



The Influence of Business Education on Entrepreneurship in Uganda: An Action Research Study

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Abstract

In Uganda, there is a growing interest in entrepreneurship as a means of economic development, but business education remains underutilized. An action research approach was employed, involving surveys, focus groups, and interviews with stakeholders to gauge perceptions and behaviors. Business education courses significantly enhanced entrepreneurial skills, particularly in financial management and market analysis, among the participants (85%). The findings suggest that integrating practical entrepreneurship modules within business curricula could foster a more entrepreneurial workforce. Ugandan educational institutions should prioritise adding these modules to their core curriculum to better equip students for real-world challenges. Entrepreneurship, Business Education, Uganda, Action Research

Keywords: *Uganda, Entrepreneurship, Business Education, Action Research, Development Initiatives, Stakeholder Analysis, Ethnographic Methods*

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