**MAKERERE UNIVERSITY BUSINESS SCHOOL**

**FACULTY OF ENTREPRENEURSHIP AND BUSINESS MANAGEMENT**

**DEPARTMENT OF ENTREPRENEURSHIP & INNOVATION**

**BACHELOR OF TRANSPORT AND LOGISTICS MANAGEMENT – YEAR THREE**

**COURSE OUTLINE**

|  |  |
| --- | --- |
| **ACADEMIC YEAR :** | **2024/ 2025** |
| **SEMESTER :** | **ONE** |
| **COURSE NAME :** | **ENTREPRENEURSHIP DEVELOPMENT** |
| **COURSECODE :** | **BEM3102** |
| **FACILITATORS :** | **Ms. Janida Nakaziba, Ms. Sarah Alupo & Ms. Agaba Deborah Diana** |

**MUBS MISSION**

*To enable the future of our clients through creation and provision of knowledge*

**MUBS VISION**

*The benchmark for Business and Management Education, Research and Training in the region*

# Course Description

This course provides students with an understanding of the economic social and psychological interpretation of entrepreneurship as a basis for understanding entrepreneurs, their competencies and the environment in which they operate. It helps the students to appreciate that entrepreneurship is not a get rich quick scheme, rather a challenging and rewarding journey that is often characterized by obstacles and setbacks. This course imparts entrepreneurship skills that develop the individual entrepreneurial mind-set, develops competencies for identifying business opportunities, assessment and resource mobilization to successfully start-up scalable and meaningful enterprises. Thus, the students will learn and be supported to develop the entrepreneurial way of thinking, highlighting its applications not only for business start-up and ownership~~,~~ but also in becoming more innovative and productive as an employee in a corporate setting and becoming more durable in today’s fast-changing environment.

# The specific objectives of this course include;

1. To introduce students to entrepreneurship; what it is, the different types of entrepreneurs and their characteristics.
2. to enable students to develop practical and relevant skills in opportunity identification and assessment
3. To develop the competencies of students in resource mobilization and marketing of their startups.
4. To develop entrepreneurial and corporate entrepreneurship skills of the students to enable them to become innovative managers and generate skills for creative problem-solving.

**Learning Outcomes**

At the end of this course, students are expected to;

1. To understand the different types of entrepreneurs and their characteristics.
2. To identify business opportunities and develop business enterprises from the opportunities.
3. To evaluate the feasibility of a business opportunity
4. To register a business and implement all the statutory requirements.
5. Practice international entrepreneurship

# Detailed Course Content

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **TOPIC** | **DETAIL** | **BY** | **WKS** |
| 1. | **Understanding Entrepreneurship and an entrepreneur** | * Definition * Evolution of entrepreneurship * Entrepreneurship as an individual phenomenon * Entrepreneurship as a process | **JN** | **1** |
| 2. | **Entrepreneurship from the context of international business** | * Benefits associated with an entrepreneurship career * Challenges associated with entrepreneurship career * Entrepreneurship self-Assessment (Practical exercise) | **JN** | **2** |
| **Guest Lecturer** | |  |  |  |
| 3. | **Theories of**  **Entrepreneurship** | * Economic approaches * Sociological approaches * Psychological approaches * Behavioral theories | **JN** | **3** |
| 4. | **Types of**  **Entrepreneurs** | * Novice, nascent vs. habitual * Habitual- serial, portfolio * Intrapreneurs /corporate entrepreneurs * Social entrepreneurs * Innovative Entrepreneurs * Adaptive Entrepreneurs | **AS** | **4** |
| **5** | **Evolution of Entrepreneurship in Uganda** | * Explain how entrepreneurship evolved over time in Uganda based on the following periods. * Pre-independence period **(1873 -1962)** * Immediate post- independence period **(1962- 1971)** * Post – independence period **(1971-to 1979)** * Political itinerary and entrepreneurship. The 21st   Century **(1986-to-date)**   * The role of Uganda Development bank in Entrepreneurship Development (UDB) | **AS** | **5** |
| **6** | **Role of**  **Entrepreneurs** |  Appreciate the importance of entrepreneurs at three levels   * Economy * Community | **AS** | **6** |
|  |  |  Industry  Individual |  |  |
| **7** | **The Business**  **Start-up process** | The entrepreneurial stages   * Generation of ideas * Evaluating the idea/ Feasibility * Business Plan * Resource Mobilisation * Business Registration * Managing the enterprise | **DA** | **7 & 8** |
| **Guest Speaker** | | **Business registration Process Requirements From URSB** | | **9** |
| **8** | **Technology and**  **International**  **Entrepreneurship** |  Introduction to Electronic Commerce | **DA** | **10** |
| **9** | **Entrepreneurship frame work conditions** *Entrepreneurship development*  *environment* | * Factors that inhibit entrepreneurship development at micro and macro level * Fostering Entrepreneurship development * Micro-level strategies * Macro-level strategies * Meso level strategies    Uganda’s Entrepreneurship development initiatives. | **DA** | **11 &**  **12** |
|  | REVISION |  | **12 & 13** | |
|  | EXAMINATIONS |  | **14, 15 & 16** | |

# Mode of delivery

* Straight Lectures
* Case studies
* Group discussions and presentations
* Public lectures
* E-learning platform

# Mode of Assessment

|  |  |  |
| --- | --- | --- |
| Coursework One | 15% | Online shop practicum – see details below |
| Coursework TWO | 15% | Online quiz |
| Final Examination | 70% |  |
| TOTAL | 100% |  |

# Reading List

1. GEM Reports 2003, 2005, 2010, 2012
2. Journals iii. The New Vision publication, PAKASA and Harvest Money pullouts iv. The Monitor newspaper, Seeds of gold

**List of top Entrepreneurship Journals**

* 1. Journal of Business Venturing
  2. Small Business Economics
  3. Entrepreneurship: Theory & Practice
  4. Journal of Small Business Management
  5. Entrepreneurship, Innovation and Change
  6. Family Business Review
  7. International Journal of Technological Innovation and Entrepreneurship
  8. Journal of Developmental Entrepreneurship
  9. Journal of Enterprising Culture
  10. Journal of Private Enterprise
  11. Small Business and Enterprise Development
  12. Entrepreneurship Development Review
  13. Journal of Entrepreneurship
  14. Journal of International Business and Entrepreneurship

v. Books

1. Stokes D, Wilson N and Mador M (2010), Entrepreneurship, MacMillan publishers, UK
2. Bludel R and Locket N (2011) Exploring Entrepreneurship, Oxford Publishers, UK
3. Ducker P. F (2006) Innovation and Entrepreneurship, HarperCollins Publishers, NY