical topics you can study right now is the highs and lows of business.

Because of the recent events in our nation and around the world, businesses are searching for answers to mitigate risk and leverage opportunity as never before. These aspects of business come in the form of outside influences, cash flow, labor, seasonality, competition, market timing, weather and so much more.

Understanding entrepreneurship involves understanding the Peaks and Valleys that go along with our lives and how it relates to our purpose. These Peaks and Valleys can be in years, seasons, or even moments throughout the day.

**What You’ll Learn**

- Define Grit as it relates to a Valley
- Define Passion as it relates to a Peak
- Study how to manage opportunities in your market
- Study contingency planning and risk management
- Interact with business owners who have thrived and survived Peaks and Valleys in their businesses

**Who Is This Course For?**

- Anyone interested in owning a business
- Anyone who owns a business
- Anyone who wants to know more about risk and opportunity in business

**EAEP 496/896-954**

**Wednesdays**
Sept 2, 9, 16, 23
3 - 5pm

**Location**
MILH 212

**Credit Hours**
1 P/NP or Graded

**Instructor**
Dave Lambe, MBA

Also available online!

**EAEP 496/896 - 791**
PROTOTYPE: IDEA TO PRODUCT

How to turn your new idea into a physical product in the market

Maybe you’ve watched a recent episode of Shark Tank and wondered how you could build your own new product like the entrepreneurs on the show.

Maybe you’ve been working on the farm and thought of a great new tool that would make your job easier.

Maybe you were struck with a new great software as a service idea while in the shower.

What step do you take to get started?

This module is the pathway to go from idea to getting a physical product. We’ll cover the process of testing out your idea on your own, working with a professional engineer or designer for rapid prototyping, and what will be needed to actually take your product to mass production.

It’s very difficult to navigate the waters of building a product on your own, this module breaks it down so you have a clear path. Whether you already have a product idea or not, this module will set you up to understand the process for the future.

What You’ll Learn

- Quick ways to test the market readiness of your idea
- The process of working with a designer and engineer
- Resources to build physical and software prototypes
- How to find and test out a manufacturer
- When you need to actually get a patent
- What to outsource and what to do yourself

Who Is This Course For?

- You’ve got a product idea, but aren’t sure how to make it real.
- You are an inventor and really want to get serious.
- You love to learn more about new routes to a business.
- You might be interested coming up with a new product in the future