**3E FRAMEWORK**

**Section: Extend/Social responsibility**

**Activity Name: Social Impact of SME (small medium enterprise)**

**Learners**

* Level 7 (business degree) students

**Resources**

* Information on social business companies (for example participants/finalists/winners of Social enterprise awards Australia, ventures from akina.org.nz)

**Activity**

* Students get familiar with 2-3 selected social enterprises and discuss in small groups how those businesses differ from “classical SMEs” based on:
	+ Mission
	+ Values
	+ Stakeholders engagement – would you like to work for such an organization?
	+ Customer loyalty – would you buy products/services from this company?
	+ Profit (short-term, long-term) and sustainability
	+ Value to society – would you like to have this company in your town/area
* Students present their key findings to other groups
* Tutor summarises the findings and discuss the key social business characteristics with students

**Observed Outcomes**

* It is good to let students select the businesses they like to explore
* There can be very strong and very different opinions in student groups, it is important that everyone can express own opinion
* This activity takes approx. 30-45 minutes, depending on number of students