



ENGLER ENTREPRENEURSHIP MODULES

SPRING 2023

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:

A few of our modules are held on a recurring basis and those can be found on MyRed under **EAEP 300, 301 and 302**. The rest of our modules are under **EAEP 392 – Special Topics**. Scroll down under that category to find which one you'd like to take. **All modules are worth 1 credit.**

However, if you'd like to take one for non-credit, you just need to let **Michelle** know at **mbassford7@unl.edu**.

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

ENGLER ENTREPRENEURSHIP MODULES

SPRING 2023

EXPLORING NEGOTIATION

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

Tuesdays

Jan 31 - Feb 21
3 - 5 pm

SEEKING ABUNDANCE

Guide Posts for the Journey

Thursdays

Feb 2 - Feb 23
3 - 5 pm

INNOVATION IN RURAL COMMUNITIES

Improve the quality-of-life
for entire communities.

Thursdays

Feb 2 - March 9
2 - 3:30 pm

MISSION IMPOSSIBLE

Transforming overwhelm,
overcommitment, and procrastination
into stress-free productivity

Fridays

Feb 3 - Feb 24
8:30 - 10 am
(live zoom attendance requested)

ROADMAP

Discover your
Entrepreneurial Pathways

Mondays

Feb 6 - March 6
3 - 5 pm

CEO SCHOOL

How to Communicate your
Value through Sales

Wednesdays

Feb 1 - March 8
4 - 5 pm

Take any for
Non-Credit
as well!

EXPLORING NEGOTIATION

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 302

Tuesdays

Jan 31 - Feb 21

3 - 5 pm

Location

Dinsdale Learning,
Room 205E

Credit Hours

1 Pass/No Pass

Instructors

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!**

SEEKING ABUNDANCE

Guide Posts for the Journey

The pursuit of abundance demands that we take a deep dive into the multi-dimensional nature of the **why, what and how of purpose.**

While short-term success is possible without any consideration of legacy or purpose, long term success ultimately comes down to the capacity to have **autonomy**, achieve **mastery**, and to endeavor in a **cause greater than self.**

A number of issues must be addressed to create and sustain purposeful enterprises:

- **Balancing** short and long-term perspectives and outcomes.
- Meeting both **self-interest and service** to others.
- Move beyond a focus on making a living to **building a life worth living.**
- Serving customers, employees, vendors and community with **true north principles.**

EAEP 392-952

Thursdays

Feb 2 - Feb 23

3 - 5 pm

Location

Dinsdale Learning,
Room 217

Credit Hours

1 Pass/No Pass

Instructor

Tom Field



Using a mix of reading/multimedia with a discussion based class format as well as interacting with entrepreneurs who are in pursuit of abundance, learners will **explore and define their own vision** of and pathway to abundance.

We will explore the virtues of **justice, courage, temperance, generosity, honesty, humility and wisdom** as part of our discussion.

INNOVATION IN RURAL COMMUNITIES

Entrepreneurial innovation doesn't just generate profit - it has the ability to improve the quality-of-life for entire communities. In this module, we will examine how our life experiences have shaped our understanding of entrepreneurship, innovation and issues facing rural communities. Participants will identify a specific challenge in a rural Nebraska community and collaborate with local leaders to strategize an entrepreneurial solution.

EAEP 392-954

Thursdays

Feb 2 - March 9
2 - 3:30 pm

Location

Dinsdale Learning,
Room 211

Credit Hours

1 Pass/No Pass

Instructors

Dr. Helen Fagan
Halle Ramsey



What You'll Learn



- **Challenge and examine** personal beliefs, biases and values and how they relate to others.
- **Identify and leverage** entrepreneurial opportunities in rural communities.
- **Learn** how to engage in complex conversations with people that have differing experiences and values than you.
- **Ideate and strategize** an innovation project catered to solving a problem in a rural community.

Who Is This Course For?



- Those **passionate** about rural communities and/or are **interested in starting a business** in a rural community.
- Those interested in **connecting with community leaders** in rural NE.
- Those who desire to be stretched **outside of their comfort zone** personally and professionally.
- Those who desire to **be a more inclusive leader**.
(actively seek out different perspectives and collaborate effectively with others that may hold differing viewpoints than yourself)

MISSION IMPOSSIBLE

Transforming overwhelm, overcommitment, and procrastination into stress-free productivity

We spend the first twenty years of our lives in school, but our formal education skips arguably the most important subject – how to live well. How to thrive. How to manage ourselves. How to thrive in any circumstance, be it terrible or wonderful.

Each week, we'll cover ten super practical ideas. Each week, you'll have the opportunity to try out and practice new habits, behaviors, mindsets, tools and systems.

This course is challenging in a very unique way -- it will challenge you to truly pause and honestly reflect on your thinking and your behavior. And challenge you to think differently about how you manage yourself, your relationships, and your time.

You'll walk away from this course a better student, friend, employee, employer, entrepreneur, and human being. I'm so excited for you to join us. It's gonna' be awesome!

EAEP 392-791

Fridays

Feb 3 - Feb 24

8:30 - 10 am

(live zoom attendance requested)

Credit Hours

1 Pass/No Pass

Instructor

Cameron Popp

**Online for Engler Minors
or Instructor Permission
Only!**



What You'll Learn



- **Productivity 101** – How the productivity equation changes everything; what a second brain is and why you should build one; when to embrace procrastination
- **Essentialism 101** – How to practice the lifelong art of less but better; how to overcome FOMO
- **Habits 101** – The secret structure of habits that unlocks the ability to easily add new habits and remove bad habits
- **Mental Toughness 101** – How to build your emotional stamina; what modern science and ancient wisdom say about

Who Is This Course For?



- Those struggling with **FOMO / overcommitment / overwhelm**
- Those who are struggling to manage lots of **competing commitments and projects**
- Those hungry to get better at how they **manage themselves** day to day

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 300-951

Mondays

Feb 6 - March 6

3 - 5 pm

Location

Dinsdale Learning,
Room 217

Credit Hours

1 Pass/No Pass

Instructor

Halle Ramsey



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.

CEO SCHOOL

How to Communicate Your Value through Sales

Sales is a crucial component to any entrepreneur's success, but it can also be intimidating. This module will armor participants with valuable resources, techniques and coaching to design a catered sales strategy for their target clientele. Through interactive activities and engaging discussion, this module will challenge and empower entrepreneurs to sell with confidence and clarity.

EAEP 392-951

Wednesdays

Feb 1 - March 8

4 - 5 pm

Location

Dinsdale Learning,
Room 217

Credit Hours

1 Pass/No Pass

Instructors

Jessica Knobbe



What You'll Learn



- Define and communicate the value your product or service brings to customers.
- Find the correct **target market** for your business.
- Design an **effective and sustainable** sales strategy to increase your profitability.

Who Is This Course For?



- Those who want to **increase sales** of product or service.
- Those who desire **coaching on public speaking** and communication.
- Those who hate selling and want to **develop a strategy** that suits their strengths.
- Those looking to better **define target customer audience**.

About Jessica Knobbe

In her career, Jess has experienced all aspects of sales, starting as an inside sales representative, moving to outside sales, owning an industry vertical and now leading a sales team.

Whether she is working with a CEO or an Athletic Director, Jess's number one goal is finding a way to help them reach their goals. In her tenure as a salesperson, Jess has sold millions in contracts, partnered with luxury hospitality companies, health care systems, and school districts across the US.

After moving to a leadership role, her focus is on helping her team succeed. Jess oversees the hiring and onboarding of new sales members, provides sales training, and supports the development of the sales team. She leads the sales strategy, collaborates with marketing experts and is on pace to 3x last year's sales goal.

