

MAKERERE UNIVERSITY BUSINESS SCHOOL

COURSEWORK TWO TAKE HOME ASSIGNMENT FOR THE BACHELOR OF BUSINESS ADMINISTRATION, BACHELOR OF COMMERCE, BACHELOR OF INTERNATIONAL BUSINESS, BACHELOR OF BUSINESS STATISTICS, BACHELOR OF SCIENCE IN FINANCE, BACHELOR OF SCIENCE IN ACCOUNTING AND BACHELOR OF SCIENCE IN MARKETING, ACADEMIC YEAR 2025/2026,

COURSE NAME : ENTREPRENEURSHIP MINDSET & ACTION
COURSE CODE : BBA, BIB (BEM 3112); BCOM, BSF, BSA, BMKTING (BEM 3216); BBS (3105)
YEAR OF STUDY : THREE/TWO
SMESTER : ONE
START DATE : Wednesday, 8th October, 2025
END DATE : Wednesday, 29th October, 2025 AT 5 PM

Instructions:

- i. Group Take-Home Assignment
- ii. Group Size: 10 students
- iii. Assignment Type: Fieldwork + Documentary Presentation

Assignment Title:

Profiling a Youth Entrepreneur: Motivations, Challenges, Growth Pathways and Lessons learnt

Assignment Objective

To develop students' entrepreneurial mindset by engaging them in real-world interaction with a youth entrepreneur. The task aims to:

- Enhance students' ability to critically analyze entrepreneurial motivations and strategies.
- Expose students to the realities of managing and scaling a youth-owned enterprise.
- Build teamwork, interviewing, and creative presentation skills.

Assignment Tasks

1. Identify and Profile a Youth Entrepreneur

- Select one Ugandan youth entrepreneur (aged 18–35) operating in any sector.
- Collect basic profile information, including:
 - Name of the entrepreneur and contact
 - Age, sex and educational background
 - Type of business and location
 - Nature of business and year of establishment
 - Ownership structure and number of employees

2. Explore their Entrepreneurial Motivations

- Identify the key motivations that led the entrepreneur to start and sustain the business.
 - Probe personal experiences, market gaps, family influence, role models, and societal factors.
 - Analyze how their mindset shaped their entrepreneurial journey.

3. Analyze Business Challenges

- Identify major internal and external challenges faced by the entrepreneur in the business environment

4. Analyze the Current Opportunities for Growth

- Identify the opportunities the entrepreneur is currently leveraging or could leverage to grow the business. Probe for opportunities specific to Uganda's entrepreneurial ecosystem.

5. Evaluate Growth Strategies

- Explain the strategies being applied or planned by the entrepreneur to grow the business.

6. Document Key Takeaways

- Summarize **lessons learned** from the interaction that can shape your own entrepreneurial thinking and action. Reflect on aspects of entrepreneurial resilience, innovation, risk-taking, and opportunity identification observed.

Deliverables

A. Recorded Interview

- Conduct and record an **in-depth interview** (audio or video) with the entrepreneur.
- Ensure clear audio quality and consent for recording is obtained.

B. 10-Minute Documentary

- Produce a **10-minute documentary** that creatively summarizes the findings.
- The documentary should include:
 - Visual introduction of the group
 - Visual introduction of the entrepreneur and their business
 - Key excerpts from the interview
 - Team narration of analysis and insights
 - Visual evidence of business operations (e.g., production, customers, location)
- The documentary will be presented in class.

C. Written Group Report (5–7 pages) – To be submitted to the lecturer.

- Include sections corresponding to Tasks 1–6.
- Attach interview guide, transcript summary, and group member contributions.

Assessment Criteria

Criteria	Marks
Depth of Entrepreneur Profiling & Motivation Analysis	15
Critical Analysis of Challenges & Opportunities	20
Clarity and Insightfulness of Growth Strategy Evaluation	15
Quality & Creativity of Documentary Presentation	25
Structure, Referencing, and Coherence of Report	15
Team Collaboration & Professionalism	10
Total	100

.....END OF ASSIGNMENT.....