The Business of Social Good introduces students to social entrepreneurship and design innovation and guides students through a capstone project that challenges students to develop and pitch their own business ideas in service of improving society and/or the planet. The curriculum is aligned to business and entrepreneurship standards, integrates real-world case studies, and explores the latest business strategies and influencers.

This program includes:

- **24 engaging lessons** that employ entrepreneurship, personal development, project-based learning, and design-thinking methods with a range of teaching strategies, including presentations, videos, activities, assessments, portfolio assignments, technology integration, and community extensions
- **Student worksheets** that encourage students to document their entrepreneurial aspirations, processes, and inquiries
- **A comprehensive facilitator’s guide** that includes tips, glossary, suggested resources, and innovative business case studies
- **Standards alignment** to the National Business Education Association (NBEA) Business Education Standards for Entrepreneurship, The National Consortium for Entrepreneurship Education Content Standards for Entrepreneurship Education (ENTRE-ED), the Texas Essential Knowledge & Skills (TEKS) Entrepreneurship Standards, and the Cloud Education for Sustainability (EFS) Standards & Performance Indicators