



Social Entrepreneurship & Social Responsibility Research Assignment

	Total Points Earned
24	Total Points Possible
	Percentage

Name _____

Date _____

Class _____

Directions:

1. Choose to either research a company’s CSR initiatives or research a specific social entrepreneur.
2. The research and final presentation should focus on details found in the grading rubric below.
3. Write down research notes on your own paper or device.
4. Create a slide deck revealing the information about the topic you chose.
5. Share your presentation with the class.

	Exemplary	Satisfactory	Unsatisfactory	No Performance	Score
Content: <ul style="list-style-type: none"> ▪ Research informs audience of important facts, concrete details, and examples. 	12-9	8-5	4-1	0	
Presentation Tool: <ul style="list-style-type: none"> ▪ Minimum of five (5) slides ▪ Topic/Title are prominently displayed ▪ All slides are easy to read/view and make good use of graphics, images, and color ▪ All slides are free of spelling and grammatical errors 	6-5	4-3	2-1	0	
Effectiveness of Presentation: <ul style="list-style-type: none"> ▪ Meets minimum of 3+ minutes presentation time ▪ Clearly prepared Presenter(s) demonstrate importance of voice volume, eye contact, and posture and are not simply reading what is on each slide 	6-5	4-3	2-1	0	
				Total Points Earned	
				Total Points Available	24
				Percentage	

Entrepreneurship: Defining the Roles of Social Entrepreneurship & Social Responsibility

STAKEHOLDERS ARE A PERSON, GROUP, OR ORGANIZATION WHO HAVE AN INTEREST IN A BUSINESS

What does the term interdependence mean?



INTERDEPENDENCE DEFINES US BECAUSE WE LIVE IN A GLOBAL SOCIETY

- Globally, countries interact through trade, travel, etc. Nations have become **mutually interdependent on a worldwide level** because nations often depend on other nations for resources such as oil, minerals, etc.
- Our complex social and economic systems rely on the **division of labor and exchange of goods** and services to meet human needs.
- When people concentrate their labors on what each does best, all of society benefits—so said **Adam Smith in 1776 at the dawn of modern economic thinking**.



What are some examples of interdependence in the business world

Example #1

A rise in **oil prices** can cause **food prices** to go up because of the higher cost of oil used for farming equipment to manage crops, and vehicles to transport food.



Example #2

The relationship between a manager and their employees.



More and more, social issues are sliding into the business world

CONSCIOUS CAPITALISM

STAKEHOLDER CAPITALISM (AKA CONSCIOUS CAPITALISM)

A business philosophy with a central premise that companies should serve all significant stakeholders, including the environment.

TYPICAL STAKEHOLDERS INCLUDE:

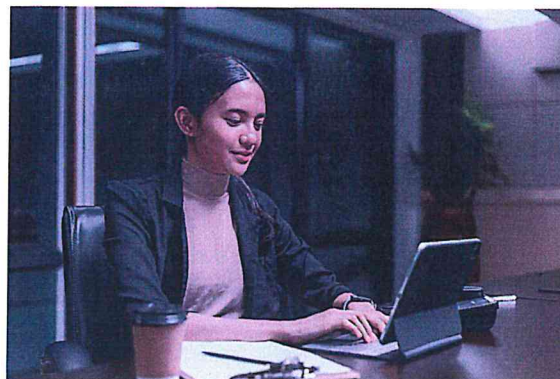
- *Employees
- *Customers
- *Suppliers
- *Shareholders
- *Banks
- *Society in general

A “Conscious Culture” is captured in the acronym **TACTILE**:



- Trust
- Authenticity
- Caring
- Transparency
- Integrity
- Learning
- Empowerment

A Social Entrepreneur is



someone who wants to improve social and/or environmental conditions while still generating profits.

In the last decade, there has been an increase in businesses pursuing social entrepreneurship goals, which can help drive brand recognition while serving a particular cause.



Can you name any social entrepreneurs?

Four Tenets of Conscious Capitalism

Higher Purpose
↓
Why?

Every business should have a **higher purpose** that transcends making money.

Stakeholder Integration
↓
What?

Recognize the **interdependent** nature of life and human foundations of business

Conscious Leadership
↓
Who?

People who see a path and inspire others to travel along the path

Conscious Culture
↓
How?

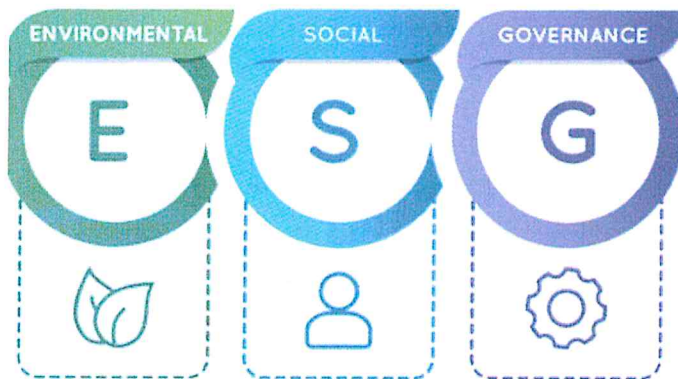
The **ethos** – values, principles, practices – underlying the social fabric of a business

What are some social issues you care about?

Trending Social Issues

*Bullying *Civil Rights *Climate Change
*Crime *Education *Equality *Hunger
*Mental Health *Poverty *Wealth Gap

Social Responsibility is when companies go above and beyond doing what is right to make the world a better place.



Environmental, social, and governance (ESG) criteria are a set of standards for a company's operations that socially conscious investors use to screen potential investments.

- **Environmental** criteria consider how a company performs as a steward of nature.
- **Social** criteria examine how it manages relationships with employees, suppliers, customers, and the communities where it operates.
- **Governance** deals with a company's leadership, executive pay, audits, internal controls, and shareholder rights.

The **Common Good** (sometimes called the public good) may refer to the collective welfare of the community. It also may refer to the **individual welfare** of each person in the community.



INDIVIDUAL VS. COLLECTIVE

- Rights of each person in the community are protected and enjoyed equally.
- The good of the country or the community is always placed above personal or private interests.



Social Entrepreneurship & Social Responsibility

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Directions: Match the following definitions with the correct terms by placing the appropriate letter on each blank provided. (1 point each)

- | | |
|---|--|
| <p>1. _____ When companies and corporations go beyond doing what is right to make the world a better place.</p> <p>2. _____ A small loan typically for financing entrepreneurial projects by impoverished individuals and groups especially in poor or developing regions</p> <p>3. _____ People born between 1997 and 2021.</p> <p>4. _____ The father of modern economics; most famous for his 1776 book, <u>The Wealth of Nations</u>.</p> <p>5. _____ Groups, individuals, and organizations that are directly affected by a company or organization's decisions.</p> <p>6. _____ The collective welfare of the entire community or the individual welfare of everyone in the community.</p> <p>7. _____ A business philosophy with a central premise that businesses should serve all significant stakeholders, including the environment.</p> <p>8. _____ A person who establishes a business with the purpose of solving social problems or affecting social change.</p> | <p>a) Generation Z</p> <p>b) Common Good</p> <p>c) Social Entrepreneur</p> <p>d) Conscious Capitalism</p> <p>e) Microloan</p> <p>f) Adam Smith</p> <p>g) Stakeholder</p> <p>h) Social Responsibility</p> |
|---|--|

Directions: Circle the correct letter for each of the following questions. (1 point each)

- | | |
|---|--|
| <p>9. Which of the following is <u>not</u> associated with the common good?</p> <p>a) Personal freedoms</p> <p>b) Responsibilities</p> <p>c) Net income</p> <p>d) Human dignity</p> | <p>11. A social entrepreneur is someone who</p> <p>a) wants to start a business</p> <p>b) is willing to take risks</p> <p>c) wants to solve social problems</p> <p>d) all of these</p> |
| <p>10. A rise in the price of oil that may cause food prices to go up is an example of</p> <p>a) Independence</p> <p>b) Interdependence</p> <p>c) Investing</p> <p>d) Interaction</p> | <p>12. Which of the following is <u>not</u> an example of a business stakeholder?</p> <p>a) Customers</p> <p>b) Employees</p> <p>c) Calculators</p> <p>d) Shareholders</p> |