
**THE ROLE OF ENTREPRENEURSHIP STUDIES ON THE ENTERPRISE DEVELOPMENT IN
UGANDA. A CASE STUDY OF BUTEMBA SUB COUNTY KYANKWANZI DISTRICT**

1 Batamuliza Irene, 2 Omendo Vincent

1, 2 Metropolitan International University

ABSTRACT

The purpose of the study was to investigate the role of entrepreneurship studies on the enterprise development in Butemba Sub County in Kyankwanzi 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. Data was collected from the entrepreneurs and entrepreneurship consultants in Butemba Sub County in Kyankwanzi District. According to the findings of the study, majority of the respondents strongly disagreed with a view that successful enterprises based on entrepreneurship studies. The findings of the study also presented results showing that the best entrepreneurial skill was strategic thinking and finally majority of the respondents informed the researcher that they did not undergo any entrepreneurship studies but they were operating successfully in their respective enterprises. 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.

Key words: entrepreneurship studies and enterprise development

Background of the study

As an academic discipline, entrepreneurship contains one-of-a-kind colleges of thought. It has been studied within disciplines which include economics, sociology and financial records. A few views entrepreneurship as allocated to the entrepreneur (Faridah et al., 2023). Entrepreneurship is related to “the creative extraction of fee” (Scott et al., 1998). Inside the closing 50 years entrepreneurship has been an increasing number of promoted as gambling a key function in monetary boom, development and process advent, especially in Africa (Frank et al., 2023). This entails processes of including fee to the financial system thru matching new enterprise opportunities

arising from worldwide alternate and innovation, to human and capital sources (Victor et al., 2022). The entrepreneur performs the important function on this matching procedure by way of figuring out new possibilities and exploiting them thru developing new ventures. The end result is new financial cost, measurable through financial growth and employment (Nelson & Christopher, 2022). Small and medium businesses (SMEs) cover a much wider spectrum of industries and play an important function in each advanced and developing economies (Turyatamba et al., 2022). Uganda is not any exception and SMEs occupy a distinguished role in

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Corresponding: Author: research.miu.ac.ug/publications

the improvement of the Uganda's economic system. at the same time as the small marketers can installation a unit despite much less capital, experience brief returns and feature the power to handle the vagaries of the market, they must face many issues like lack of fiancé, terrible operations management, lack of enjoy, negative financial management, etc. (Racheal et al., 2023). The process of putting in place a mission starts with searching for an opportunity. figuring out a good opportunity is a hard project and involves scanning the surroundings and using creativity and innovation.

Problem Statement

human beings of Butemba Sub County encounter many issues due to not attending entrepreneurship studies and some of the troubles are; lack of expertise to boost their organizations, negative verbal exchange abilities, negative commercial enterprise making plans, electricity customer dealing with, fee fluctuations, worry to take risks, stiff opposition, negative marketing strategies, negative e-book maintaining and ultimately loss of enough capital (Kazaara & Christopher, 2023). in line with Mori Taheripour (2016), 60 % of people fail to startup corporations due to lack of enough capital and eighty% startup groups however fail to correctly marketplace their organisations (Paul & Kazaara, 2023). exclusive measures had been taken to remedy the ascertained demanding situations through coaching of entrepreneurship studies in schools,

organizing seminars and analyzing published magazines and Newspapers, and sooner or later organizing exhibitions for example the agricultural exhibition that is annually prepared at Nambole stadium (Ronald et al., 2023). The problem has insisted due to the fact many human beings fear to take dangers and in addition they fail to take the available possibilities. If the hassle is not properly addressed it will depart many people in Butemba Sub County without getting prior knowledge and information on how to properly manage the commercial enterprise in an effort to lead reduce on their un employment degree in the network. it's far from this that the researcher is ready to analyze the role of entrepreneurship research at the corporation improvement in Uganda (Turyatamba et al., 2022).

Objectives of the study

- To examine whether developed enterprises based on entrepreneurship studies.
- To identify the different entrepreneurship skills that can lead to success.
- To identify the different entrepreneurs who are operating and learnt entrepreneurship studies.

Methodology

Research Design

The Researcher adapted to a quantitative research design. The study included the role of entrepreneurship studies on the enterprise development in Uganda in Butemba Sub County in Kyankwanzi District. This type of research design was used because the researcher carried out research in a heterogeneous population.

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 entrepreneurs and entrepreneurship consultants. The respondents were got from different enterprises in Butemba Sub County in Kyankwanzi District.

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Population Sampling Design

The targeted population was on 300 entrepreneurs and 90 entrepreneurship consultants which made a target population of 390. Using random sampling technique, the researcher used a sample size of 370 which was 90% of the study population in order to come up with accurate information as shown in the table below:

Table 1: Sample Size

Respondents	Target Population	Sample Size	Percentage
Entrepreneurs	300	290	97%
Entrepreneurship consultants	90	80	89%
Total	390	370	

Source: Field data (2021)

Questionnaires

This choice of tool was used due to the fact that the targeted population was literate and therefore capable of filling-in the questionnaires. It gave the respondents adequate time to give well thought out answers. Questionnaires were self-administered and provide a quick means of collecting data from a large population's sample.

Reliability of Research Instruments

The validity of the questionnaire was determined through initially carrying out a pilot test. The pilot testing or study was conducted on different teachers and students before the real data collection exercise took place to ensure consistency in its findings.

The validity of interviewing was done since at the study area the language used there was known by the researcher which enabled effective communication and made the researcher collected data that was needed for the success of the research.

Data Analysis

This involved editing, coding, measuring and tabulation of the collected data. A quantitative method was used in computation of percentages and totals using E-views (Nelson et al., 2023). Tables were used to present and summarize data for easy interpretation and display of information.

RESULTS

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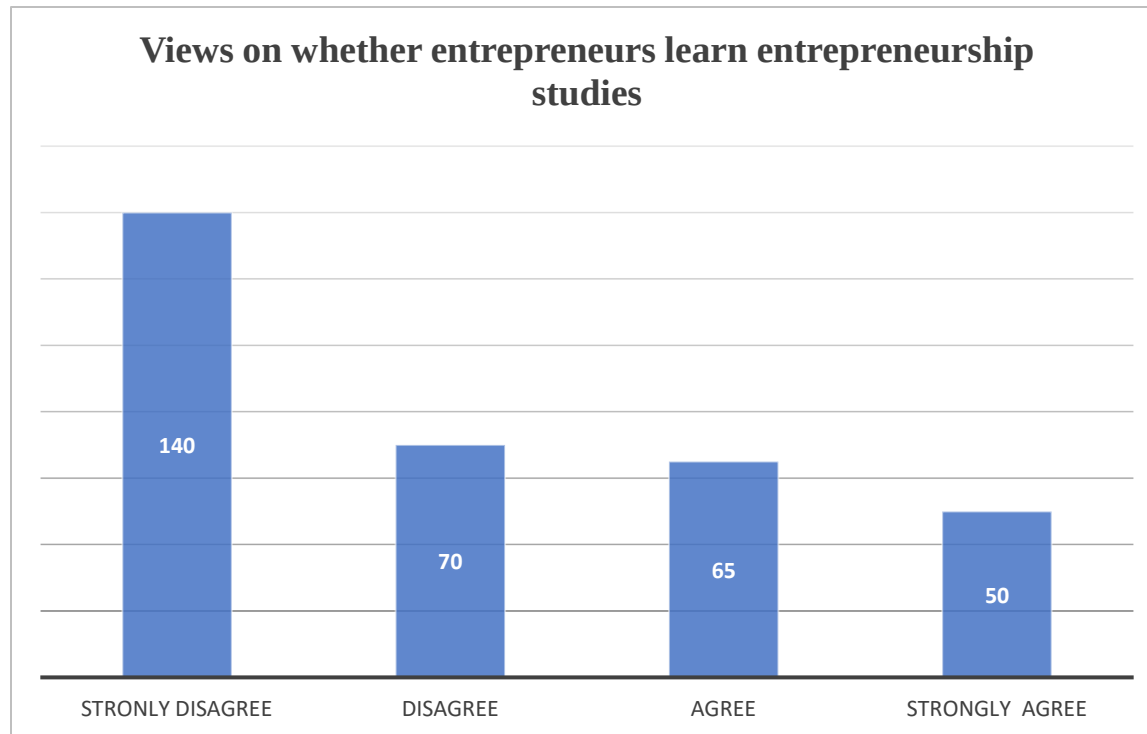
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Did the entrepreneurs learn entrepreneurship studies?

Figure 1: Respondents views on whether entrepreneurs learn entrepreneurship studies

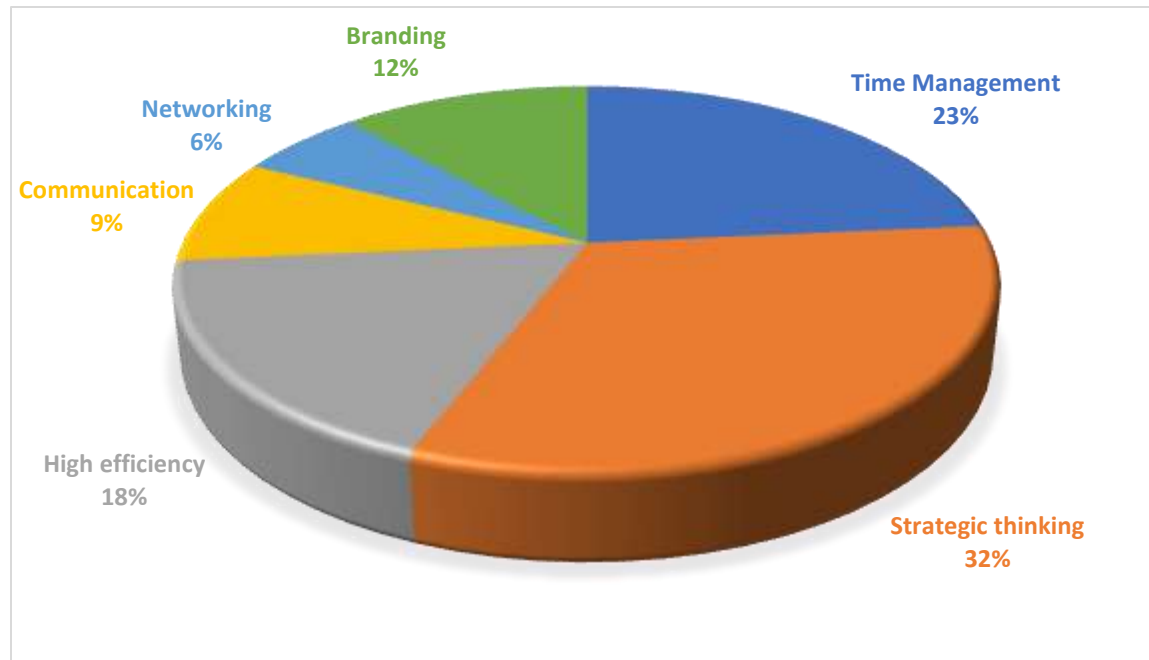


Source: Field Data (2021)

According to the figure 1 above, the findings of the study clearly indicated that over 140 of the respondents strongly disagreed with the fact that many of the entrepreneurs in Butemba Sub learnt entrepreneurship studies followed by 70 respondents who also disagreed that entrepreneurs in Butemba Sub County first learnt entrepreneurship studies, 50 respondents however strongly agreed and informed the researcher that entrepreneurs in Butemba Sub County first learnt entrepreneurship studies and finally 65 respondents also agreed that entrepreneurs learnt entrepreneurship studies before they started their enterprises in Butemba Secondary School.

Best entrepreneurship skills

Figure 2: Respondents views on the best entrepreneurship skills

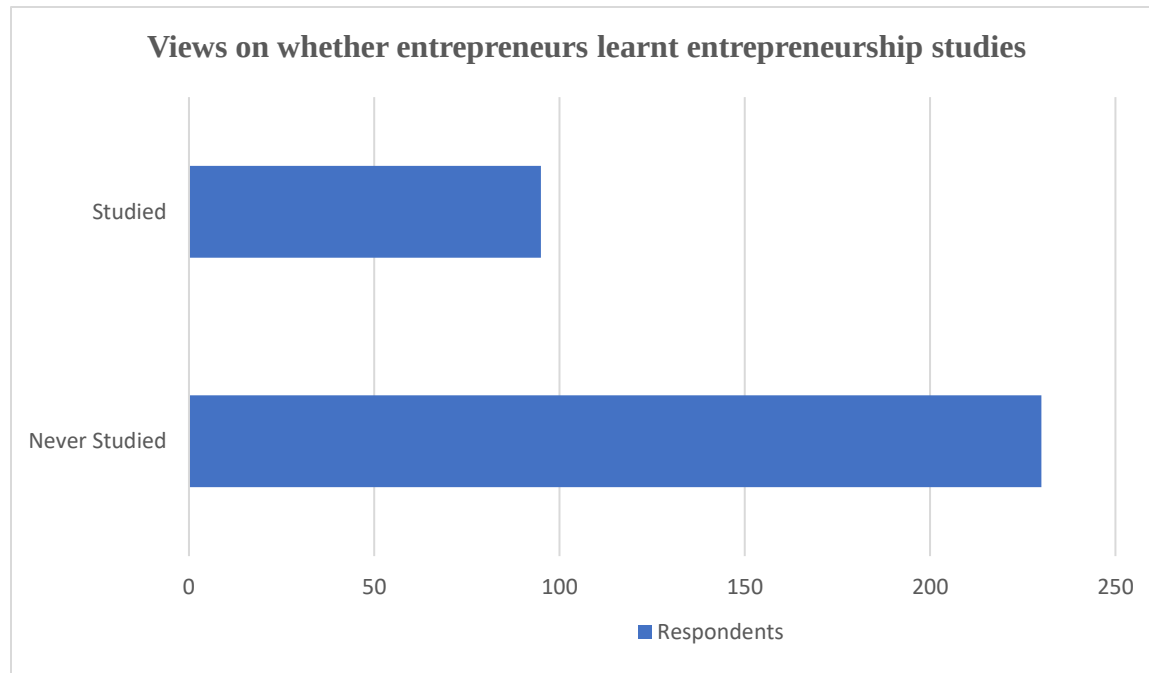


Source: Field Data (2021)

According to the figure 2 above, the results of the study clearly indicated that over 32% of the respondents informed the researcher that the best entrepreneurship skill was strategic thinking followed by 23% of the respondents who however informed the researcher that time management was the best entrepreneurship skill, 18% according to the findings of the study informed the researcher that efficiency of work was also a best entrepreneurship skill, 12% presented results showing that branding was the best entrepreneurship skill, 6% networking and finally 9% of the respondents informed the researcher that the best entrepreneurship skill was effective communication.

Entrepreneurs who learnt entrepreneurship studies

Figure 3: Views on whether entrepreneurs learnt entrepreneurship studies



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 Butemba Sub County in Kyankwanzi Sub County.

Conclusions

In conclusion the findings of the study showed that majority of the respondents strongly agreed that majority of entrepreneurs in Butemba Sub County never studied entrepreneurship studies but instead they used their natural knowledge to come up with their enterprises despite a few respondents who strongly disagreed with the fact that entrepreneurs in Butemba Sub County did not learn any entrepreneurship studies but instead they informed the researcher that they must have learnt entrepreneurship studies.

Recommendations

In view of the findings of the study the role of entrepreneurship studies on the enterprise development in Uganda. 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.

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There is also a need to organize entrepreneurship seminars occasionally in order to make many entrepreneurs to get skills.

There is a need to network in order to properly market for their enterprise's products and services in order to get profits out of their businesses.

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