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:

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. No permission code is required.

If you’d like to sign up for a module for non-credit, please email Michelle.

If you have any trouble with the process, Michelle would be happy to help you! mbassford7@unl.edu
ENGLER ENTREPRENEURSHIP MODULES

SPRING 2021

**Gear Up**
Problem Observation, Business Ideation, and Fundamental Pitching.

In Person: EAEP 496-953
Online: EAEP 496-790

**Mission Impossible**
Time and commitment management for high-achieving, entrepreneurial students.

In Person: EAEP 496-961
Online: EAEP 496-795

**Startup Business Finance**
Finances tell the real story of your business.

In Person: EAEP 496/869-957
Online: EAEP 496/896-794

**CEO: The Start**
The fundamental tools to running a growing business.

In Person: EAEP 496/896-956
Online: EAEP 496/896-793

**Business Relationships**
The Key to Successful Enterprise Growth

In Person: EAEP 496-958

**Roadmap**
Discover your Entrepreneurial Pathways

In Person: EAEP 496-951

**Peaks and Valleys**
The grit of the valley and the passion of the peak!

In Person: EAEP 496/896-954
Online: EAEP 496/896-791

**Negotiate: Get More**
Earn the A, win the Fight, score the customer, and learn to get more!

In Person: EAEP 496/896-955
Online: EAEP 496/896-792

Take any for Non-Credit as well!
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.

<table>
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<tr>
<th>What You’ll Learn</th>
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<tr>
<td>- Breakdown the pathway to building a low-risk business.</td>
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<td>- Quickly spot high-potential problems to solve.</td>
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<td>- Develop a series of powerful brainstorming techniques.</td>
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<td>- Learn the fundamentals of getting what you want through pitching.</td>
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<table>
<thead>
<tr>
<th>Who Is This Course For?</th>
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<tr>
<td>- If you want to start a business, but haven’t found your idea yet.</td>
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<td>- Tried starting a business already, but it didn’t go well.</td>
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<td>- Interested in entrepreneurship, but aren’t sure where to start.</td>
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**EAEP 496-953**

**Tuesdays**
Jan 26, Feb 2, 9, 16
3-5 pm

**Location**
Dinsdale Learning, 2nd Floor

**Credit Hours**
1 Pass/No Pass

**Instructor**
Brennan Costello

Also available online!

**EAEP 496-790**
MISSION IMPOSSIBLE

Time and commitment management for high-achieving, entrepreneurial students

College is... overwhelming.

Between coursework, Greek life, intramurals, football games, studying, becoming an entrepreneur, managing time and commitments is incredibly challenging. The sheer number of opportunities is paralyzing.

And passionate, driven students can end up not getting what they really want or need out of college. How do you know you’re making the most of it? And where do you make time to start a business?

In this critical class, we step out of the whirlwind and look down on your college life and commitments to date. We’ll make order out of the chaos, and you’ll walk away from this class with a system, process, and tools to manage any and all of the commitments college (and life) throws your way.

What You’ll Learn

- You’ll walk out of this class feeling confident and with a working knowledge to manage the many commitments on your plate – and equipped to use those tools throughout the rest of your life
- Why it’s so hard for modern students (and employees) to focus and how to grow your focus muscles
- How to break through FOMO and make difficult decisions on what to focus on
- How to balance being multi-passionate and focusing on one thing at a time
- Focused, 1:1 coaching through your specific challenges
- The hidden tension between adding more and removing things from your life

Who Is This Course For?

- If you feel like there’s way more that you want to do than you have time for
- If you feel like there’s just not enough time in the day to do all you want to do
- If you struggle to manage both your course load and other commitments (like starting a new business)
- Multi-passionate, driven, hungry, and/or high achieving students

EAEP 496-961

Thursdays
Jan 28, Feb 4, 11, 18
5:30-7:30 pm

Location
Dinsdale Learning, 2nd Floor

Credit Hours
1 Pass/No Pass

Instructor
Cameron Popp

Also available online!

EAEP 496-795
STARTUP BUSINESS FINANCE

There are many factors to consider when starting or buying an existing company. One of the biggest is ‘Can I make money if I take this step?’

In this module, we will explore this question as you gain confidence in your financial skills.

Reading financial statements are like reading a book – it reveals a story about a company.

Join us to learn to read these numbers and identify what they tell you about becoming a successful CEO.

What You’ll Learn

1. Understand how money flows through a company
2. Practice reading numbers in financial statements
3. Tell stories based on numbers
4. Develop a set of financials for a/your company

Who Is This Course For?

1. Those that believe you can hire someone to handle your finances.
2. Those that want to be profitable so they can be generous.
3. Those that want to be a successful CEO.

EAEP 496/896-957

Wednesdays
March 3, 10, 17
4 - 6pm

Location
Dinsdale Learning,
2nd Floor

Credit Hours
1 P/NP or Graded

Instructor
Dave Lambe, MBA

Also available online!
EAEP 496/896 - 794
CEO: THE START
The fundamental tools to running a growing business.

Got a growing business or side hustle? This module provides you the basic tools to build sales, monitor finances and retain customers. It’s designed to give you a jumpstart into decision making as a small-business CEO.

This module is offered in partnership with the Center for Rural Affairs. The three sessions are all taught by representatives from the Center for Rural Affairs and may include non-UNL Students. Module will be delivered virtual and recorded.

If you want credit for this module, all 3 sessions will be required, if you don't require credit, then you can attend any of them or all of them according to your interest. If you’d like to attend a session, but not for credit towards this module, please reach out to Dave Lambe (dlambe1@unl.edu).

Quickbooks
Virtual Session  Instructor: Kelly Abrahams w/ Ask Bookkeeping

Participants will learn how to navigate the online version of QuickBooks as well as learn how to enter basic entries such as invoices, expenses, and receiving payments to see how basic reports can be run to keep your business operating efficiently.

Tuesday, February 16th from 4:30-7:30pm (3 hours)

Client Retention
Virtual Session  Instructor: Kayla Elliott w/ ELL Consulting

Reaching new customers has become increasingly difficult due to COVID-19. Join Kayla Elliott to discover the importance of positive customer experiences and how to re-engage prior and current customers to establish a recurring revenue stream.

Tuesday, February 23rd from 4:30-7:30pm (3 hours)

Sales Acceleration and Pricing Strategies
Virtual Session  Instructor: Andres Gamboa

Participants will learn to expand their business through innovative sales strategies to reach new or expanding target markets. Participants will also learn effective pricing methods and strategies to competitively market their products or services.

Tuesday, March 2nd from 4:30-7:30pm (3 hours)
BUSINESS RELATIONSHIPS
The Key to Successful 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.
ROADMAP
Discover your Entrepreneurial Pathways

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**

**Mondays**
Feb 1, 8, 15, 22
3-5 pm

**Location**
Dinsdale Learning,
2nd Floor

**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
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!

EAEP 496-955

Tuesdays
Feb 23, Mar 2, 9, 16
3 - 5pm

Location
Dinsdale Learning,
2nd Floor

Credit Hours
1 Pass/No Pass

Instructor
Brennan Costello

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.

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!

Also available online!

EAEP 496 - 792
Brave Conversations Over Coffee
How to create impactful partnerships.

Brave Conversations Over Coffee® use the familiar ritual of coffee, the accessibility of conversation and the science of neurological safety to create trust in companies like Facebook, colleges like UNL, organizations like the NYPD and on online learning platforms such as Simon Sinek’s InspireU.

Building lasting partnerships relies on trust. Trust is built when people feel an authentic sense of safety and acceptance with one another, even when addressing difficult topics. When we can have meaningful conversations rooted in empathy, our partnerships can remain intact while moving toward a goal. In the realm of professional and personal partnerships (as well as in the instance of co-founders, where those spheres overlap), communication is key. From the internal aspect of self awareness and reflection, to the shared aspects of intention, collaboration, accountability, and expectations, to the external vision for the world each partner wants to live in and the collective world they want to build, the foundation for thriving in business and life is communication. Explore how the BRAVE Framework can make you a better partner, to yourself, to others, and to your mission here in the world.

**Instructor - Elizabeth Cardiello**

Infinitely curious, coffee loving, Brooklyn native. She had business cards at six and her first product on shelves at 13. As such, her identity formed in a way that was anything but normal. Her entrepreneur father ensured that on those cards, beneath her name, was the bold word “owner” and that she was empowered from a young age to think and act as such.

She’s been featured by the United Nations, Worldwide Business with Kathy Ireland, Forbes, AMEX OPEN Forum, TEDx Normal, TEDx Fulton Street, GQ, NBC, Heritage Radio WS Radio and many more.

While growing Caffè Unimatic, Inc., Elizabeth started realizing just how much her Dad taught her all those mornings sitting around the family table drinking coffee. She began using her own story as the basis for research around what gave her the confidence to start something with no guarantee it would succeed. This research compelled her to co-found Legacy Out Loud, to pay forward this gift of confidence to young women and help them live the phrase "what the mind can conceive, the mind can achieve."