Case Assignment - The Growth of Social Business

The number of business that exist to “do good” in the world is expected to increase as future entrepreneurs—the millennial generation—are motivated by more than profit.  Perhaps because they have been more exposed to global issues and social concerns as a result of the Internet, this generation is more aware of poverty, gender inequity, climate change, and terrorism.  The generation also questions consumerism and may be more comfortable marrying business with social concerns.

Please review "How to Submit an Assignment" on your Moodle homepage.

1. How can a social entrepreneur decide if they should make their venture a for – profit or not-for-profit business?
2. Do you think consumers are skeptical of for-proﬁt businesses that claim to have a social cause as a mission?