**MAKERERE UNIVERSITY**

**MAKERERE UNIVERSITY BUSINESS SCHOOL**

**FACULTY OF ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT**

**DEPARTMENT OF ENTREPRENEURSHIP AND INNOVATION**

**COURSE OUTLINE**

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

*knowledge.*

***VISION:*** *The benchmark for Business and Management Education, Research, and*

*Training in the region.*

**Programme: BHRM**

**Course Name : Entrepreneurship Mindset**

**Academic year: 2025/2026**

**Course Level: Year 3, Semester I**

**Course Code : BEM3216**

**Credit units: 2**

**Contact Hours: 45hrs**

**Facilitators/ Lecturers**

1. Dr. Christopher Kusemererwa 0702499340
2. Dr. Eunice Kabahinda 0784087219
3. Mr. Ojok Joseph. 0702111283

**Course description**

The way we think and perceive the world around us not only determines the actions we take but also influences our success in life and business. Entrepreneurship, therefore, is both a way of thinking and a way of doing. Entrepreneurial thinking and action are essential for everyone, whether in paid employment or self-employment. While governments and development agencies promote entrepreneurship by creating enabling environments, providing infrastructure, shaping policies, and negotiating international market access, the development of an entrepreneurial mindset must occur at the micro, individual level. This course focuses on fostering an entrepreneurial mindset and behavior among students through a multidisciplinary approach. It guides learners through the processes of generating ideas, identifying and evaluating opportunities, mobilizing resources, and developing strategies for managing growth and overcoming related challenges.

**Course Objectives**

This course aims to enable students to:

1. Understand the concept of entrepreneurship and entrepreneurs.
2. Understand the concept of an entrepreneurial mindset
3. Identify and generate business opportunities and plan for business ventures.
4. Develop business models for opportunities in various sectors.
5. Cultivate an entrepreneurial mindset applicable to both business and other careers.
6. Learn how entrepreneurs manage businesses, seize opportunities, and address challenges.

**Learning Outcomes**

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

1. Demonstrate the behavior essential for building an entrepreneurial mindset and successful entrepreneurial action.
2. Identify and evaluate business opportunities.
3. Develop business plans and mobilize necessary resources for business startup.
4. Create business models across different sectors.
5. Apply the entrepreneurial mindset relevant to both business and other career paths.
6. Develop a personal development plan for future entrepreneurial action.

**Detailed course outline**

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|  | Topics | Sub-Topics | Hours | Resource persons |
| 1 | Understanding entrepreneurship and entrepreneurs | * Entrepreneurship as an individual endeavor * Entrepreneurship as a career * Entrepreneurship as behavior and lifestyle | 4 | Dr. Christopher Kusemererwa |
| 2 | Theoretical foundations of entrepreneurship | * Opportunity-based theory * Political Economy Theory * Theory of the firm * Entrepreneurship and innovation | 2 | Dr. Christopher Kusemererwa |
| 3 | Design thinking, Creativity, and Innovation. | * The design thinking process: * Empathize * Define * Ideate * Prototype * Test | 4 | Dr. Christopher. Kusemererwa |
| 4 | Entrepreneurial mindset | * What is the Mind? * Growth Vs Fixed Mindset * An entrepreneur’s mindset * Functions of the Mindset * Self-Assessment | 2 | Dr.Eunice Kabahida |
| 5 | Business Model Development | * Understanding the Business Model components * Developing a Business Model Canvas | 2 | Dr.Eunice Kabahinda |
| 6 | Starting an enterprise | * The Entrepreneurial Process * Finding a business name * Business formalization * Intellectual property rights registration * Building a business team | 2 | Dr.Eunice Kabahinda |
| 7 | Study Tour | *Students are expected to visit any entrepreneurial firm and interact with the entrepreneurs, observe the business process, and understand the product development process. They should report on: Background information (Name of the business, business ownership, Physical address, Status on registration, products/services offered, and Lessons learned* | 2 | All Facilitators |
| 8 | Enterprise Growth and Transition | * Business growth strategies * Business succession * Managing expansion and diversification | 4 | Mr.Ceasor Ojok |
| 9 | Entrepreneurial Management | * Business development roles of an entrepreneur   -Embracing modern technology and market changes  -Managing business failure and success | 2 | Mr.Ceasor Ojok |
| 10 | Personal Goal Setting and Planning | * Self-assessment * Setting a personal wealth plan * Shaping a personal wealth strategy | 2 | Mr.Ceasor Ojok |

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| 11 | REVISION AND EXAMINATIONS |  | 15-17 WEEK |

**Mode of delivery**

1. Lectures
2. Study visits and onsite demonstrations
3. Role plays

**Mode of assessment**

Coursework 30%

Final Exams 70%

**Reading list**

1. Gassmann, O., Frankenberger, K., & Csik, M. (2013). Revolutionizing the business

model. In *Management of the fuzzy front end of innovation* (pp. 89-97). Cham: Springer International Publishing

1. Goller, I., & Bessant, J. (2023). *Creativity for innovation management: Tools and*

*techniques for creative thinking in practice*. Routledge.

1. Imke, S. (2016). *Applying the Business Model Canvas: A Practical Guide for*

*Small Businesses: Design, Align, and Test Your Ideas*. KSI Enterprise.

1. Morris, M. H., Kuratko, D. F., & Cornwall, J. R. (2013). *Entrepreneurship programs and the*

*modern university*. Edward Elgar Publishing.

1. Neck, H. M., Neck, C. P., & Murray, E. L. (2023). *Entrepreneurship: The practice and mindset*.

Sage Publications.

1. Williams, C. C., & Gurtoo, A. (Eds.). (2017). *Routledge handbook of entrepreneurship in*

*developing economies* (pp. 13-16). London: Routledge

1. Stokes, D., & Wilson, N. (2010). *Small business management and entrepreneurship*. Cengage

Learning EMEA