

**Entrepreneurship Studies And Social Economic Development In Communities. A Case Study Of Itojo Sub
County Kisoro District**

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ABSTRACT

The purpose of the study was to investigate the role of entrepreneurship studies on the enterprise development in Itojo Sub County in Kisoro 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 Itojo Sub County in Kisoro 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 show that the regression model successfully forecasts the variable that was the dependent variable. The regression model's statistical significance was denoted by $F=114.231$ and $P=0.000$, both less than 0.05. The disparity between the regression's initial mean square value of 8.607 and the remainder's mean square value of 0.075 serves as more evidence for this. This demonstrated the relationship between social economic development and entrepreneurship studies reductions. Upon the 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.

Key words: entrepreneurship studies, social economic development and communities

Background of the study

Small and medium-sized enterprises (SMEs) cover a wide range of industries and play an important role in both developed and developing economies (Turyatamba et al., 2022). Uganda is no exception and small and medium enterprises occupy a leading position in the development of the Ugandan economy. While small entrepreneurs can set up a unit with less capital, enjoy quick returns and have the flexibility to handle the vagaries of the market, they face many challenges such as lack of suitors, poor operational management (Winny et al., 2023), lack of experience, poor financial management etc. The process of starting a business starts with finding an opportunity. Identifying a good opportunity is a difficult task and involves scanning the environment and using creativity and innovation (Alex & Kazaara, 2023). According to Schumpeter, an entrepreneur is willing and able to convert a new idea or invention into a successful innovation. Entrepreneurship uses what Schumpeter called "spirals of destruction" to completely or partially replace inferior offerings across markets and industries while simultaneously creating new products and new models, so that creative destruction is largely responsible for long-term economic growth (Ramadhan et al., 2023). The idea that entrepreneurship leads to economic growth is an interpretation of the residual in endogenous growth

Received: 06.12.2023

Accepted: 11.12.2023

Published on: 30.12.2023

theory and as such is still debated in academic economics (Frank et al., 2023). An alternative account by Israel Kirzner (2014) suggests that most innovations can be incremental improvements – such as replacing paper with plastic in the construction of a drinking straw – that require no special characteristics. Entrepreneurial activities vary substantially depending on the type of organization and the creativity used (Faridah et al., 2023). Businesses range from individual part-time projects to large enterprises involving a team that can create many jobs. Many “high value” entrepreneurial ventures seek venture capital or angel funding (seed money) to raise capital to build and expand the business (Derrick et al., 2023). There are many organizations to support potential entrepreneurs, including specialist government agencies, business incubators (which can be for-profit, not-for-profit or run by a college or university), science parks and non-governmental organizations which include a range of organizations including non-profits, charities, foundations and groups promoting business interests (e.g., chambers of commerce) (Polycarp et al., 2023).

Problem Statement

The people of Itojo Sub County are facing many problems due to non-participation in business studies and some of them are; lack of knowledge to support their business, poor communication skills, poor business planning, strong customer treatment, price fluctuations, fear of taking risks, tough competition, poor marketing strategies, poor accounting and finally lack of capital (Winny et al., 2023). According to Mori Taheripour (2016), 60% of people do not start a business due to lack of capital and 80% of startups fail to market their businesses properly (Paul & Kazaara, 2023). Various measures have been taken to solve the identified problems through the teaching of business studies in schools, holding seminars and reading published magazines and newspapers, and finally organizing exhibitions, such as the agricultural exhibition held annually at Nambole Stadium. The problem persists because many people are afraid to take risks and also fail to take advantage of available opportunities. If the problem is not well resolved, many people in Itojo Sub County will be left without prior knowledge and understanding of how to properly manage a business, which will reduce their unemployment and economic development in the community (Nelson & Christopher, 2022). It is on this basis that the researcher is to examine the role of entrepreneurship studies on the economic development of Itojo Sub County in Kisoro District.

Purpose of the study

The purpose of the study was to assess the impact of entrepreneurship studies on the economic development of communities in Uganda with a case study being Itojo Sub County in Kisoro District.

Methodology

The Researcher used both a qualitative and a quantitative research design. The study included the role of Entrepreneurship studies on the economic development in Itojo Sub County Kisoro District. The Study was conducted in Itojo Sub County Kisoro District. The choice of the study area was because the researcher knew all the languages

used in the study area and more so the researcher understood the study area properly which made data collection easy and concrete. The study population included the population description and the population sampling design. The population from which the sample was taken involved the entrepreneurs and entrepreneurship teachers in Nakisanga Sub country. The respondents will be got from various enterprises in Itojo Sub County in order to come up with accurate data to help the researcher get all that is needed. The target population was on 200 entrepreneurs and 30 Entrepreneurship consultants, in all the different enterprises in Itojo Sub County Kisoro District using stratified sampling technique because it is the most effective when handling heterogeneous population's parameters to be obtained like this one, and enables separate estimates of the populations of the parameters to be obtained for each stratum without additional sampling. Respondents from different branches will then be selected using simple random sampling technique to make the results objective and inferences based on them more valid.

Sample Size

Table 1: Target Population and Sample Size

Respondents	Target Population	Sample size
Entrepreneurs	200	180
Entrepreneurship consultants	30	20
Total	230	200

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. 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

Table 2: Model summary for entrepreneurship studies and social economic development

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
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1	.712	.507	.503	.27449
a. Predictors: (Constant), entrepreneurship studies				

Source; Primary data, 2022

Keeping others constant, a one percent increase in entrepreneurship studies would on average lead to 0.712 increase in social economic development. The R-squared value (0.507) is greater than the adjusted R-squared value (0.503) because it takes into consideration the degrees of freedom (Nelson et al., 2023).

Table 3: 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
	Residual	8.363	199	.075		
	Total	16.970	200			
a. Dependent Variable: social economic development						
b. Predictors: (Constant), entrepreneurship studies						

Source; Primary Data, 2022

The examination's findings, which are shown in the table above, show that the regression model successfully forecasts the variable that is the dependent variable. The regression model's statistical significance is denoted by $F=114.231$ and $P=0.000$, both less than 0.05. The disparity between the regression's initial mean square value of 8.607 and the remainder's mean square value of 0.075 serves as more evidence for this. This demonstrates the relationship between social economic development and entrepreneurship studies reductions.

Table 4: Coefficients of entrepreneurship studies and social economic development

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.562	.219		7.130	.000
	entrepreneurship studies	.629	.059	.712	10.688	.000
a. Dependent Variable: social economic development						

Source; Primary Data, 2022

Table 4 above includes T-values and Beta. The t-values look for deviations from zero in the coefficient. To reject this, a t-value greater than 1.96 must be used (with a 95% level of confidence). The t-value of entrepreneurship studies decreases is 10.688, which is greater than 1.96. This implies that entrepreneurship studies have an impact on social economic development. Consideration is given to a substantial constituent (Sig = 0.000).

Conclusions

In conclusion the findings of the study showed that majority of the respondents strongly agreed that majority of entrepreneurs in Itojo 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 Itojo Sub County did not learn any entrepreneurship studies but instead they informed the researcher that they must have learnt entrepreneurship studies.

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.

Finally in conclusion, the findings of the study also indicated that majority of the respondents in Itojo Sub County had not learnt entrepreneurship studies but instead created their own jobs through becoming creative and innovative and a few respondents presented results showing that some entrepreneurs studied 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.

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

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Received: 06.12.2023

Accepted: 11.12.2023

Published on: 30.12.2023

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