
Entrepreneurship Studies And Enterprise Development In Uganda. A Case Study Of Butemba Sub County

Kyankwanzi District

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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 under go any entrepreneurship studies but they were operating successfully in their respective enterprises. From the findings, the t-value of entrepreneurship studies was 8.618, which was greater than 1.96. This implied that entrepreneurship studies had an impact on enterprise development. Consideration was given to a substantial constituent (Sig = 0.000). 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,enterprise, entrepreneuers and enterprise development

Background of the study

According to (Alex & Kazaara, 2023), “an entrepreneur is a person who pays a certain price for a product to resell it at an uncertain price, making decisions about the acquisition and use of resources, thereby accepting the risk of doing business”. Investing for maximum returns involves intelligent asset leverage, and the entrepreneurial investor will often use the success of the first venture to create a second or third company based on the same model or system (Faridah et al., 2023). By franchising the original business or buying other healthy businesses, an investor can make a career of not only selling basic products and services, but selling entire businesses (Kazaara & Christopher, 2023). Of course,

the goal is still profit. So, instead of keeping control of these companies, the investor buys them, ensures that they have valuable capital or attractive appeal and potential, and then sells them to other entrepreneurs or potential entrepreneurs (Lydia et al., 2023). As an academic field, business is adapted to different schools of thought. He was studied in fields such as economics, sociology and economic history. Some consider entrepreneurship to be assigned to entrepreneurs (Collins et al., 2023). These scholars tend to focus on what an entrepreneur does and what traits an entrepreneur possesses. Entrepreneurship is associated with “creative capture of value” (F. Christopher et al., 2022). In the last 50 years,

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entrepreneurship has been increasingly asserted as a key role in economic growth, development and job creation, especially in Africa (Frank et al., 2023). This includes the processes of adding value to the economy by matching new business opportunities arising from global change and innovation with human and capital resources (Emmanuel et al., 2023). The entrepreneur plays a vital role in this matching process by identifying new opportunities and exploiting them through the creation of new ventures. The result is new economic value, measurable through economic growth and employment (Derrick et al., 2023). Small and medium-sized enterprises (SMEs) cover a wide range of industries and play an important role in both developed and developing

economies. Uganda is no exception and small and medium enterprises occupy a leading position in the development of the Ugandan economy (Turyatamba et al., 2022). 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 have to face many problems such as lack of suitors, poor management of operations, lack of experience, poor financial situation. management (T. Christopher, 2022) etc. The process of starting a business begins with finding an opportunity. Identifying a good opportunity is a difficult task and involves scanning the environment and using creativity and innovation.

Problem Statement

The people of Butemba 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 dealing with customers, price fluctuations, fear of taking risks, tough competition, poor marketing strategies, poor accounting and finally lack of sufficient capital (Wegulo et al., 2023). According to (Faridah et al., 2023) 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 teaching business studies in schools, organizing seminars and reading published magazines and newspapers and finally organizing exhibitions such as the agricultural exhibition held annually at Namboole Stadium (Nelson, Christopher, Teddy, et al., 2022). 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 addressed, many people in Butemba Sub County will be left without prior knowledge and understanding of how to properly manage a business, which will reduce their unemployment in the community (Turyatamba et al., 2022). It is from this that the researcher is set to examine the role of entrepreneurship studies on entrepreneurship development in Uganda.

Purpose of the study

The purpose of the study is to examine the role of entrepreneurship studies on the enterprise development in Uganda with a case study being Butemba Sub County in Kyankwanzi District.

Objectives of the study

1. To examine whether developed enterprises based on entrepreneurship studies.
2. To identify the different entrepreneurship skills that can lead to success.

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3. To identify the different entrepreneurs who are operating and learnt entrepreneurship studies.

Methodology

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. The Study was conducted in Butemba Sub County in Kyankwanzi District. The choice of the study area was because the researcher well understood 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 entrepreneurs and entrepreneurship consultants. The respondents were got from different enterprises in Butemba Sub County in Kyankwanzi District. 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	

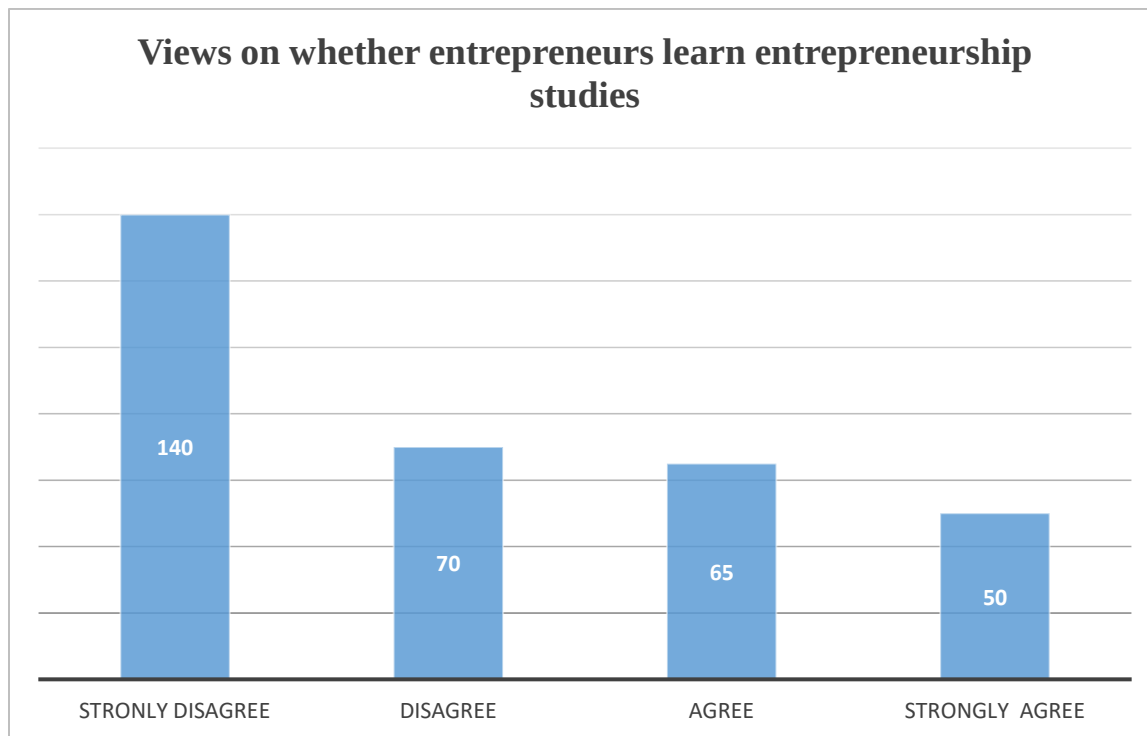
Source: Field data (2021)

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. An interview guide consisting of structured questions was designed and administered to the entrepreneurs and entrepreneurship consultants of Butemba Sub County in Kyankwanzi District. Information that was solicited by this instrument helped the researcher enhance responses from the self-administered questionnaires and this made it possible for the researcher to cross examine some key issues in the research. The choice of this instrument was made because it much considered as a good method for producing data which dealt with the topic in depth. Interviewing was also a good method for producing data because it based on informants' priorities, opinions and ideas. Informants had the opportunity to expand their ideas, explained their views and identified what they regarded as their crucial factors. Data analysis involved editing, coding, measuring and tabulation of the collected data using SPSS (Nelson, Christopher, & Milton, 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: 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,

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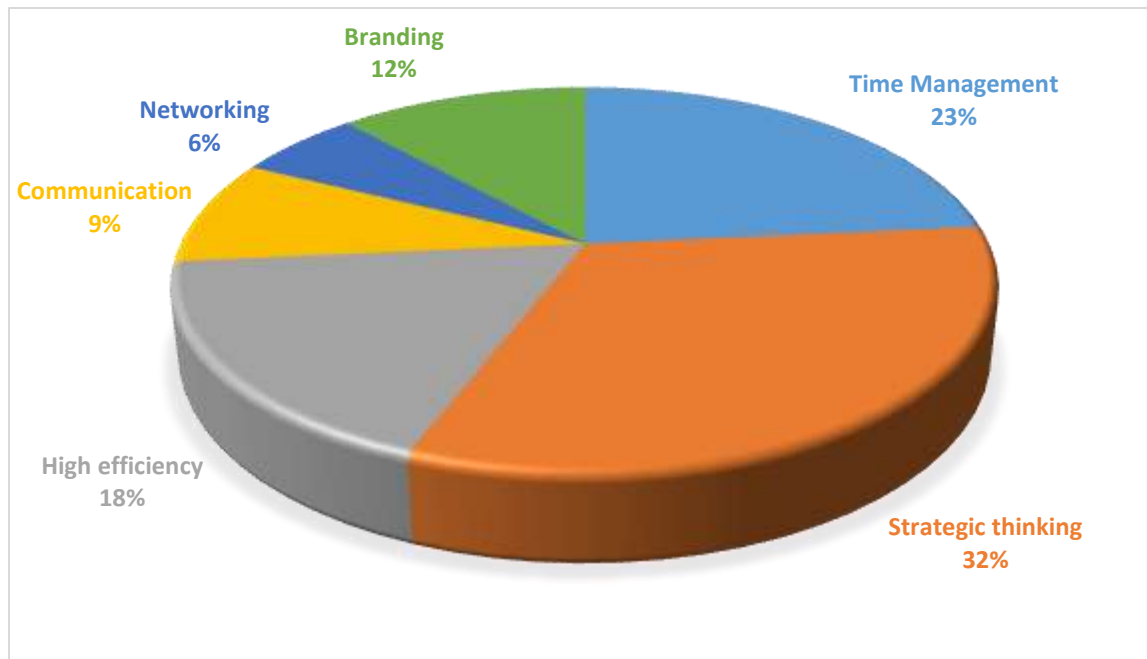
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50 respondents however strongly agreed and informed the researcher that entrepreneurs in Butemba Sub County first learnt entrepreneurship studies and finally 65 respondents also agreed that entrepreneurs learnt entrepreneurship studies before they started their enterprises in Butemba Secondary School (F. Christopher et al., 2022).

Best entrepreneurship skills

Figure 2: Respondents views on the best entrepreneurship skills

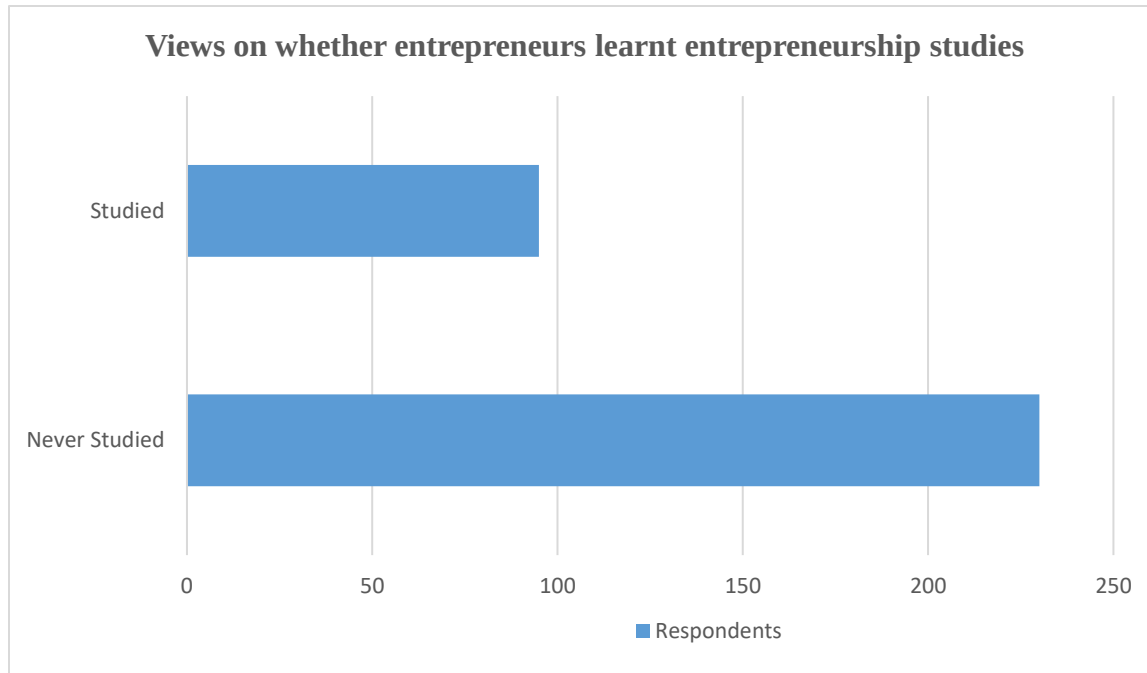


Source: Field Data (2021)

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 (Polycarp et al., 2023), 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 (Ronald et al., 2023).

Table 2: Model summary for entrepreneurship studies on the enterprise development

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.773	.587	.563	.27049
a. Predictors: (Constant), entrepreneurship studies				

Source; Primary data, 2022

Keeping others constant, a one percent increase in entrepreneurship studies would on average lead to 0.773 increase in enterprise development. The R-squared value (0.587) is greater than the adjusted R-squared value (0.563) because it takes into consideration the degrees of freedom (Paul & Kazaara, 2023)

Table 3: ANOVA values for entrepreneurship studies on the enterprise development

Model	Sum of Squares	df	Mean Square	F	Sig.
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1	Regression	8.607	1	8.427	14.531	.000 ^b
	Residual	8.363	369	.076		
	Total	16.970	370			
a. Dependent Variable: enterprise 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 $F=14.231$ and $P=0.000$, both less than 0.05 (Nelson et al., 2023). The disparity between the regression's initial mean square value of 8.531 and the remainder's mean square value of 0.076 serves as more evidence for this. This demonstrates the relationship between enterprise development and entrepreneurship studies.

Table 4: Coefficients of entrepreneurship studies on the enterprise development

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.542	.219		7.130	.000
	entrepreneurship studies	.426	.059	.712	8.618	.000
a. Dependent Variable: enterprise 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 is 8.618, which is greater than 1.96. This implies that entrepreneurship studies have an impact on enterprise development. Consideration is given to a substantial constituent ($Sig = 0.000$).

Discussion of findings

Among the objectives of the study, the researcher was to examine whether developed enterprises based on entrepreneurship studies, to identify the different entrepreneurship skills that can lead to success of an enterprise and finally to identify the entrepreneurs who learnt entrepreneurship studies.

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 (Godfrey et al., 2023).

The findings of the study also 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 (Mercy et al., 2023).

In conclusion the findings of the study also clearly indicated 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

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 Butemba 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

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.

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

There is also a need to improve on the business ethics of the entrepreneurs since most of them were illiterate and never learnt about entrepreneurship studies.

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