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
Spring 2020

Financial Independence
How to start and the basics of personal finance.
Jan 22, Feb 5, 19, Mar 5  4-6pm  EAEP 496-957

Business Relationships
The Key to Enterprise Growth.
Jan 31 6-9pm & Feb 1 9-4pm  EAEP 496-958

Gear Up
Problem Observation, Business Ideation, and Fundamental Pitching.
Feb 4, 11, 18, 25  3-5pm  EAEP 496-953

Designing your Entrepreneurial Life
Designing your way to a life worth living.
Feb 13, 20, 27, Mar 5  8-10am  EAEP 496-951

Innovation, Entrepreneurism, and the Broader Consumer Marketplace
Understanding how the macroforces of change impact the consumer landscape today and the business opportunities that lie therein.
Feb 28, Mar 6, 13, 20  9-11am  EAEP 496-956

Negotiation: Get More
Earn the A, win the fight, score the customer, and learn to get more!
Mar 3, 10, 17, 31  3-5pm  EAEP 496-955

CEO School
What does an owner really do? And what do they need to know?
Mar 4, 11, 18  4-7pm  EAEP 496-954
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

Wednesdays
Jan 22, Feb 5, 19
Optional Mar 5
4-6 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.
BUSINESS RELATIONSHIPS
The Key to Enterprise Growth.

There is nothing more important in the business world than using clear and thoughtful communication to build relationships.

This module will be held in a small group setting focused on individualized learning. Throughout the module we will use your current obstacles as a start-up entrepreneur to build skills to address those challenges.

The interaction with other students will provide you with insight into other common communication and relationship issues.

The goal is to not only address your current challenges but to understand how all successful businesses are based on relationships.

What You’ll Learn
- Learn empathetic listening.
- Problem solving for customers process.
- Leading engaged teams.
- Negotiating effectively with suppliers.
- Attract the right lenders/investors committed to your vision.

Who Is This Course For?
- Want to be a professional? If yes, this module is for you!

Instructor
John has spent his career in agribusiness. He has been the founder of five businesses and managed established businesses as well. His career has spanned jobs in sales and marketing, facility construction, financial management and team leadership. John just retired as General Manager of the Garden City Co-op after 15 years. They were able to grow the revenue and income 400% in a business sector that many consider mature.
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!

**EAEP 496-951**

**Thursdays**
February 13, 20, 27
March 5   8-10 am

**Location**
MILH 208

**Credit Hours**
1 Pass/No Pass

**Instructor**
Tom Field

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**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.

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**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.
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
Feb 4, 11, 18, 25
3-5 pm

Location
MILH 212

Credit Hours
1 Pass/No Pass

Instructor
Brennan Costello
INNOVATION, ENTREPRENEURISM, AND THE BROADER CONSUMER MARKETPLACE

Understanding how the macroforces of change impact the consumer landscape today and the business opportunities that lie therein.

This module will offer a 30,000 ft. view of the consumer landscape as it exists today and what to expect from the market of tomorrow.

We focus on the 6 major domains of change:

- Social
- Technological
- Economic
- Environmental
- Political
- Wellbeing

Through studying these domains students will uncover white space opportunities for innovative new business ideas.

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**EAEP 496-956**

**Fridays**
February 28
March 6, 13, 20
9-11 am

**Location**
MILH 208

**Credit Hours**
1 Pass/No Pass

**Instructor**
Carrie Horazeck

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**What You’ll Learn**

- What are macroforces and how do they shape the consumer landscape?
- How can I use macroforces to understand consumer demands that are about to emerge in the marketplace?
- What are these forces telling me about the 20 business ideas worth chasing?
- What business opportunities lie within these 20 ideas?
- Who is my target customer for this business idea?

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**Who Is This Course For?**

- All undergraduates will benefit!
NEGOTIATE: GET MORE

Earn the A, Win the Fight, Score the Customer, and Learn to Get More!

During your life you will come across hundreds of situations in which you can choose to negotiate or not.

Arguably one of the most important skills to learn in business and life, in this module we’ll dive into the principals of negotiation. This course takes you through the human cognitive processes that lead us to make decisions, the various styles of negotiation and the complete negotiation process that turns duds into deals. We’ll look at core strategies, learn how to ‘ask’, and practice negotiation right now.

Whether buying a house or car, deliberating contracts for your business, or reviewing your salary with your boss, your success in these activities will be heavily dependent on your ability to negotiate.

Jump into this module if you want to not only dig into the science and practice of negotiating, but have a desire to get more out of your purchases, relationships, business and life!

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**EAEP 496-955**

**Tuesdays**
March 3, 10, 17, 31
3 - 5pm

**Location**
MILH 212

**Credit Hours**
1 Pass/No Pass

**Instructor**
Brennan Costello

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**What You’ll Learn**

- How to apply negotiation skills not only to business transactions, but everyday life situations.

- Practice a proven formula for bare-knuckle bargaining.

- Being confident in starting and finishing a negotiation.

- Understand human cognition and how we make decisions.

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**Who Is This Course For?**

- Anyone interested in building new negotiation skills or honing existing ones.

- Both for strong and weak negotiators, regardless of business experience.

- Those who want to get more in both their professional and personal lives!
CEO SCHOOL
What does an owner really do? And what do they need to know?

Reflecting on your college career, one of the reasons you attend college is to become a leader.

Leader in your field, leader among others, leader in your community, leader in a business.

One of the most important and rewarding parts of being a CEO is helping people be successful. Providing your team with the tools and support to make a win and watch them grow as individuals is the reward of a CEO.

But being a CEO takes grit, passion, courage and lots of determination.

If this sounds like you, if this gives you purpose for being in college, if you want to serve others, and understand how business works, come learn what successful people do – CEO School.

EAEP 496-954

What You’ll Learn
- Define what a CEO does in general terms.
- Study the mindset of a CEO.
- Interact with individuals who are heads of companies.
- Meet external partners of companies who work with CEOs.

Who Is This Course For?
- Anyone who thinks they will operate a business sometime in the future.
- Anyone who currently operates a business.
- Anyone who wants to know more about what a CEO actually does.

Wednesdays
March 4, 11, 18
4-7 pm

Location
MILH 208

Credit Hours
1 Pass/No Pass

Instructor
Dave Lambe