

# SOCIAL ENTREPRENEURSHIP

## TEACHERS GUIDE

### *Relevant National Content Standards for Entrepreneurship*

<b>Entrepreneurial Skills</b> The Processes and Traits/Behaviors associated with entrepreneurial success.	
<b>A</b>	<b>Entrepreneurial Processes</b> Understands concepts and processes associated with successful entrepreneurial performance
<b>Resourcing</b>	
A.17	Distinguish between debt and equity financing for venture creation
A.18	Describe processes used to acquire adequate financial resources for venture creation/start-up
A.19	Select sources to finance venture creation/start-up
<b>B</b>	<b>Entrepreneurial Traits/Behaviors</b> Understands the personal traits/behaviors associated with successful entrepreneurial performance
<b>Leadership</b>	
B.01	Demonstrate honesty and integrity
B.02	Demonstrate responsible behavior

Ethical behavior, demonstrating integrity, and giving back to the local and global community are concepts that students of all ages need to have reinforced. Many in the world have come to associate capitalism with greed. But, capitalism at its best is all about lifting oneself up through hard work, focus, and honest service to the customer and the community.

Muhammad Yunus exemplifies all of these with his Nobel Peace Prize winning efforts in providing microcredit (tiny loans, with no collateral) to poor people. This example of social entrepreneurship demonstrates that it is possible to do well financially, while doing good in the community.

A wealth of information is available about the Grameen Bank phenomenon. One of the best sources is the bank's website, which gives a history of the bank, its lending efforts, and some of the basic principles they use in giving these loans.

Grameen Bank is a textbook example of social entrepreneurship. But, there are many others that can be found in almost every community. Before presenting social entrepreneurship as a concept in class, take time to do some research on examples that exist in your local community, the area, the state, in the U.S. and the world. By having other real world examples to share with students, it gives them the sense that Grameen Bank and Muhammad Yunus are not isolated heroes. Heroes abound if we just take the time to look for them.



## Activity Guide:

- ☑ Have students read the “Doing Well While Doing Good” Targeted Teaching Topic on page 7 of Nebraska E-News Monthly-February 2007
- ☑ Use the PowerPoint slides entitled “Social Entrepreneurship” to cover basic concepts of lending, social responsibility, and microlending.
- ☑ Give each student a small amount of “play money.” You decide on an appropriate and realistic amount. Challenge them to come up with business ideas that could be developed using this funding that would serve the class, the school, or the community.
- ☑ Provide adequate time in class, either as individuals or in small groups, to brainstorm ideas.
- ☑ Either in writing or verbally, request that they defend 1 or 2 ideas, share their timeline for payback of the loans, and require that they shake your hand (as the banker) promising to repay the loan.
- ☑ Discuss how business in America at one time was conducted primarily by the power of the handshake. Explain that it was based on trust and the willingness to risk one’s own funds on the integrity of others.



## Enrichment:

An excellent classroom resource is available from the Public Broadcast System. The DVD/Video program, “*The New Heroes. What is Social Entrepreneurship?*” which originally aired in summer 2005 and the PBS website dedicated to this program provide captivating stories that will reinforce how powerful social entrepreneurship can be for individuals and communities.

The website, <http://www.pbs.org/opb/thenewheroes/> is a treasure trove of resources for parents and teachers. Highlights of the site include:

- What is Social Entrepreneurship (Slide show of *Social Entrepreneurs from the Past* and web links and resources)
- Meet the New Heroes (“Clickable” pictures with bios of “New Heroes”, also audio clips)
- Engage (Includes a game, quiz, and stories)
- For Parents (How to raise a kid who cares)
- For Teachers (Classroom materials and lesson plans)