



# **ENGLER ENTREPRENEURSHIP MODULES**

**FALL 2025**



# 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

FALL 2025

## ROADMAP

Designing Your  
Entrepreneurial Life

**EAEP 300-951**

Mondays | Sept 8 - Sept 29  
3 pm - 4:30 pm | North 40

## CEO SCHOOL

A Coaching Approach to Leadership

**EAEP 392-951**

Mondays | Sept 29 - Nov 3  
4 pm - 5:30 pm | Stockseed Classroom

## CREATIVE ENTREPRENEURSHIP

Turning Passion into Profit

**EAEP 392-958**

Tuesdays | Sept 16 - Oct 14  
10 am - 12 pm | The Garage

## FIND YOUR BUSINESS IDEA

Problem Discovery. Market Validation.  
Powerful Pitching.

**EAEP 301-952**

Tuesdays | Sept 9 - Sept 30  
3 pm - 5 pm | The Garage

## REAL ESTATE *THE BEST ASSET*

The Deal, The Flip,  
The Close, The Process

**EAEP 392-956**

Wednesdays | Nov 5 - Dec 3  
4 pm - 6 pm | Stockseed Classroom

Take any for  
Non-Credit  
as well!

## MISSION IMPOSSIBLE

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

**EAEP 392-791**

Wednesdays | Sept 3 - Sept 24  
5:30 pm - 7 pm | Online Only  
(Live Zoom attendance requested)

## ALOHA + WELL-BEING

A five-step framework to thriving  
and living a purpose-driven life.

**EAEP 392-792**

Wednesdays | Sept 17 - Sept 22  
**CANCELLED!**  
3:30 pm - 4:45 pm | Online Only  
(Live Zoom attendance expected)

# 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 300-951

#### **Mondays**

Sept 8 - Sept 29  
3 pm - 4:30 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**.

# CEO SCHOOL

## A Coaching Approach to Leadership

This course is designed to help college students understand the techniques and benefits of a **coaching approach to leadership**. Through five interactive sessions, students will learn about the key elements of effective coaching, including **communication**, **relationship building**, and **creating a growth environment for employees**.

**EAEP 392-951**

### **Mondays**

Sept 29 - Nov 3

4 pm - 5:30 pm

### **Location**

Dinsdale Learning,  
Stockseed Classroom

### **Credit Hours**

1 Credit Graded

### **Instructor**

Jessica Knobbe



## **What You'll Learn**



- **Key activities** all leaders should be doing and how to **do them well**.
- **Building trust** based relationships with employees.
- How to run **effective team meetings**.

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



- Students who are interested in pursuing a **career in business or management**.
- Students who want to **improve their leadership skills** and gain a better understanding of how **coaching can drive success in the workplace**.

## **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.

# 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**

Sept 16 - Oct 14  
10 am - 12 pm

### **Location**

Dinsdale Learning,  
The Garage

### **Credit Hours**

1 Credit Graded

### **Instructor**

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

# FIND YOUR BUSINESS IDEA

Problem Discovery. Market Validation.  
Powerful Pitching.

Every great business starts with identifying the right problem to solve.  
But how do you discover that one idea with true market potential?

It's all about developing your ability to **spot opportunities, validate market needs, and communicate your solutions** effectively.

The **ability to identify genuine business opportunities** is foundational to entrepreneurial success. This isn't an innate talent—it's a systematic process that can be learned and mastered.

In this experiential, action-oriented, and highly focused module, **we'll equip you with practical tools to discover your next business idea and bring it to life.**

**EAEP 301-952**

## **Tuesdays**

Sept 9 - Sept 30  
3 pm - 5 pm

## **Location**

Dinsdale Learning,  
The Garage

## **Credit Hours**

1 Pass/No Pass

## **Instructor**

Brennan Costello



## **What You'll Learn**



- Discover techniques to **identify problems worth solving** in the marketplace
- **Learn proven methods** for validating business ideas with minimal risk
- Develop a toolkit of powerful **brainstorming and idea generation techniques**
- Master the fundamentals of **persuasive pitching** to gain support for your ideas
- Build a framework for **evaluating the market potential** of your business concepts

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



- Aspiring entrepreneurs **who want to start a business but haven't found their idea yet**
- Those who have attempted startups before but **struggled with idea validation**
- **Innovators** looking for a systematic approach to opportunity identification
- Anyone interested in **developing their problem-solving and pitching abilities**
- Students wanting to **build entrepreneurial thinking skills** applicable in any career

# REAL ESTATE – THE BEST ASSET

The Deal, The Flip, The Close, The Process

**EAEP 392-956**

## **Wednesdays**

Nov 5 - Dec 3

4 pm - 6 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.



# MISSION IMPOSSIBLE

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

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**

Sept 3 - Sept 24

5:30 pm - 7 pm

(Live Zoom attendance requested)

## **Credit Hours**

1 Credit Graded

## **Instructor**

Cameron Popp



## **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



**Online  
Only!**