



ENGLER ENTREPRENEURSHIP MODULES

SPRING 2024

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!

MODULES

SPRING 2024

EXPLORING NEGOTIATION

in Enterprise Scenarios

EAEP 302-001

Tuesdays | Jan 30 - Feb 20
3 - 5 pm

MISSION IMPOSSIBLE

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

EAEP 392-791

Wednesdays | Jan 31 - Feb 21
5 - 6:30 pm
(live zoom attendance requested)

TALENT DEVELOPMENT

EAEP 392-954

Tuesdays | Jan 30 - Feb 20
12:30 - 2:30 pm

THE DEFINING DECADE

Design Your Entrepreneurial Life

EAEP 300-952

Mondays | Feb 5 - Feb 26
3 - 5 pm

ROADMAP

Navigating Your College Experience

EAEP 300-951

Wednesdays | Feb 7 - Feb 28
3 - 5 pm

SEEKING ABUNDANCE

Guide Posts for the Journey

EAEP 392-952

Thursdays | Feb 15 - Mar 7
3 - 5 pm

CEO SCHOOL

Coming in Hot - Igniting Your Brand
Beyond the Limits of 'Good Enough'

EAEP 392-951

Wednesdays | Mar 20 - Apr 10
4 - 6 pm

REAL ESTATE *THE BEST ASSET*

The Deal, The Flip,
The Close, The Process

EAEP 392-956

Wednesdays | Apr 17 - May 1
4 - 6 pm

Take any for
Non-Credit
as well!

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EXPLORING NEGOTIATION IN ENTERPRISE SCENARIOS

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 302-001

Tuesdays

Jan 30 - Feb 20

3 - 5 pm

Location

Dinsdale
The Lookout

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!**

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

Wednesdays

Jan 31 - Feb 21

5 - 6:30 pm

(live zoom attendance requested)

Credit Hours

1 Credit Graded

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

TALENT DEVELOPMENT

How do you go from a one-person organization to becoming a thriving team of diverse talent? Leaders who are most successful at growing a business know how to surround themselves with people whose strengths and talents differ from the founder. They also have the ability to empower and develop their team members to leverage their differences for achieving greatest results.

EAEP 392-954

Tuesdays

Jan 30 - Feb 20
12:30 - 2:30 pm

Location

Dinsdale Learning,
The North 40

Credit Hours

1 Credit Graded

Instructor

Dr. Helen Fagan



What You'll Learn

- What 'flow' is and when you are in it
- Who, when, how to **hire and leverage** differences of team members.
- How to use coaching skills to **empower and develop** talent.

Who Is This Course For?

- If you have a business but **don't know how to grow your team**.
- If you want to **gain self-awareness** about how personality and culture influence hiring and talent development practices.
- You are **interested in talent development** but have no idea where to begin.

About Dr. Fagan

Dr. Fagan is a **Leadership, Diversity, and Inclusion scholar and practitioner**. She is the founder of Helen Fagan and Associates, which provides consulting and leadership coaching to organizations, communities, and executives in the field of Diversity, Inclusion, Cultural Competence and becoming an Inclusive Leader. A 2020 Inspire Leadership Excellence in Education award recipient and a 2021 University of Nebraska-Lincoln Fulfilling the Dream award recipient, Dr. Fagan thrives in developing the potential in leaders to create positive impact. Since 2018, Fagan has been a faculty member and program lead for the Inclusive Rural Fellowship program at University of Nebraska-Lincoln.



THE DEFINING DECADE

Design Your Entrepreneurial Life

For the current generation, navigating post-graduation life is anything but straightforward. American culture claims, "thirty is the new twenty" and some even claim your twenties are simply an extension of adolescence. *But what if that isn't true?*

An entrepreneurial life is founded on action where people **claim authorship of their lives** and set a course into uncharted and uncertain waters. Individuals who forsake the status quo will inevitably face both external and internal resistance.

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, and prototype techniques designed to create vision, focus, and impact. We will help you **take the principles of Design Thinking and put them to work** on your life post-graduation.

By the end of our four weeks together, you will have created three (or more) potential pathways to **creating a life that is both personally and professionally joyful!**

EAEP 300-952

Mondays

Feb 5 - Feb 26

3 - 5 pm

Location

Dinsdale

The North 40

Credit Hours

1 Pass/No Pass

Instructor

Halle Ramsey



What You'll Learn

- **Prototype** professional pathways.
- Build a **personal advisory board**.
- **Build coherence** between how you view work and life.
- **Odyssey Mapping** to build multiple pathways forward.

Who Is This Course For?

- Primarily students graduating in the next year.
- Those who feel overwhelmed by possible options after graduation.
- Those who feel stuck.
- Those who refuse to settle for the ordinary.

ROADMAP

Navigating Your College Experience

Why did you decide to come to college?
What do you expect in return for your investment?
What do you expect to leave with that you didn't arrive with?

In this module we will dive into how to **maximize your time in college** by understanding how your college experience fits into your beliefs on life and work.

Along with the rest of your cohort, you will implement the **principles of design thinking** to identify experiences that will best serve you during your time in college.

By the end of the four weeks, you will have at least **three distinct professional pathways** to explore and will have **built a design team of mentors and friends** that will help you pursue a purposeful college experience that will lay the foundation for a joyful post-graduation life.

EAEP 300-951

Wednesdays

Feb 7 - Feb 28

3 - 5 pm

Location

Dinsdale
The North 40

Credit Hours

1 Pass/No Pass

Instructor

Halle Ramsey



What You'll Learn



- Increase your **curiosity** and address dysfunctional beliefs.
- Identify your **personal core values**.
- Mind Mapping to **get unstuck**.
- Build coherence between your beliefs on **work, life and college**.
- Identify pathways to **maximize your college years** specific to your entrepreneurial aspirations and talents.

Who Is This Course For?



- Primarily students who still have 2 or more years before they graduate
- Those who want to **maximize their investment of time, energy, and resources** while they are in college.
- Those who are apprehensive that their college major will dictate **the rest of their life**.
- Those who feel **stuck**.

SEEKING ABUNDANCE

Guide Posts for the Journey

The pursuit of abundance demands that we **develop a vision, mission, guiding principles and a strategic plan to inspire, guide, and inform the journey.**

While short-term success is possible without any consideration of legacy or purpose, long term success requires that we align our talents, resources, and focus intentionally. Using resources such as EOS, Hero On A Mission, and other strategic models, **students will craft a draft strategic plan for their business or side-gig.**

EAEP 392-952

Thursdays

Feb 15 - Mar 7
3 - 5 pm

Location

Dinsdale
The North 40

Credit Hours

1 Credit Graded

Instructor

Tom Field



What You'll Learn



- Serving customers, employees, vendors, and community with **true north principles.**
- Leveraging strategic planning protocols to **develop intentional enterprise development and sustainability.**
- Developing models to **balance business and enterprise development** within the boundaries of guiding principles, horizon as defined by vision and mission, and objectives attainment as defined by the **strategic plan.**
- Developing a process that blends both the process of **making a living with that of living a life worth living.**

Who Is This Course For?



- Entrepreneurs with a **side gig** or early-stage company who are seeking to **build a purpose driven strategic planning process.**
- Aspiring entrepreneurs who are **in ideation phase** with an enterprise but who desire to **build an intentional personal/professional strategic framework** to guide their vision and development.

CEO SCHOOL

Coming in Hot - Igniting Your Brand Beyond the Limits of 'Good Enough'

Coming in Hot is a **transformative journey for your brand**. No more should the terms branding, advertising and marketing be used interchangeably. Coming in Hot **cuts through the confusion**, offering remarkable clarity and precision. Whether your launching a startup or steering an established brand, **this message is essential to ignite meaningful discussion.**

EAEP 392-951

Wednesdays

Mar 20 - Apr 10
4 - 6 pm

Location

Dinsdale
The North 40

Credit Hours

1 Credit Graded

Instructors

Julie Wright



Who Is This Course For?



- People who want a **clear brand strategy** and **clarity between brand, advertising and marketing.**
- People who either **have a brand or want to develop their own brand** for a business or business idea.

About Julie Wright

Julie is a brand stylist specializing in the critical components that **forge resilient and compelling brands.**

She leads a world-renowned team at **Tally Creative** of creative artists who **bring new ideas to life and elevate their clients' current efforts.**

With each project, she not only shapes brands but also the futures of the individuals behind them.

Julie is not just a **trailblazer**, she's a **visionary, an innovator, and a strategist**, forever raising the bar on what's possible.



REAL ESTATE – THE BEST ASSET

The Deal, The Flip, The Close, The Process

EAEP 392-956

Wednesdays

Apr 17 - May 1

4 - 6 pm

Location

Dinsdale
The North 40

Credit Hours

1 Credit Graded

Instructor

Dave Lambe



What You'll Learn



- Why real estate is **smart for entrepreneurs**.
- Different types of **real estate transactions**.
- How to **flip a home**.
- Why **short-term rentals**.
- What is considered a **good deal**.
- The process of **closing on a property**.

Who Is This Course For?



- people who will someday own a home, land, or rental property.
- people who are interested in knowing more about the real estate process.
- people who believe investing in real estate leads to multiple streams of revenue.