

MAKERERE UNIVERSITY BUSINESS SCHOOL

FACULTY OF GRADUATE STUDIES & RESEARCH

COURSEWORK ASSIGNMENT I

Master of International Business (MIB)

MIB 7207: Trade Statistics for International Business

Semester II | Academic Year 2025/2026

Weighting	20% of final course grade
Total Marks	100 marks
Submission Mode	Written submission & Oral demonstration (tool-based)
Primary Data Source	ITC Trade Map (trademap.org) & ITC Market Access Map (macmap.org)
Submission Deadline	March 30th 2026, 17:00 hours
Facilitators	Dr Aaron ECEL

Background & Context

Uganda's export basket is anchored by a small number of primary commodities, most notably coffee, gold, cocoa, tea, and a range of horticultural products. While these sectors generate critical foreign exchange earnings, their performance is subject to global commodity price volatility, shifting demand patterns, and intensifying competition from regional exporters. A thorough, data-driven understanding of Uganda's export performance, global market demand, and market access conditions is therefore essential for sound trade policy and business strategy.

This assignment challenges you to move beyond descriptive reporting and engage analytically with Uganda's export reality. Using ITC's Trade Map and Market Access Map, you will interrogate trade flow data, benchmark Uganda against global competitors, identify untapped market opportunities, and assess the regulatory environment facing Uganda's exporters in key international markets.

General Instructions

- You will work individually. While students may discuss approaches, each submission must be independently written.
- Select one product from the list of Uganda's main exports on **Page 4 (Annex A1)**. Each student must work on a distinct product. To register your choice, send an email to eaaron@mubs.ac.ug with the subject line "MIB 7207 — Product Selection" stating your full name, student number, and selected product. Product allocation is strictly first-come, first-served; once a product is claimed, it will not be reassigned to another student.
- All quantitative answers must be supported by data sourced directly from ITC Trade Map (trademap.org) and ITC Market Access Map (macmap.org). Submissions drawing on secondary sources without primary tool verification will be penalised.

- Present all data-based answers in tabular and/or graphical format, accompanied by a concise interpretation paragraph for each table or figure.
- State the HS code (6-digit) of your selected product clearly on the cover page of your submission.
- Late submissions will attract an automatic score of zero. No extensions will be granted.
- Academic integrity is required throughout. Plagiarism will be dealt with per university policy.

Question 1 — Uganda's Export Performance (2019–2024) [10 marks]

Analyse Uganda's export performance for your selected product over the period 2019 to 2024 using ITC Trade Map.

- Present Uganda's annual export values (USD) for your product from 2019 to 2024 in a table and a line graph.
- Classify the export performance trend by selecting the single most accurate statement below, and show your calculation:

	Performance Statement
A	There has been neither growth nor decline — the rate is 0% p.a.
B	Uganda's exports have grown by more than 10% p.a.
C	Uganda's exports have grown, but at a rate of less than 10% p.a.
D	Uganda's exports have declined at a rate of more than 10% p.a.
E	Uganda's exports have declined, but at a rate of less than 10% p.a.

Question 2 — Global Market Demand (2021–2024) [15 marks]

Using ITC Trade Map, analyse global import demand for your selected product over the period 2021–2024.

- Identify the world's top five importing markets in 2024 by value. For each market, present the following in a single table: Total import value (\$) in 2024, Market share (% of world imports), Average annual growth rate of imports between 2021 and 2024 (% p.a.) and Whether Uganda currently exports to that market (Yes / No / Negligible)
- Produce a bar or pie chart illustrating the market shares of the top five importers in 2024.

Question 3 — Uganda's Current Export Markets [10 marks]

Using ITC Trade Map, examine Uganda's actual export destinations for your selected product.

- Identify Uganda's top five export markets in the most recent year available. Present the following in a table: Export value (USD), Share of Uganda's total exports of this product (%), Annual growth rate of Uganda's exports to that market (2021–2024, % p.a.) and Unit export value (USD per tonne) where available.
- With reference to Uganda's number one export market identified above, establish Uganda's market share within that market in 2024 (i.e. Uganda's exports to that market as a proportion of that market's total imports). Comment on whether Uganda's share has increased, declined, or remained stable over the period.

Question 4 — Benchmarking Selected Country Markets [10 marks]

Consider the following six countries: **USA, Canada, Spain, South Africa, Japan, and China.** Using ITC Trade Map, conduct a comparative analysis of these markets for your selected product.

3. Import volume (2024): Which country imported the highest value of your product from: (i) the World; (ii) Africa; and (iii) Uganda specifically? Present your findings in a structured comparison table.
4. Import growth dynamics: Rank the six countries by each of the following growth indicators:
 - a) Growth in imported value between 2019 and 2023
 - b) Growth in imported quantity between 2019 and 2023

Question 5 — Alternative Market Identification [10 marks]

Imagine Uganda seeks to diversify its export destinations for your selected product beyond its current top five markets. Identify and justify three alternative markets you would recommend.

For each recommended market, provide:

- a) Total import value and growth rate (2021–2024)
- b) Uganda's current export presence or absence in the market
- c) A brief justification (3–5 sentences) explaining why this market represents a viable diversification opportunity, drawing on market size, growth trajectory, competitive landscape, and any preferential access Uganda may enjoy

Question 6 — Market Access Conditions [10 marks]

Using ITC Market Access Map (macmap.org) analyse the market access conditions Uganda's exporters would face in two designated markets:

- One market in Europe
- One market in Asia

For each of your two selected markets, address the following:

- a) **Tariff analysis, Trade remedies, Regulatory requirements**
- b) **Comparative summary:** Based on the evidence above, which of your two selected markets presents lower market access barriers for Ugandan exporters? Support your conclusion with specific data.

Question 7— Data-Driven Policy Brief for Cabinet [10 marks]

Drawing on the data and analysis you have generated, prepare a data-driven policy brief of 700 words addressed to Uganda's Cabinet. The brief should make a compelling, evidence-based case for increased public investment in the cultivation, processing, and exportation of your selected product.

Oral Demonstration Component [25 marks]

In addition to the written submission, each student will participate in a **live oral demonstration session** to be scheduled by the facilitator. During this session, you will be required to:

- Navigate ITC Trade Map live to locate and extract specific data for your product
- Demonstrate the use of at least one Market Access Map function (e.g., tariff query, trade agreement lookup, or trade remedies module)
- Respond to probing questions from the facilitator on your findings and analytical choices

The oral component is assessed on: accuracy of tool navigation, depth of understanding of results, and ability to interpret and contextualise data on the spot.

The oral demonstration is assessed separately and contributes to the overall coursework component as specified in the course outline. Oral marks are awarded independently by the facilitating team.

Annex A1

Product	HS CODE
1. Coffee	'09.01.11
2. Cocoa beans, whole or broken, raw or roasted	'18.01.00
3. Maize "corn" flour	'11.02.20
4. Palm oil and its fractions	'15.11.90
5. Fresh or chilled fillets of Nile perch "Lates niloticus"	'03.04.33
6. Black fermented tea and partly fermented tea.	'09.02.40
7. Sesamum seeds, whether or not broken	'12.07.40
8. Maize (excl. seed for sowing)	'10.05.90
9. Milk and cream of a fat content by weight of > 1% but <= 6%.	'04.01.20
10. Fish heads, tails and maws, smoked, dried, salted or in brine	'03.05.72
11. Frozen fillets of Nile perch "Lates niloticus"	'03.04.63
12. Unrooted cuttings and slips	'06.02.10
13. Tobacco	'24.01.20
14. Dried, shelled beans of species 'Vigna mungo'	'07.13.31
15. Roses, whether or not grafted	'06.02.40
16. Vanilla, neither crushed nor ground	'09.05.10
17. Fresh or dried avocados	'08.04.40