



The Pedagogic Promulgation of Entrepreneurship within Ugandan Business Education Paradigms

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Abstract

In Uganda, business education is a crucial component of higher learning institutions aimed at producing skilled professionals to meet the country's economic development needs. A qualitative study involving interviews with educators, industry experts, and focus groups of current and recent business school graduates. Findings indicate that while there is a growing recognition of the importance of entrepreneurship in Ugandan business education, there remains a significant gap between theory and practice. Specifically, only 35% of respondents felt adequately prepared for entrepreneurial challenges upon graduation. Current curricula focus heavily on traditional business subjects such as finance and marketing at the expense of courses that could better equip students with the skills needed to identify and exploit market opportunities. Ugandan educational authorities should mandate more entrepreneurship-focused modules in all business programmes, complemented by experiential learning opportunities like internships and mentorship programmes.

Keywords: *African entrepreneurship, Ugandan business education, pedagogic approaches, entrepreneurial mindset, microfinance integration, qualitative research methods, regional development strategies*

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