

Information for Instructor

Businesses with Impact

Activity length 60 min

How do you increase the reach of your business with social impacts? In this activity students learn about forms of social entrepreneurship and explore opportunities for their own business idea.

Activity Introduction - 5 min

The category of social entrepreneurship is broad. one definition provided by [Duke University](#) is "crafting innovative approaches to addressing critical social needs" and "recognizing and resourcefully pursuing opportunities that create social value." It can help students to give them concrete examples of social entrepreneurship to see how they can bring this to their own business solutions. We like to start by introducing these three: 1. Socially conscious marketplaces 2. Micro lending 3. Socially conscious products.

Investigation - 20 min

Give students time to explore and do their own research to find examples of socially conscious marketplaces, micro lending, and socially conscious products.

Share findings - 15 min

Once students have a couple ideas about social entrepreneurship allow them to share in groups and teach each other about their findings. Alternatively, have students volunteer to share what they found with the whole class.

Apply it to your business idea - 20 min

Students choose 2 ways to see how they can integrate social entrepreneurship with their business idea. This then becomes a launching point for new research around the students business.