

**ASSESSING THE IMPACT OF ENTREPRENEURSHIP STUDIES ON THE
SOCIAL ECONOMIC DEVELOPMENT IN COMMUNITIES
A CASE STUDY OF NAKISANGA SUB COUNTY
MUKONO DISTRICT**

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ABSTRACT

The purpose of the study was to investigate the role of entrepreneurship studies on the enterprise development in Nakisanga Sub County in Mukono District. The study was based on findings from 325 respondents out of the sample size of 370 respondents who presented accurate data in relation to the objectives of the study. The objectives of the study were to examine whether developed enterprises are based on entrepreneurship studies, to identify the different entrepreneurship skills that can lead to success and finally to identify entrepreneurs who learnt entrepreneurship studies.

Information was gathered from business owners and professionals in the Mukono District's Nakisanga Sub County. A large number of responders to the study were strongly dissatisfied with the assertion that successful businesses are built on entrepreneurial studies, judging to its conclusions. The study's results also showed that thinking strategically was the best an entrepreneur skill, and more than half of participants told the investigator that they had not studied entrepreneurial activity but were still succeeding in their individual businesses. A substantial positive association between entrepreneurial studies and social economic progress was indicated by the correlation coefficient of 0.676. To help them comprehend ethics in business, it is important to encourage all of the neighborhood's businesspeople to accept the learning of entrepreneurial skills. In order to help numerous business owners acquire skills, it is also necessary to occasionally arrange entrepreneurial seminars.

*Key words: entrepreneurship studies
social economic development and communities*

Background of the study

According to Scott et al. (1998), entrepreneurial is related to "the creative exploitation of value". Entrepreneurial has received more and more attention over the past 50 years as a critical factor in economic growth, growth and development, and job creation, notably in Africa (Neck and Nelson, 2011:6-7). According to Baumol (1999), Schumpeter (2012), Drucker (2013), Foss and Klein (2013), this includes aligning human and capital resources to fresh company prospects resulting from global change and innovation. By spotting novel possibilities and seizing them by starting new businesses, an entrepreneur is essential to this matchmaking process. New economic value is created as a result, which may be measured by job creation and growth in the economy (Ronald et al., 2023).

Small and medium-sized businesses (SMEs) play a significant role in economies in both developed and developing countries and span a wide range of industries (Ramadhan et al., 2023). SMEs play a significant role in the growth of the Ugandan economy, and Uganda is no exemption (Turyatemba et al., 2022). While small business owners can start a unit with less money, earn quick profits, and have the freedom to deal with market fluctuations, they also face a number of challenges such as a lack of a fiancé, subpar operations oversight, a lack of knowledge, subpar accounting, etc. Finding a possibility is the first step in starting a venture. Finding an amazing chance is a challenging endeavor that requires perusing the surroundings, using imagination, and innovation.

Problem Statement

Because of their lack of participation in education about entrepreneurship, the people of Nakisanga Sub County face a variety of issues, including: a lack of knowledge to support their businesses; poor communication skills; poor operations planning; difficulty handling difficult customers; price fluctuations; a fear of taking risks; fierce rivalry; poor marketing methods; poor bookkeeping; and ultimately, a lack of sufficient funding. Mori Taheripour (2016) claims that 60% of people struggle to start businesses because they don't have enough money, and 80% struggle to advertise their companies effectively (Lydia et al., 2023). Through the instruction of business courses in schools, the organization of conferences, reading released newspapers and other publications, and ultimately the organization of displays like the agriculture display that is held yearly at Nambole stadium, multiple steps have been taken to address the obstacles that have been identified (Christopher et al., 2022). Since so many people are afraid to take chances and miss out on possibilities, the issue has persisted. If the issue is not adequately addressed, many residents of Nakisanga Sub County will be left without a foundational understanding of how to manage an enterprise effectively, which will lower the rate of joblessness and the economic growth in the area. It is

from this that the researcher is set to investigate the role of entrepreneurship studies on the economic development of Nakisanga Sub County in Mukono District (Popov et al., 2020).

Objectives of the study

- 1. To examine whether developed enterprises in Nakisanga are based on entrepreneurship studies.*
- 2. To identify the different entrepreneurship skills that can lead to success.*
- 3. To assess the response of people in the community towards entrepreneurship studies.*

Research Questions

- 1. Are the developed enterprises in Nakasanga basing on entrepreneurship studies?*
- 2. What are the different entrepreneurship skills that can lead to success?*
- 3. How does the people in communities respond towards entrepreneurship studies?*

Methodology

Research Design

The Researcher used both a qualitative and a quantitative research design. The study included the role of Entrepreneurship studies on the economic development in Nakisanga Sub County Mukono District.

Study Population

The study population included the population description and the population sampling design.

Population Description

The population from which the sample was taken involved the entrepreneurs and entrepreneurship teachers in Nakisanga Sub country. The respondents were got from various enterprises in Nakisanga Sub County in order to come up with accurate data to help the researcher get all that is needed.

Population Sampling Design

Because stratified sampling is the most efficient method for handling heterogeneous population's variables to be gathered like the one above and allows distinct estimations of the communities of parameter values to be gathered for each the layers without further collection, the population of interest was 200 business owners and 30 entrepreneurial specialists in each of the various organizations in Nakisanga Sub County Mukono District. Then, using a straightforward random sample technique, participants will be chosen from a variety of branches in order to make the data impartial and the conclusions drawn from them more reliable.

Sample Size

Table 1: Target Population and Sample Size

Respondents	Target Population	Sample size
<i>Entrepreneurs</i>	200	180
<i>Entrepreneurship consultants</i>	30	20
Total	230	200

Questionnaires

This research instrument was used due to the fact that the targeted population was always busy and therefore they would always fill the questioners in their free time. It gave the respondents adequate time to give well thought out answers. Questionnaires will also be self-administered and provide a quick means of collecting data from a large population's sample.

Interviewing

An interview guide with predetermined inquiries was created and given to the businessmen and business advisors in the Nakisanga Sub County. This instrument will help the investigator improve the answers gathered from the self-administered surveys and enable the investigator to cross-examine some important issues in the study. This method will be chosen because it will be highly regarded as an excellent approach to generating data that thoroughly covers the subject. A useful way to gather information based on whistleblowers' priorities, viewpoints, and ideas is through interviews. Participants will have the chance to elaborate on their thoughts, defend their opinions, and specify what they see as the most important elements.

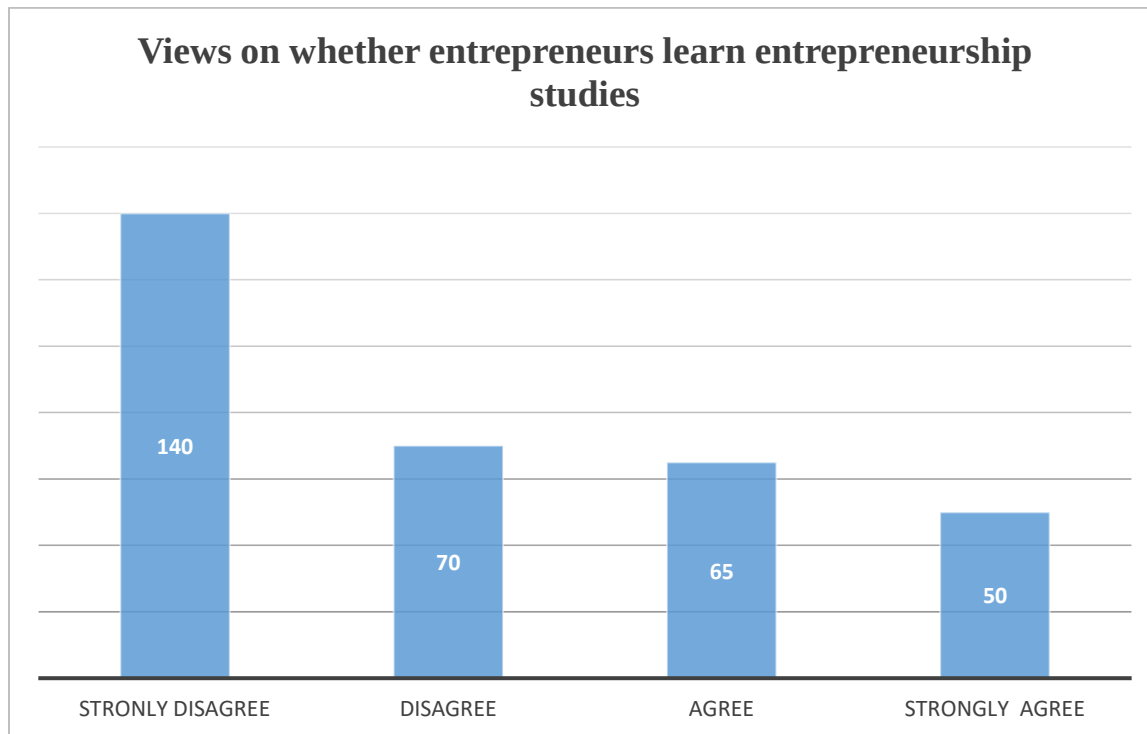
Data Analysis

This involved editing, coding, measuring and tabulation of the collected data using SPSS (Nelson et al., 2022). A quantitative method was used in computation of percentages and totals. Tables were used to present and summarize data for easy interpretation and display of information.

RESULTS

Did the entrepreneurs learn entrepreneurship studies?

Figure 1: Views on whether entrepreneurs learn entrepreneurship

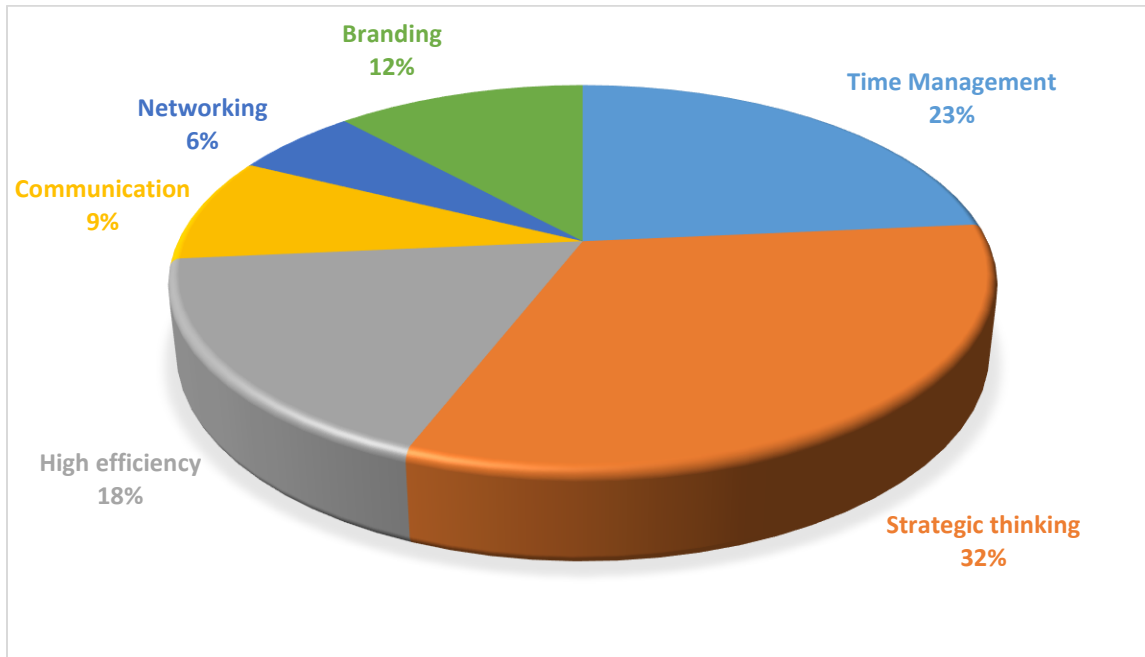


Source: Field Data (2021)

Figure 1 above shows the study's results, which clearly show that more than 140 participants were strongly against with the assertion that many business owners in Nakisanga Sub County first learned entrepreneurial activity investigations, then followed by seventy participants who also disapproved. However, fifty participants completely concurred and told the investigator that business owners in Nakisanga Sub County first learned

Best entrepreneurship skills

Figure 2: Respondents Views on the best entrepreneurship skills

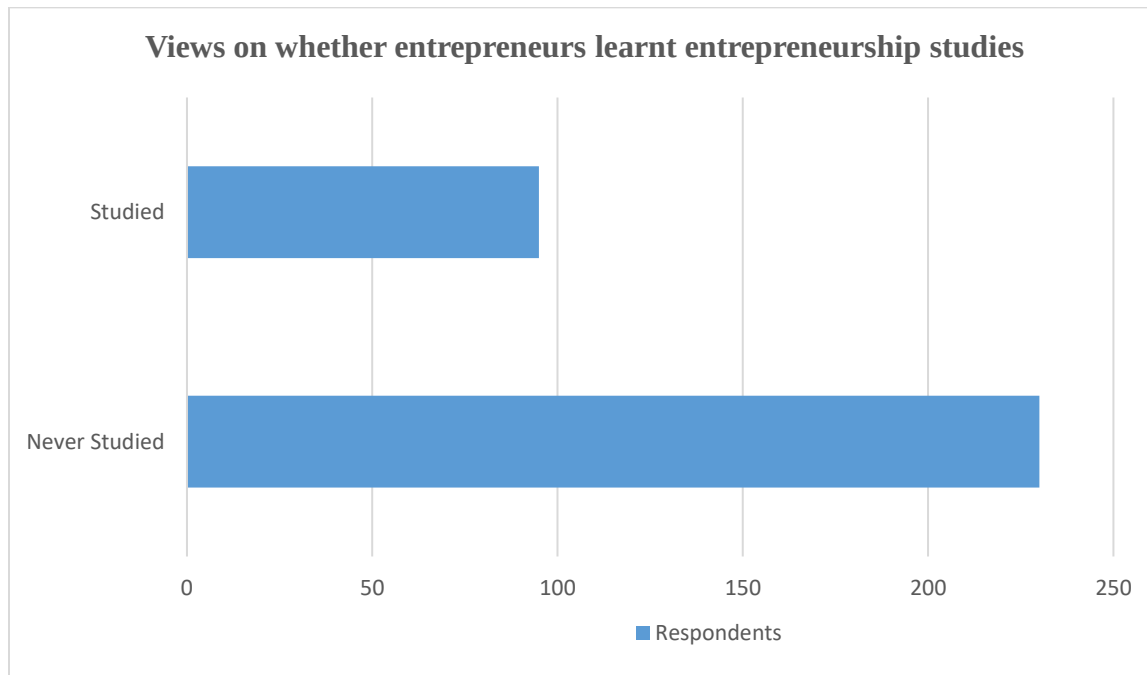


Source: Field Data (2021)

Figure 2 above shows the results of the investigation, which unambiguously demonstrate that over 32% of the participants told the investigator that the best entrepreneurial talent was thinking strategically, which was followed by 23% of participants who said the best business ownership skill was organizing their time, 18% who said the study's findings suggested that a productive way of work was also a best business ownership skill, and 12% who provided results.

Entrepreneurs who learnt entrepreneurship studies

Figure 3: Views on whether entrepreneurs learnt entrepreneurship education



Source: Field Data (2021)

According to the figure above, the findings of the study clearly indicated that over 230 respondents informed the researcher that they never studied entrepreneurship studies but they had their enterprises operating despite 95 respondents who informed the researcher that they studied entrepreneurship studies and their enterprises were operating in Nakisanga Sub County in Mukono Sub County.

Table 2: ANOVA values for entrepreneurship studies and social economic development

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.607	1	8.607	114.231	.000 ^b

	<i>Residual</i>	8.363	199	.075		
	<i>Total</i>	16.970	200			
<i>a. Dependent Variable: social economic development</i>						
<i>b. Predictors: (Constant), entrepreneurship studies</i>						

By dividing the sum of squares by each degree of freedom, the mean square values are determined. The regression's mean square is 8.607, and the residual's mean square is 0.075.

The F-value is obtained by multiplying the regression's mean square by the residual's mean square. The residual mean squares and the regression in this instance differ significantly, as shown by the F-value of 114.231. Relevance (Sig.): The F-value has a threshold of significance (p-value) of 0.000, which is shown in the table as .000b. This number is below the standard significance level of 0.05, showing that there is a statistically significant difference in the association between entrepreneurial studies and social economic progress.

Table 3: Relationship between entrepreneurship studies and social economic development.

		<i>entrepreneursh ip studies</i>	<i>social economic development</i>
<i>entrepreneurship studies</i>	<i>Pearson Correlation</i>	1	.676**
	<i>Sig. (2-tailed)</i>		.000
	<i>N</i>	199	199
<i>social economic development</i>	<i>Pearson Correlation</i>	.676**	1
	<i>Sig. (2-tailed)</i>	.000	
	<i>N</i>	199	199
**. Correlation is significant at the 0.01 level (2-tailed).			

In this instance, there is a 0.676 connection between entrepreneurial research and social economic progress. The correlation coefficient's p-value, or degree of importance, is 0.000. It is statistically probable that there is a correlation between entrepreneurial studies and social economic growth because this value is below the standard significance level of 0.05. A substantial positive association among entrepreneurial research and social economic growth is indicated by the correlation coefficient of 0.676.

Conclusions

The findings of the study were also presented showing that majority of the respondents informed the researcher that their best entrepreneurship skill was strategic thinking which helped the entrepreneurs in the decision-making process while in business followed by a few respondents who informed the researcher that their best entrepreneurship skill was time management which seemed to be the main entity in whatever service done in the enterprise.

Recommendations

There is a need to sensitize all the entrepreneurs in the community to adopt to learning entrepreneurship skills in order to make them understand business ethics. There is also a need to organize entrepreneurship seminars occasionally in order to make many entrepreneurs to get skills.

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