# **MAKERERE UNIVERSITY BUSINESS SCHOOL**

# **FACULTY OF ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT**

# **DEPARTMENT OF ENTREPRENEURSHIP AND INNOVATION**

# **COURSE OUTLINE**

**MUBS MISSION**

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

**MUBS VISION**

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

# **PROGRAMME : BOIM (BEM3216), BLG (BEM3216), BBC (BEM3216), ACADEMIC YEAR: 2024/ 2025**

# **YEAR OF STUDY : THREE SEMESTERS: TWO**

# **COURSE NAME: ENTREPRENEURIAL MINDSET AND ACTION**

**CREDIT UNITS : 3**

**CONTACT HOURS: 45 HRS**

|  |  |
| --- | --- |
| **Programme** | **Facilitators** |
| Bachelor of Office and Information Management | Dr. Christopher Kusemererwa, Ms.Fiona Aikiriza,Ms. Diana Deborah Agaba |
| Bachelor of Leadership and Governance | Dr. Edith M. Basalirwa, Dr. Sirajie Yiga, Ms. Eunice Ninsiima, |
| Bachelor of Business Computing | Ms. Eunice Kabahinda., Ms.Maureen Mukodha, Janidah Nakaziba |

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# **Course description**

Entrepreneurship skills are key for every individual whether in paid or self-employment. There

are many reasons why everyone must learn about and for entrepreneurship irrespective of the academic specialty. Some of these include the chance to learn to identify, assess, and seize business opportunities, preparing those who are already in employment for older entrepreneurship when they retire, and learning how to address formal and informal problems and challenges that require creative and innovative approaches in solving them as well as learning how to contribute to our communities as we grow in our careers and businesses.

While governments and other development agencies focus on entrepreneurship development by creating enabling environments, infrastructure, policy, and international market negotiations, the development of the entrepreneurial mindset and action course is at the micro and individual levels. That is why we have to focus on stimulating entrepreneurial behaviours to all our students in a multidisciplinary manner. This course teaches about idea generation, opportunity identification and analysis, how to mobilize resources as well as strategies of managing growth and handling associated challenges.

**Course objectives**

This course aims at enabling students to be able to;

1. Identify business opportunities, generate business ideas from those opportunities and plan for businesses
2. Develop business models for various sectors
3. Develop entrepreneurial mindsets that are relevant for business and other occupational careers.
4. Understand how entrepreneurs manage their businesses, manage opportunities and how they deal with business challenges.
5. To enable students, learn how to manage growing enterprises and business succession.

**Learning outcomes**

At the end of this course, students should be able to;

1. Identify business opportunities
2. Generate business ideas and asses their feasibility
3. Develop practicable business plans and mobilize resources required for a successful startup.
4. Develop business models for various business from different sectors
5. Develop entrepreneurial mindsets that are relevant for business and other occupational careers

**Detailed course outline**

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| --- | --- | --- | --- | --- |
|  | **TOPIC** | **DETAIL** | **Resource person** | **HRS** |
|  | Understanding entrepreneurship and entrepreneurs | * Definition * Importance of entrepreneurship * The entrepreneurial personality * Entrepreneurship as an individual endeavor * Entrepreneurship as a career * Entrepreneurship as behavior and lifestyle |  | 3 |
|  | Theoretical foundations of entrepreneurship | * Political economy theory * Kunkel’s Theory of Entrepreneurial Supply * Entrepreneurship and innovation * Opportunity Theory |  | 4 |
|  | Design thinking, Creativity, and Innovation | * Identifying the need * Models for assessing business needs * Identifying business ideas |  | 3 |
|  | Entrepreneurial attitude | * What is the Mind? * Growth Vs Fixed Mindset * Functions of the Mindset * How the Mindset is Formed * The entrepreneurial values framework * Entrepreneurial mindset profiling * Self-Review *(For every student to do a self-assessment)* |  | 4 |
|  | **Course work** | **Coursework one test** |  |  |
|  | Business model development | * What is a Business Model? * The Business Model canvas * Business Model Innovation |  | 3 |
|  | Starting an enterprise | * Finding a business name * Business Registration * Intellectual property rights registration * Building a business team * Mobilizing business resources * Developing and operations and Marketing plan |  | 4 |
|  | Industrial Tour | * Students are expected to visit any entrepreneurial firm and interact with the entrepreneurs, observe the business process and understand the product development process both downstream and up stream. * *From there, they should report about; Lessons learned, personal inspiration acquired, key observations and action plan* |  | 4 |
|  | Managing enterprise growth and transition | * Business growth strategies * Family business and succession management * The entrepreneurial ecosystem * Entrepreneurship and the law * Managing expansion and diversification |  | 4 |
|  | **Course work** | **Course work two assignment** |  |  |
|  | Entrepreneurial Management | * Case study analysis * Managing business failure * Business development roles of an entrepreneur * Managing technology and market changes |  | 4 |
|  | Personal goal setting and planning | * Setting a personal wealth plan * Shaping a personal wealth strategy * Self-review *(A self- entrepreneurial assessment will be made to test for a change)* |  | 3 |
|  | REVISION AND EXAMINATIONS | |  | 15-17 |

**Mode of delivery**

1. Lectures
2. Flipped Class Model
3. Industrial visits and onsite demonstrations
4. Role plays
5. Group discussions and presentations
6. Class exercises

**Mode of assessment**

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| --- | --- |
| Coursework One | 15% |
| Coursework TWO | 15% |
| Final Examination | 70% |
| TOTAL | 100% |

**Study Materials**

* Textbooks
* Conference and Journal Publications
* New Vision, PAKASA pullouts
* Harvest Money
* Uganda's Public Private Partnerships Act 2015
* Youth Livelihood Programme (YLP) (2016)
* Buy Uganda Build Uganda Policy (2014) Ministry of Trade, Industry and Cooperatives
* Private Sector Development and Competitiveness Policy paper

**List of top Entrepreneurship Journals**

* Journal of Business Venturing
* Small Business Economics
* Entrepreneurship: Theory & Practice
* Journal of Small Business Management
* Entrepreneurship, Innovation and Change
* Family Business Review
* International Journal of Technological Innovation and Entrepreneurship
* Journal of Developmental Entrepreneurship
* Journal of Enterprising Culture
* Journal of Private Enterprise
* Small Business and Enterprise Development
* Entrepreneurship Development Review
* Journal of Entrepreneurship

**Reading list**

1. Ahaibwe, G., & Kasirye, I. (2015). Creating Youth Employment through Entrepreneurship Financing: The Uganda Youth Venture Capital Fund. *Economic Policy Research Centre (EPRC), Working Paper Series*, (122).
2. Gassmann O., Frankenberger K, Michaela, C. (2015). The Business Model

Navigator: 55 Models That Will Revolutionize Your Business, Pearson Education

Limited

1. Goller,I. and Bessant,J. (2017). Creativity for Innovation Management, Routledge
2. Imke, S. (2016). Applying the Business Model Canvas: A Practical Guide for Small

Businesses, KSI Enterprises

1. Jeffry A. T, Gillin, L. M., Burshtein, S., and Spinelli, Stephen Jr. (2011). New Venture Creation: Entrepreneurship for the 21st Century – A Pacific Rim Perspective, 1st Edition. McGraw-Hill Irwin.
2. Kuratko, D. (2013) Entrepreneurship: Theory, Process, and Practice, 9th Edition, Wiley
3. Longenecker G.J., Petty W.J et al (2016) Small Business Management: Launching and Growing Entrepreneurial Ventures 16th Edition, Published by Cengage Learning US
4. Neck M.H, Neck. P.C, Murray, L.E. (2018) Entrepreneurship: The Practice and Mindset 1st Edition, SAGE Publications
5. Stokes D, Wilson N, (2021), Small Business Management and Entreprenuership, Cengage Learning UK, Link: <https://koha.baobab-ebooks.com/cgi-bin/koha/opacdetail>.
6. Stokes D, Wilson N, (2017). Small Business Management and Entrepreneurship, 4th Edition, Cengage Learning EMEA.

**Approved by HOD**

Name : Dr Christopher Kusemererwa

Signature : 