

An Integrated Understanding Of The Common Good In Entrepreneurial Education

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ABSTRACT

Entrepreneurial and small business ventures, by nature, are in the process of “building an institution”. Rooted in a true understanding of the Common Good, entrepreneurial education can lay the foundation for building future businesses where commitment to the Common Good is not simply a nod to corporate social responsibility but effectively informs the business’s mission, culture and activities.

This Teaching Note shares ways that philosophical ethics and Catholic Social Teaching are integrated in an applied entrepreneurship undergraduate course. Emphasis is placed on guiding students in pursuit of the personal virtues needed for authentically ethical business practice. This *Principled Entrepreneurship* course integrates the theoretical study of ethics and relevant aspects of Catholic Social Teaching with students’ creation of business models and their analysis of established and new entrepreneurial ventures. Experiential exercises are presented and critiqued for their effectiveness in integrating ethics and Catholic Social Teaching into small business planning, decision-making, process development, leadership and management.

The course is designed for students from all fields of study, from the humanities and theology to the biological sciences, social sciences, and business. This Teaching Note also addresses approaches for integrating an applied understanding of the Common Good taking into consideration students’ varied backgrounds and interests.

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