



ENGLER ENTREPRENEURSHIP MODULES

SPRING 2025



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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 2025

ROADMAP

Designing Your
Entrepreneurial Life

EAEP 300-952

Mondays | Jan 27 - Feb 17
3 - 5 pm | North 40

THE CONVERSATIONAL EDGE

Mastering High-Stakes Conversations

EAEP 392-792

Wednesdays | Feb 5 - Feb 26
4 - 5:30 pm | **Online Only!**

CREATIVE ENTREPRENEURSHIP

Turning Passion into Profit

EAEP 392-958

Tuesdays | Feb 11 - Mar 11
10 am - 12 pm | The Garage

EXPLORING NEGOTIATION

in Enterprise Scenarios

EAEP 302-001

Tuesdays | Feb 18 - Mar 11
3 - 5 pm | Lookout

CEO SCHOOL

The Working Genius

EAEP 392-951

Wednesdays | Mar 12 - Apr 9
4 - 6 pm | Stockseed Classroom

REAL ESTATE THE BEST ASSET

The Deal, The Flip,
The Close, The Process

EAEP 392-956

Wednesdays | Apr 16 - Apr 30
4 - 6:30 pm | Stockseed Classroom

Take any for
Non-Credit
as well!

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ROADMAP

Designing Your Entrepreneurial Life

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

Jan 27 - Feb 17
3 - 5 pm

Location

Dinsdale Learning,
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?

- Those who **feel stuck or overwhelmed about their post-graduation pathway**.
- Those who **refuse to settle for the ordinary**.

THE CONVERSATIONAL EDGE: MASTERING HIGH-STAKES CONVERSATIONS

Transform fear into confidence and conflict into connection with proven techniques from real world practitioners

EAEP 392-792

Wednesdays

Feb 5 - Feb 26

4 - 5:30 pm

(Live Zoom attendance required)

Credit Hours

1 Credit Graded

Instructor

Cameron Popp

Online Only!



What You'll Learn

- How to prepare for and conduct high-stakes conversations, ensuring they're maximally productive and minimally destructive.
- How our brains predictably sabotage high stakes and feedback conversations and what we can do about it.
- How to give and receive feedback that fuels growth without triggering defensiveness.
- How to leverage conversational dynamics to build high-trust relationships while balancing empathy and directness – in service of creating healthy team and company cultures.

Who Is This Course For?

- Anyone who's avoided, dreaded, felt ill-equipped for important conversations – or experienced one go sideways and doesn't want to repeat it.
- Those who feel ill equipped to give or receive feedback well.
- Those who want to create and foster incredible team, division, or company cultures.
- Those who aspire to become not just good, but exceptional leaders, managers, c-level execs or founders.

About Cameron Popp

Cameron Popp is a builder, coach, entrepreneur, and student of human flourishing. After graduating from CASNR in 2013, he founded and ran a business and leadership coaching firm. In 2015, he started working with the Engler program by guest lecturing, and began teaching in 2021. His current full time role is at a Lincoln-based real estate software company but is always looking for the next thing to build. You can often find him reading nonfiction books, building a custom tiny home, or tinkering around the house.



CREATIVE ENTREPRENEURSHIP

Turning Passion into Profit

Are you a creative individual with a burning passion for your craft?
Have you ever dreamed of turning your creative talents into a business venture?
If so, then this experience is for you!

This interactive module will empower you to **unlock your entrepreneurial potential** and **turn your passion into profit**. Embark on a transformative journey towards potentially building a sustainable and fulfilling career doing what you love.

EAEP 392-958

Tuesdays

Feb 11 - Mar 11
10 am - 12 pm

Location

Dinsdale Learning,
The Garage

Credit Hours

1 Credit Graded

Instructors

Hailey DeMers



What You'll Learn



- Skills on how to **sell an experience**
- Defining the **target market**
- **Branding techniques** and **marketing strategies**
- How to **identify market gaps** and opportunities where **creative talents can be monetized**

Who Is This Course For?



- This class is designed for individuals who **possess creative abilities** and **aspirations to turn their creative talents into successful business ventures**.
- Creative entrepreneurs such as **artists, designers, writers, musicians, performers, and other creatives** who want to learn how to navigate the entrepreneurial landscape and **establish sustainable businesses based on their creative skills**.
- Those who want to **develop networking skills** and learn how to **leverage collaborations** to enhance the success of creative ventures.

"The master in the art of living makes little distinction between his work and his play, his labor and his leisure, his mind and his body, his education and his recreation, his love and his religion. He hardly knows which is which. He simply pursues his vision of excellence at whatever he does, leaving others to decide whether he is working or playing. To him he is always doing both."

L.P. Jacks

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 302-001

Tuesdays

Feb 18 - Mar 11

3 - 5 pm

Location

Dinsdale Learning,
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!**

CEO SCHOOL

THE WORKING GENIUS

EAEP 392-951

Wednesdays

Mar 12 - Apr 9

4 - 6 pm

Location

Dinsdale Learning,
Stockseed Classroom

Credit Hours

1 Credit Graded

Instructors

Amanda Fairley



What You'll Learn



- Understanding your individual **Geniuses** and how to leverage them in your work.
- Recognizing these **Geniuses** in others.
- **Appreciating team diversity** in order to lead effective teams.
- **Application of your Geniuses** as a business owner or in your future career.

Who Is This Course For?



- Students who are seeking career alignment with their strengths.
- Students who want to learn how to create joy and fulfillment in their work.
- Those who want to grow and develop as a leader.
- Any student who owns their own business or plans to in the future.

About Amanda Fairley

Amanda Fairley is passionate about helping individuals and teams unlock their full potential through self-discovery. With over a decade of experience in coaching and professional development, she specializes in guiding others toward personal and professional growth. While her roots are in agriculture, her heart is in people development. Amanda knew it was time for a career change and started her own business four years ago. One of the key tools she has used to manage her business is The Working Genius model, which helps her prioritize tasks that energize and excite her while effectively managing those that drain her. This approach boosts efficiency and productivity and fosters greater team morale and alignment. Amanda's unique blend of agricultural background and people development skills sets her apart in the industry.



REAL ESTATE – THE BEST ASSET

The Deal, The Flip, The Close, The Process

EAEP 392-956

Wednesdays

Apr 16 - Apr 30

4 - 6:30 pm

Location

Dinsdale

Stockseed Classroom

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.