



# **ENGLER ENTREPRENEURSHIP MODULES**

**FALL 2021**

# **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

FALL 2021

## **Gear Up**

Problem Observation, Business Ideation, and Fundamental Pitching.

Online: EAEP 496-790

## **Mission Impossible**

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

Online: EAEP 496-795

## **Startup Business Finance**

Finances tell the real story of your business.

In Person: EAEP 496-957

Online: EAEP 496-794

## **Roadmap**

Discover your Entrepreneurial Pathways

In Person: EAEP 496-951

## **CEO: Storytelling**

Social media management and digital storytelling.

In Person: EAEP 496-956

Online: EAEP 496-791

## **CEO: Business Logistics**

Legal, Hiring, and Taxes

In Person: EAEP 496-958

Online: EAEP 496-793

## **eCommerce**

Creating and managing an eCommerce Channel.

In Person: EAEP 496-959

## **Family Entrep.**

Navigating the challenge and joy of family and entrepreneurship.

In Person: EAEP 496-952

Take any for Non-Credit as well!



# 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

**EAEP 496-795**

**Tuesday**

Sept 14, 21, 28, Oct 5  
5:30-7:30 pm

**Location**

Online

**Credit Hours**

1 Pass/No Pass

**Instructor**

Cameron Popp



## 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

# CEO SCHOOL: DIGITAL STORYTELLING

Studies have shown that it takes an average of 3 seconds for a person to form their first impression of others. Many times, a potential customer's first interaction with your business will be on social media. It is crucial for business owners to be able to share the story of their business digitally. The first two sessions of this module will equip participants with critical social media content creation and management strategies. The final session will focus on how to develop a compelling storyline that will attract target customers.

**EAEP 496-956**

## **Wednesdays**

Sept 8, 15, 22

5:30 - 7:30pm

## **Location**

Dinsdale 217

## **Credit Hours**

1 Pass / No Pass

**Also available online!**

**EAEP 496-791**

## **What You'll learn**

- Develop a personalized social media marketing strategy
- Practice creating dynamic digital content to engage customers
- Discover how to use effective storytelling to increase sales and build relationships

## **Who is This Course For?**

- Those who struggle to differentiate themselves from competitors
- Anyone who wants to maximize their digital marketing strategy

## **Sessions**

### **Social Media Management (2 sessions)**

Lisa Tshauner - UNK, Center for Entrepreneurship and Rural Development

### **Storytelling (1 session)**

Emily Frenzen



# CEO SCHOOL: THE LOGISTICS OF BUSINESS

Along with serving as a visionary or creative lead for your company, it is imperative entrepreneurs understand the backend of formally structuring their business as it grows. This 3-session module will provide basic resources and knowledge to understand the legal and accounting responsibilities for small businesses in Nebraska. Participants will also learn how to expand their team by learning the proper paperwork and reporting guidelines to add employees.

## What You'll learn

- Introduce legal risks and discover how to mitigate them
- Understand tax requirements for LLCs and sole proprietorships in Nebraska
- Develop a formal process for hiring employees

**EAEP 496-958**

### Wednesdays

Sept 29, Oct 6, 13  
5:30 - 7:30pm

### Location

Dinsdale 211

### Credit Hours

1 Pass/ No Pass

**Also available online!**

**EAEP 496-793**

## Who is This Course For?

- Those who are interested in starting a business in Nebraska
- Anyone who is looking to add an employee to their team
- Those who want to better understand legal and tax obligations for their business

## Sessions

### Legal Basics for Startups

Brett Stohs, UNL Wiebling Law Clinic

### Introduction to Hiring Employees

J'Nan Ensz, Certified Public Accountant

### Taxes 101 for Small Businesses

Jamie Aue, Aue & Co Accounting

# 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**

#### Tuesdays

Sept 7, 14, 21, 28  
3-5 pm

#### Location

Dinsdale 217

#### Credit Hours

1 Pass/No Pass

#### Instructor

Jared Knobbe

**Also available online!**

**EAEP 496-794**

### 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.



# 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.

We'll cover the structure for any type of business pitch, the mindset needed to build high-powered brainstorming sessions, and the understanding of how to find business opportunities anywhere.

You'll leave class with at least 50 business ideas to jumpstart you towards becoming an entrepreneur. Gear Up, it's time to get moving!

**EAEP 496-790**

### **Tuesdays**

Aug 31  
Sept 7, 14, 21

3-5 pm

### **Location**

Online

### **Credit Hours**

1 Pass/No Pass

### **Instructor**

Brennan Costello



## **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.



# FAMILY AND ENTREPRENEURSHIP

## How to navigate building a family business

The family business is literally a 3- ring circus and yes those are your monkeys!

The entrepreneurial adventure can create massive value and unity within a family but it can also be a source of stress and even strife.

In this module we will dig into the unique challenges and stumbling blocks associated with the blending of family and enterprise, develop strategies and skills to more effectively lead and manage, and compile a set of valuable resources to better prepare the entrepreneurial family for success.

**EAEP 496-952**

### **Mondays**

Sept 27, Oct 4, 11, 25  
3:00-5:00 pm

### **Location**

Dinsdale 217

### **Credit Hours**

1 Pass/No Pass

### **Instructor**

Tom Field



## **What You'll Learn**

- Integrate the three circles of family business
- Compare and contrast the concepts of fair and equal
- Develop strategies for contingency, succession and estate planning
- Develop skills in productive conflict management
- Understand the uniqueness of developmental stages
- Create a resource base to support effective family business leadership

## **Who Is This Course For?**

- Entrepreneurs who plan to integrate work and family
- Entrepreneurs who plan to be in partnership or employ family members

# EXPLORING THE WORLD OF ECOMMERCE

We all know that having an online presence has become an industry standard. We also know that it can play a significant part in the growth of our company. But how do we get started creating and managing our eCommerce channel?

We will go over the different platforms available to create your eCommerce identify, like Amazon, Etsy, and Shopify to name a few. Understanding the pros and cons for each will help you identify the best platform for your products.

Once you have your platform decided on, then what? We will explore what managing an eCommerce website looks like, how to market on a budget, and focus on the things that matter to your customers.

We will dive deeper into understanding what motivates your customers to purchase your products and how to use that information to influence towards those buying decisions.

Finally, we will learn how you can leverage partnerships and influencers to further expand your reach on the web.

**EAEP 496-959**

**One Day Only**

Saturday, Sept 25th  
8:00-4:00 pm

**Location**

Dinsdale 211

**Credit Hours**

1 Pass/No Pass

**Instructor**

Stacy Carlson



## What You'll Learn

- Discover eCommerce is and what platforms are available to launch on.
- How to manage and promote your eCommerce channel.
- Learn what partnerships are and how can you leverage the power of the influencers.

## Who Is This Course For?

- If you want to start an eCommerce business.
- If you've already started an eCommerce business but want to learn more about how to grow the channel.



# 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**

Aug 23, 30  
Sept 13, 20

3-5 pm

#### **Location**

Dinsdale 217

#### **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.