

Name of Applicant:

---



***So you want to become an Engler Entrepreneur?***

Engler Entrepreneurs are the shareholders of our program; they are the doers – those committed to action. They believe in the power of free enterprise and plan to build upon it. Becoming a liability is simply NOT an option. They know that this IS THEIR TIME and they EMBRACE THE POSSIBILITIES.

Engler Entrepreneurs are part of a unique community who share the privileges of ownership:

- 24-7 Access to the Engler co-working space in Miller Hall
- Individual branding tools and training
- Opportunity to apply for scholarships
- Opportunity to apply for International study support
- One on one engagement with visiting entrepreneurs and business leaders
- Access to a wide network of support from local entrepreneurs
- Preference for access to tours, Engler 3DS Experience and conferences
- Invitation to member only events
- Engler gear

***Becoming an Engler Entrepreneur REQUIRES completion of the following steps:***

- 1- Declare a minor in EAEP – see description of minors attached
- 2- Review and embrace the Engler Mission and Pillars
- 3- Complete the application on the next page
- 4- Meet with the EAEP Director (Tom Field)

*\*Please complete answers to the following questions to the best of your ability*

Which Engler Pillar is the most important to you? Why?

What do you believe are the three most important characteristics of an Entrepreneur?

1.

2.

3.

How will you measure success as an Engler Entrepreneur?

We want to be clear that we are NOT looking for resume fillers! We want **builders!** Which one are you (Filler or Builder)? What is the best evidence to support your response?

What can you offer to other aspiring entrepreneurs in the Engler community?  
What can they offer you?

Are you currently involved in any entrepreneurial endeavors? If yes, please provide a brief description below.

---

Applicant

Program Director

Date

## **Engler Entrepreneur Checklist:**

**Name of Applicant:**

**Hometown:**

**Major:**

**Minor:**

**Anticipated Graduation Date:**

**Permanent Mailing Address:**

**Lincoln/Current Mailing Address:**

**Cell Phone:**

**Is it OK to TEXT?**

**Preferred Email:**

**Facebook?**

**Twitter Name?**

**Have you declared one of the three minors in EAEP?   YES                      NO**

**Please list your 5 Gallup Strengths:**

**Please list your Gallup EP10 results if taken:**

## Engler Agribusiness Entrepreneurship Minors

The agribusiness entrepreneurship minor requires completing **18 hours** of entrepreneurship related courses **or 12 hours** at the 300 level or above entrepreneurship related courses.

### Required for 18 Hour Minor

- **Introduction Seminar on Opportunities in Entrepreneurship (EAEP 101)** (1 credit)
- **Agribusiness Entrepreneurial Finance (EAEP275/AECN275/HORT275/AGRO275/ENTR275)** (3 credits)
- **Agribusiness Entrepreneurship (EAEP388/HORT388/ABUS388/ENTR388/AGRO388)** (3 credits)
- **Business Management for Agribusiness Enterprises (EAEP488/HORT488/888/ABUS488/ENTR488/AGRO488)** (3 credits)
- **Internship in Entrepreneurship: (EAEP395)** (3 credits)
- **Plus** five (or six) additional credit hours from the elective courses listed below.

### Required for 12 Hour Minor

- **Business Management for Agribusiness Enterprises (EAEP488/HORT 488/888/ABUS488/ENTR488/AGRO488)** (3 credits)
- **Internship in Entrepreneurship: (EAEP395)** (3 credits)
- **Plus** six additional credit hours of 300 or higher level courses from the elective courses listed below. **For 12 hour minor students EAEP 388 is considered one of the available electives.**

### Electives:

- **Travel Abroad Experience: (AGRI310)** (2-5 credits) The study abroad tour must have a focus relevant to agribusiness entrepreneurship.
- **Entrepreneurship in Food Products Marketing (EAEP225/AECN225/MRKT225)** (3 credits) Provides an entrepreneurial focus in agribusiness and food products marketing. The course includes a team project to develop a market strategy for a new product. **(cannot be used for the 12 hour minor).**
- **Agricultural Marketing and Product Development I (AECN471)** (1 credit I) Ind. Prereq: Junior standing or permission. EAEP225/AECN225 recommended. Selection of an agriculturally related product or service and the development of a comprehensive marketing plan. Market analysis of physical, economic and financial feasibility and formalization of an effective promotional product campaign.
- **Agricultural Marketing and Product Development II (AECN472)** (2 credits II) Ind. Prereq: Junior standing or permission; AECN471. Further refinement in the development of marketing plan from AECN471. Condensation of marketing plan into executive summary and preparation of professional oral presentation. Extensive interaction with the local agribusiness community and participation in national agri-marketing competition.
- **Entrepreneurship and Innovation in Organizations (MNGT 321/ENTR 321)** (3 credits) Introduction to entrepreneurship management/marketing. Provides an 'insider's view' of entrepreneurial creativity, innovation, and value creation. Insight into real-world marketing creativity, leadership applications, research and development, market analysis, feasibility study, and potential careers in creativity and related fields. Involves the investigation of markets, both for profit and not-for-profit

- **Family Business Management (ENTR322/MNGT322)** (3 credits) For students whose families own and operates businesses. Explores and analyzes best management, family and governance practices, and continuity challenges for family owned businesses.
- **Initiating and Managing Entrepreneurial Growth (MNGT421/ENTR421)** (3 credits) Focuses on the management of new firms, including small businesses designed to be lifestyle ventures and firms destined to grow. Exposure to variety of growth opportunities including franchising, organic growth and expansion of smaller businesses or units within larger firms. Case study analysis and exposure to thought leadership in the field are part of the core learning methods.
- **Managing Rapid Growth and Change in Organizations (MNGT 422/ENTR 422)** (3 credits) Addresses financial, human resource, operations and marketing issues that face entrepreneurs whose businesses are confronted with significant growth. In addition, will learn change management concepts that are targeted towards managing an organization in extremely turbulent times. Prepares students to work in fast-growth firms, whether they are interested in starting their own business or joining an already established fast-growth firm.
- **Business Plan Development and Decision Making (MNGT 423/ENTR423)** (3 credits) Takes an in-depth look at the business planning process. By the end of the class, students produce their own business plans. Learn through their own business plan writing, through in-depth cases studies, by engaging in role plays and by interacting with business executives.

**OR**

### **Leadership and Entrepreneurship Minor**

An 18-hour minor in leadership and entrepreneurship is available through a joint program offered by the Departments of Agricultural Leadership, Education and Communication and the Engler Agribusiness Entrepreneurship Program. This minor is intended for those who are interested in gaining additional professional skills in leadership and entrepreneurship. The 18-hour minor is comprised of theory based and applied courses as well as a final capstone course.

Students who wish to minor in Leadership and Entrepreneurship must meet with either an ALEC or Engler Agribusiness Entrepreneurship Program faculty member. A completed Declaration of Minor form, filled out with the assistance of the faculty member, should be signed by the student's academic adviser and turned into the College of Agricultural Sciences and Natural Resources Dean's office.