

MUBS Entrepreneurship

Innovation and Incubation Centre

Quarterly Newsletter



24HOUR INNOVATION BOOTCAMP: Pg 6

This programme is aimed at helping with the youth to come up with different ideas to help solve societal problems. They are mentored by the Centre and ideas are turned into businesses.

PICTORIAL FOR THE DIFFERENT ACTIVITIES CARRIED OUT AT THE CENTRE:

Pg 14 & 15

Photos of the Entrepreneurship Activities

INNOVATIVE IDEAS: Pg 16-22

These are innovative ideas pitched by those that participated in the Mi Cafe Ideation Session.

Innovate to Curb Poverty



Prof. Waswa Balunywa (in a cap), Dr. Diana Ntamu (in blue) and Ms. Remie Namutangula (far left) in a group photo with mentors and participants at the Bootcamp

The Principal Prof. Waswa Balunywa commended the MUBS Entrepreneurship, Innovation and Incubation Centre, (MUBS EIIC) for addressing poverty in the country.

Prof. Balunywa said, the Centre is playing a big role in addressing poverty in Uganda, through supporting, training and encouraging the young people coming up with innovations and startup ideas.

He made remarks during the 24-hour bootcamp organized by the MUBS Entrepreneurship Innovation and Incubation Centre which took place from June 11-12, 2022. "By being part of this bootcamp, you are different from other young people, ensure you do not leave the camp the way you came", advised Prof. Balunywa.

Mr. Apollo Mayanja Mbazira, the Project Director at Private Sector Foundation Uganda said the young people need a lot of support to make their ideas turned into businesses.

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MUBS
Entrepreneurship,
Innovation and
Incubation Centre

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Etiquette Begins With Inclusion



“A disability doesn’t have to be a social barrier. Good etiquette begins with inclusion, not exclusion.”

Robert M. Hensel

Editor's Note



Communication is vital in every business. It does not matter if the business is physical or on-line. It is very important to know the nature of clients/customers you are handling, to guide you design

the best communication strategies to be able to satisfy your customers/clients desires as well as those of your organization/ business or company.

Many times, employers just dump employees to work without walking them through the importance of good communication, nature of clients handled as well as the company's communication strategies, policies among others. This has killed businesses and placed a dent onto the business' products or services.

As the proprietor, it is upon you to communicate your strategies but putting communication at the forefront because it is what makes or breaks the business. Majority are in business, offering the same product or service but they end up out-competed by one with less experience, knowledge among others because these mastered the art of communication.

As you improve on your communication strategies, ego must be put aside because a client is not looking for ego but rather a product or service.

Sumaia Namuyingo
Assistant Editor
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Editor



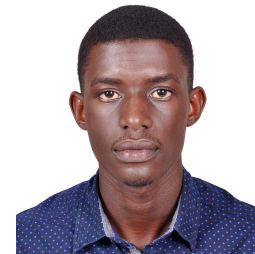
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“The tenancy is for us to spend more time on problems and haters views. Moreover, and go with those that appreciate you. Spend more time on your success.”

Prof. Waswa Balunywa



MTN Uganda and MUBS EIC unveiled an entrepreneurship show dubbed “Nsindika Njake”



Dr. Diana Ntamu addressing guests at the launch of the Nsindika Njake show

On April 4, 2022, MTN Uganda, in partnership with the Makerere University Business School (MUBS) unveiled a youth-centered entrepreneurship TV show dubbed Nsindika Njake. The show aimed at supporting the youth with business-related skills to efficiently operate businesses sphere.

The show is to inspire and stimulate entrepreneurship penetration among the youth to help curb the high youth unemployment rates in the country.

While launching the Nsindika Njake program at the MTN Uganda Headquarters, Mr. Somdev Sen, MTN Uganda's Chief Marketing Officer said that the show is aimed at addressing the unemployment issue that the youth are currently facing.

“Given the high rate of youth unemployment, many youths have taken the right path of starting small businesses but sadly, majority of them have not had the opportunity to get the skills required to effectively operate a business.

“We believe that this show will teach them how to navigate the day-to-day challenges that they face in their businesses and set them on a path to becoming better entrepreneurs,” Somdev said.

Nsindika Njake is a TV show featuring budding entrepreneurs running small enterprises commonly referred to as 'hustles'. The show targets both the educated or skilled and the unskilled, with the goal of equipping them with the requisite business skills to successfully run their hustles.

The 12 participants were mentored and trained by the MUBS Entrepreneurship, Innovation and Incubation Center and this took a period of 12 weeks to the awarding ceremony.

Dr. Diana Ntamu, the Director MUBS Entrepreneurship Innovation and Incubation Centre said the Nsindika Njake program is a very unique initiative focusing on both classroom and experiential learning aimed at harnessing the youths' entrepreneurial potential.

“92% of the young people that join the



L-R; Dr. Isa Nsereko, Dr. Diana Ntamu and Mr. Charles Olupot judging at the Nsindika Njake show

MTN Uganda and MUBS EIC unveiled an entrepreneurship show dubbed “Nsindika Njake”

workforce in Uganda go to the informal sector and a lot of them are running SMEs yet they have no experience. As MUBS, we pride in supporting those young people through capacity building and mentorship so I must say that I am very excited to have worked with MTN. While MUBS fosters entrepreneurship, MTN Uganda wants to support young people," she noted.

Dr. Ntamu further lauded MTN Uganda for this effort noting that tackling youth unemployment is a collaborative effort. While the top 3 winners will walk away with assorted cash prizes, the grand winner will get a cash prize of 60 million.



Winners of the Nsindika Njake show with the Judges and sponsors in a group photo after the award ceremony

Jovan Kagezi won 60M, followed by David Kasaali, the first runner up who won Shs 20 million, Shakirah Nassejje emerged as the second runner-up and won a 10 million and Joseph Kwesiga, who also doubled as the people's choice award winner walked away with a total of Shs 10 million: Shs 5 million being the Nsindika Njake cash prize and Shs 5 million for being the participant of choice for the public.

The prize money will be issued over a period of one year upon the achievement of key milestones. The Nsindika Njake Show was aired every Wednesday 8.30 pm on local TV stations with a repeat on Sundays at the same time.



Participants of the Nsindika Njake show during their visit at the tea gardens

MUBS EIIC applauded for its Efforts Towards Fighting Poverty



Mentors and some of the participants of the Bootcamp in a group photo

Continued from page 1



Participants of the Bootcamp during their contemplation and brain storming session

He picked the best three students; innovations Insta-Doc App, My P-Doc App and Swift Saver App which he is to recommend to different fintech companies for development of these ideas into actual businesses.

“We are the starting point in the innovation eco system and the students need our support. 20years ago as a youth and a team of sales people and technocrats we innovated an amazing app that was bought off immediately and sponsored by MTN.

He commended the MUBS Entrepreneurship Innovation and Incubation Centre for working together with the Faculty of Computing and Informatics as well as the students' ICT Association, SICA to develop business ideas.

The country's population is growing too



One of the sign language interpreter interpreting to a student during the bootcamp

MUBS EIIIC applauded for its Efforts Towards Fighting Poverty



Prof. Waswa Balunywa and Ms. Remie Namutangula guiding participants during their contemplation and brain storming session

fast and yet the basic services that we have in place cannot handle the fast-growing population.

Dr. Ntamu congratulated the participants for finishing the 24 hours boot camp and noted that those who have participated are representing the next wave of innovators and they are the ones to solve the current problems in the country using the entrepreneurial skills they have acquired.

At the same time, the Focal person for Innovations Ms. Remie Namutangula Karaare noted that the bootcamp is intended to help the young innovators came up with innovative and impactful ideas that can be turned into businesses..

The 24-Hour Bootcamp attracted students from different universities namely: Makerere University, Uganda Christian University, Mbarara University and MUBS had a total of 17 teams that pitched their ideas.



Participants of the Bootcamp during their contemplation and brain storming session



Participants of the Bootcamp during their contemplation and brain storming session

MUBS Innovation Hour: Deciding to Become an Entrepreneur



The decision for one to become an entrepreneur is not easy because not all of us will be entrepreneurs. You may try so many times to be an entrepreneur and you will never become one because you are not destined to become one. However, while there, are people born as entrepreneurs, you may be taught to become an entrepreneur

and these series work towards that direction of making you the entrepreneurs you desire. The Innovation Hour is specifically designed and tailored for those entrepreneurs and innovators to find their calling and venture into it.

How do we get to the decision of becoming and entrepreneur?

1. Identification of opportunities
2. Being creative
3. You become and entrepreneur through innovation
4. Through business start-ups
5. Through taking risks

To become an entrepreneur, you must chose it and develop an entrepreneurship mindset, do not do what everybody else is doing, think differently, be disciplined, seek to know, identify a need to satisfy, develop a plan, mobilize resources, organize and operate.

Say NO to Alcohol and Drug Abuse



ADDICTION:

the disease that makes you too selfish to see the havoc you created or care about the people whose lives you have shattered.

Prof. Balunywa on starting a Business or Company



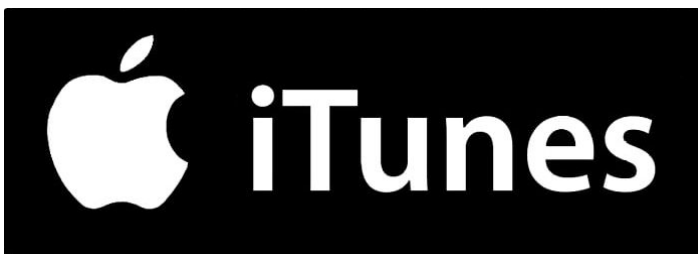
It is very important to have an idea about the level of operation when you are working on projects. As you work out your marketing plans, work out on the number of people who are going to sell your product depending on your sales, strategy for instance, are you going to retail or are you going to distribute and become a wholesaler or are you going to be a manufacturer who wholesales, are you going to manufacture and give to wholesalers? All that must be thought about at the beginning of a marketing plan. In your production plan, there should be a plan to be able to produce those products that the marketing people want and as you

do these things will start being clear. How many people are you using in marketing, production for instance; you need to work over time, so the wages are going to go up. But if you increase production, then you need to recruit more people. The management aspect is now looking at the people that you want to be able to manage.

As you write out the management requirements, you are going to write out the

requirements at different levels for instance, people you need at the operation level, there is need of intermediate managers. At this stage, we are looking at small businesses, but as you look ahead towards what you want to do, you will appreciate that it is important for you to think through the type of people that I require. If your business is growing into billions of shillings, then you need to recruit top Management. At this level, you write out whom you want, what qualifications should they have, what skills should they have and how much money to pay them.

Lessons learnt from Apple's iTunes as it Marks 20 years



1. Be bold:- Do not be afraid to try out different models.
2. Expect longevity:- Anticipate that your idea is a good one and that it will be around for a long time.

3. Be prepared to pivot:- As the old adage goes, expect the best, but prepare for the worst.
4. Stay nimble:- Just because iTunes started revolutionizing the way we consume music in 2001. This does not mean that Apple was guaranteed to remain a leader in the media market in 2021.
5. Obsess over your brand:- Apple's branding is arguably its greatest strength. Other companies have rushed to keep up with its technology such as touch screen, high quality cameras among others.

Establishing an Entrepreneurial Organization



a better entrepreneur in essence you are saying that how can my organization be entrepreneurial?

These organizations are formed through registration, through Acts of Parliament, registered under the companies Act under the Cooperative Society's Act. These organizations are also formed through;

1. Searching for ideas
2. Idea generation which is an innovation

Before you establish an entrepreneurial organization, you need to know what an entrepreneurial organization is all about. Well, it is an organization that continuously comes up with new products, processes and ways of doing things. An entrepreneurial organization creates value, it is driven by an entrepreneurial spirit, it creates and manages change continuously. They are organizations that such for and exploit opportunities to create value. They are organizations that are started and managed by an entrepreneur. Those and more characteristics can make you a better entrepreneur in position of establishing an entrepreneurial organization.

One can become a better entrepreneur by making your organization entrepreneurial. Entrepreneurship is about innovation, so when you talk about how you can become

3. Decision to start

“In whatever you are doing, you need to build an entrepreneurial organization. Are you an entrepreneur, do you have an entrepreneurial personality, do you have what it takes to be an entrepreneur? Many businesses fail because people do not know what they are supposed to do, people tend to copy what everybody else is doing and this is a business problem in terms of entrepreneurial success.”

4. Registration
5. Search for resources
6. Kick starting and risk taking
7. Managing
8. Risk taking

These organizations are formed to serve a need. Some are formed due to the founder's motive; for instance profit, need to achieve and social need.

However, as you set up these organizations, make your organization more innovative with the following guidelines;

- Learn to focus
- Experiment with things
- Learn that it is okay to fail and celebrate the failure for it is teaching and elevating you]
- Train and empower people
- Give people time to become more innovative
- Focus on the future need of your customer

Entrepreneurship to overcome Covid-19 Challenges



Ms Julian Adyeeri Omalla proprietor of Delight Uganda Limited the makers of Cheers Juice

It is believed today that entrepreneurship is the solution to unemployment and a solution to poverty. Today, as we emerge out of the corona virus pandemic challenges, it is believed that entrepreneurship is the solution to those challenges.

Entrepreneurship is not something that everybody will do despite the desire to be an entrepreneur. The Global Entrepreneurship Monitor (GEM) studies states that Uganda is a highly entrepreneurial country, 30% of Ugandans will start businesses however, majority of the businesses do not survive to the fifth month.

Entrepreneurship is associated with wealth and economic prosperity. Statistics indicate that the developed countries for instance USA, Britain among others, have a lower percentage of entrepreneurs and yet they are wealthy countries, so what makes the difference. The difference is in the quality of ideas coming from us. This is caused by knowledge, we are a country with low thirst for knowledge, we have resources around us that we do not use, people come here, take them away and use them. We need to acquire knowledge in various areas most especially technology.

How will Small Businesses Emerge out of Covid-19



Globally, small businesses have been seen as the way to go in terms of eliminating unemployment, most especially the young people and also changing the fortunes of people in terms of their income and removing poverty in the mindset of the society.

When the corona virus hit the world in 2020, starting from China, little did we know that the person who will be affected most was the entrepreneur. The person who produces goods and services that we use, the person who puts food on our table, the person who creates that change and is driving technology. There were lockdowns in different economies but at the same time, something else was happening, the 4th Industrial Revolution. This revolution has come with a number of emerging technologies. As these technologies were evolving, we were asking ourselves, how do businesses emerge out of this very big problem which is mostly affecting small businesses. This is so because during lockdown, big businesses were working while small businesses were shut down or closed. Small businesses have to find a way out otherwise, there will be serious unemployment. This will greatly affect the economy of Uganda since majority of the businesses are small businesses.

Pictorial

Photos of events as they unfolded during the Farmers' Workshop that was held by the MUBS Entrepreneurship, Innovation and Incubation Centre with Prof. Waswa Balunywa as the main facilitator



Pictorial

Photos of events as they unfolded during the First Lecture. This Lecture is organized by the MUBS Entrepreneurship, Innovation and Incubation Centre. It is aimed at walking the First Year students into the world of Entrepreneurship, Innovation not forgetting staying safe and sober as they embark on this journey.



About Sumic Group



Sumic Group is a conglomerate with business interests in E-commerce, Software, Media & Video Production, Broadcast and Internet Access (ISP).



The company's mother company has been SUMIC IT SOLUTIONS registration number; 80020002008172, a digital transformation consultancy and software development company that provides cutting edge engineering solutions, helping Fortune companies and enterprise clients untangle complex issues that always emerge during their digital evolution journey. As the vision of the brand grew bigger, the company board of directors took the decision to run a conglomerate called Sumic Group due to the growing subsidiaries the company is registering.



The Brand is driven by a desire to contribute to, and positively impact the development of our communities and society at large, with 5 major sustainability pillars namely; Creativity, Quality, Tech-Entrepreneurship, Financial & the Sumic Vision.



Main Activities at Sumic;

The companies activities range due to the different subsidiaries that are revenue streams to Group; These include;

1. E-Commerce Activities at Sumic Online
2. IT Services & solutions at Sumic IT solutions
3. Video Production & Motion Pictures at Sumic Productions
4. Internet Services Provision at Sumic Air
5. Digital marketing, Branding and broadcast at Campus Face
6. Internship & research to MUBS Students.



The company works from Monday - Saturday 8:00am - 7:30pm and on Sunday 11:00am - 3:00pm for self weekly evaluations and planning of the new week.



The company has fully functional online systems where most transactions and business is conducted from niche creation, niche penetration, service production & delivery to brand awareness & digital marketing, These highly require a stable working environment in terms of computer equipment & internet access.

Online Platforms;

www.sumiconline.com & sits.sumiconline.com

MUBS EIIC hosts the Kampala- American Centre Officials



Prof. Waswa Balunywa addressing students during the event

The MUBS Principal Prof. Waswa Balunywa encouraged the Students to use the exposure they have and take advantage of the opportunities they come across.

This was during the entrepreneurship information session which was organized by the MUBS Entrepreneurship, Innovation and Incubation Centre and MUESA in conjunction with the American Centre on July 22, 2022 at MUBS. Urged the students to avoid environmental degradation and also respect and help people with disability. Prof. Balunywa emphasized students to abstain from sex and avoid the use of drugs.

The Director of the Entrepreneurship Innovation and Incubation Centre Dr. Diana Ntamu called upon the students to always come for and participate in the activities organized by the Centre. She informed students how lucky they are to have these sessions and encouraged them to use them to add value to themselves.

The Director of the Kampala -American Centre Mr. Francis Eki shared the location of their Centre (Embassy Plaza Kabalagala). He added that the American space has a goal to connect Ugandans with



Ms. Veronica Ssempebwa official from America- Kampala Centre



Dr. Diana Ntamu Director Entrepreneurship Innovation and Incubation Centre

Americans to develop the next generational leaders and their emphasis is entrepreneurship. He encouraged the students to be creative because people get excited about new creations.

He also informed the students that the Centre helps and guides people who need to acquire education in the United States of America. He urged the MUBS community to get membership cards to be able to borrow the content in their E – library.



KaMoney

KaMoney was founded on the 26th October 2021, during an innovation event at HIPIPO awards and it was later pushed to the MUBS innovation and incubation center for more refinement. KaMoney is a mobile platform that enables people keep digital recordings of their finances.

Problem Statement

Over 33% Ugandans borrow money from banks with collateral securities to invest in their businesses, how ever many fail to pay back them back loosing their securities to the bank due to a poor saving plan.

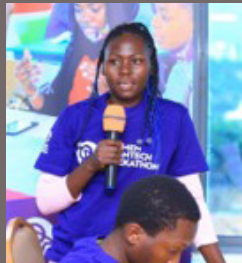
Solution

A mobile application that enables keeping digital records on savings and financial management.

Team



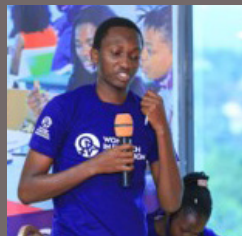
Namwone Brenda Tabitha



Awor Viola



Mugisha Ivan Jalagatha



Kasule Fred

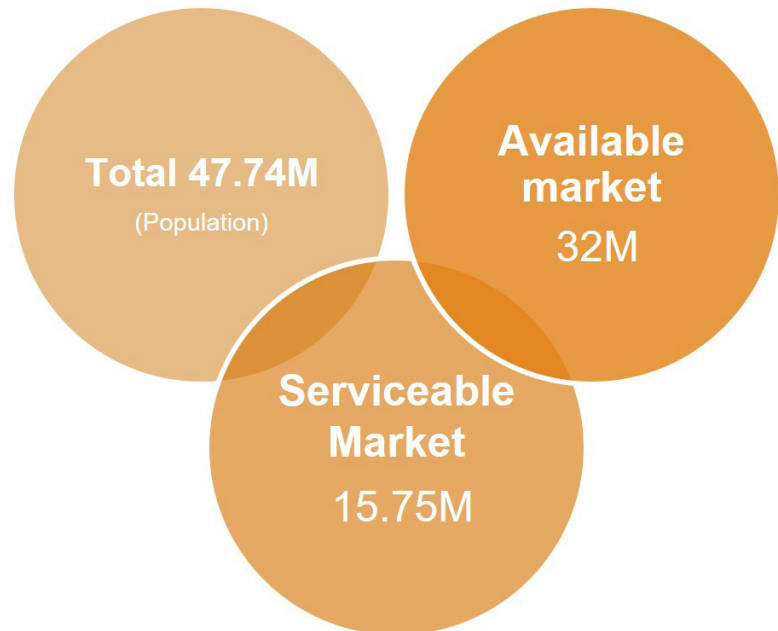


Kunihira Shamim

How it works



Market size





AFRISCOD

Transforming lives.

Problem

More than 283 tons of food is wasted every day in the markets in Kampala district with 40% including fruits and vegetables.

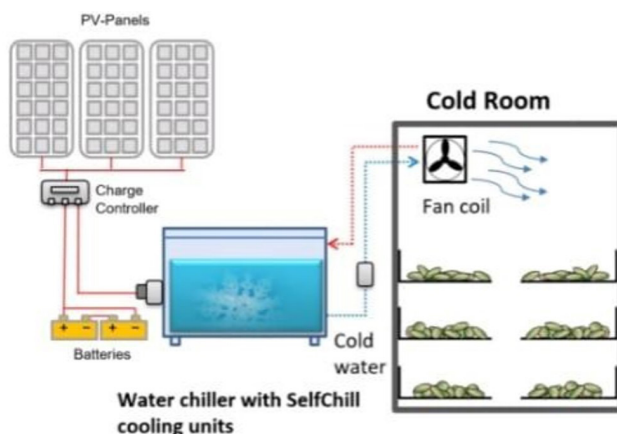
Solution

To provide convenient and affordable cooling and misting solution to vegetables and fruits vendors that increases shelf life and hence reduce food waste.

Value Proposition

We provide affordable, eco-friendly, and energy-efficient cooling and misting systems that add up to seven days of shelf life to their products.

How it works



Team



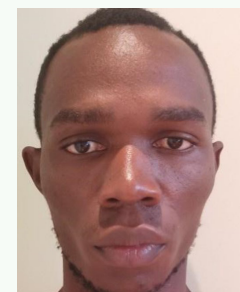
Ivan Mathew
Cwinya-ai

Market development
team lead 4 years
experience in
customer service, 3
year experience in
research



Mark Hillary
Kayongo

Marketing team lead
4 year's experience
in marketing and
communications



Ken Magoola

Technological
team lead, 4 years
experience in
network engineering

Jorgric motors started as an idea under the MUBS EIC in 2020 as a start up project. We aim to provide affordable Agricultural mechanized services to commercial and subsistence farmers through our various contact agents at village and sub county level to enable easy access by farmers to affordable and reliable machines and services.



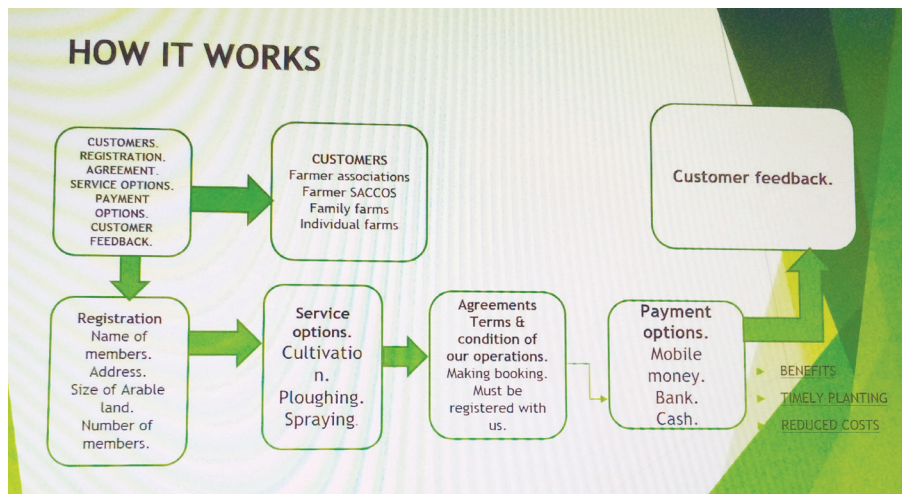
JORGRIC MOTORS

Problem Statement

80% Subsistence & 60% Commercial farmers in Uganda are using traditional farming tools, which are less efficient hence low output and income.

Value Proposition

We are providing efficient and affordable agriculture mechanized services and tools, to subsistence & commercial farmers to enable them scale up their production and productivity.



Team



Businge Jordan
Founder



We walk the healthy living journey with our customers by customizing healthy meals and organic cakes and pastries to suit their health goals and needs.

Problem

As of 2018, 10,442 Ugandans deaths were as a result of coronary heart disease, caused by consumption of foods with trans fat acids from hydrogenated oils.

Solution

We walk the healthy living journey with our customers by customizing the healthy meals and organic cakes and pastries to suit their health goals and needs.



How It Works

- Customer forms
- Product menu
- Select payment mode
- Period of delivery

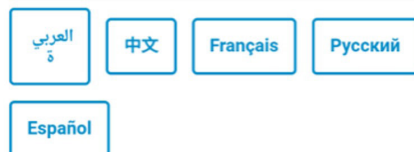


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WHO plan to eliminate industrially-produced trans-fatty acids from global food supply

WHO plan to eliminate industrially-produced trans-fatty acids from global food supply

14 May 2018 | News release
| Reading time: 3 min (937 words)



WHO today released REPLACE, a step-by-step guide for the elimination of industrially-produced trans-fatty acids from the global food supply.



Team



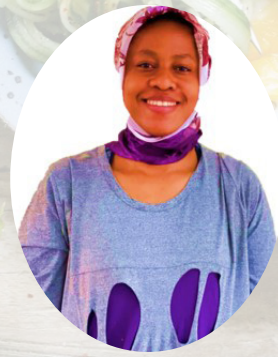
Nangendo Takia
Manager



Nabattu Sumaiya
Head Chef



Sulunyi Swithen Emmanuel
Marketing & Sales



Nassanga Sauda
Product Development



Nalukwago Primrose
Business Development

SAU was founded on 26th November, 2021 and was later pushed to the MUBS Entrepreneurship, Innovation and Incubation Centre for refinement. SAU provides simple hands-on skills at an affordable fee, and also participates in production of some of these products.

We use the available resources in the society to come up with these physical products like bricks, shoe polish, wine and many others.

Problem

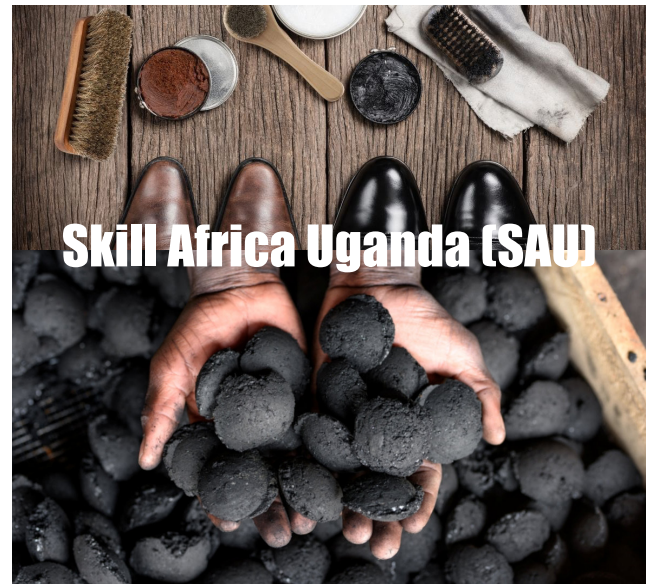
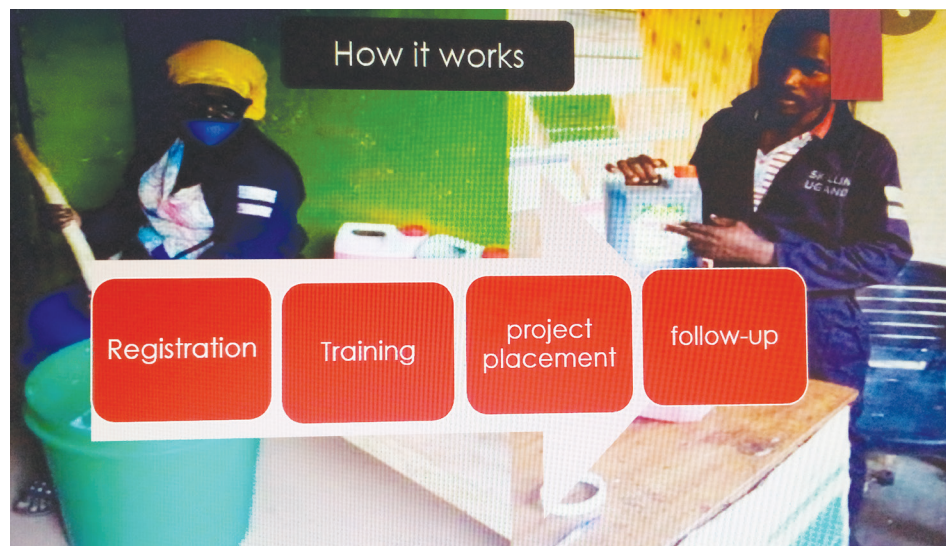
- Over 40000 students in Uganda graduate annually, majority of that number find little or no success in their search for jobs.
- Even most uneducated youth are idle and struggling due to lack of hands on skills.

Solution

- Provide simple and affordable hands on skills that will enable the youth to survive in this competitive world.

Value proposition

- We are determined to solve unemployment by equipping the nation with simple, marketable, and affordable skills required for meeting the life needs such as, Wine making, liquid soap making, shoe polish, and many others.



Team



Nzabarinda Grant
Director



Mwesezi Augustine
Managing Director

MindLife was founded on the 26th December 2021, during a break from the start-up garage at the MUBS Entrepreneurship, Innovation and Incubation Centre.

MindLife is a mobile and web platform for professional counseling and therapy services. The platform matches a person with a counselor / therapist, to have a therapy session.



Problem

The working age population (15-64 years) find it hard to access professional counseling and therapy services.

Solution

Online application

Value Proposition

We are digitally and physically connecting people to professional counselors and therapists, to transform their lives, through mindset and behavioral change.

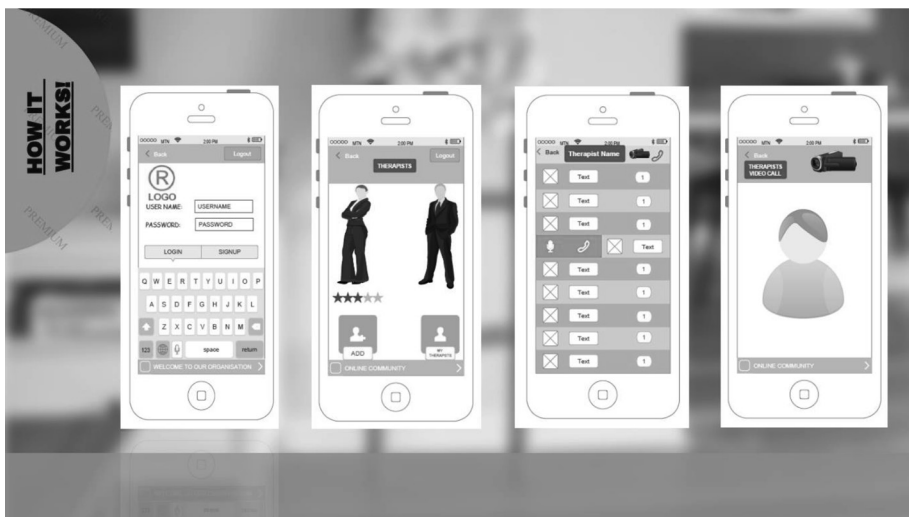
Team



Kawekwa Douglas
Team Leader



Obed Mongeni
Developer



Kumakech Denis
Business Development



We naturally lengthen shelf life for perishable products turning them into nutritious, convenient and affordable foods.

Problem

65% food is wasted in Uganda. 750 tonnes of food wasted in Kampala daily. 1.3 billion tonnes of food wasted globally per year.

Solution

Nutri Plus processes produce into finished nutritious products to enable farmers earn more.

Value Proposition

We naturally lengthen shelf life perishable products turning them into nutritious, convenient and affordable foods.

Team



Bacwa Evelyn
Production

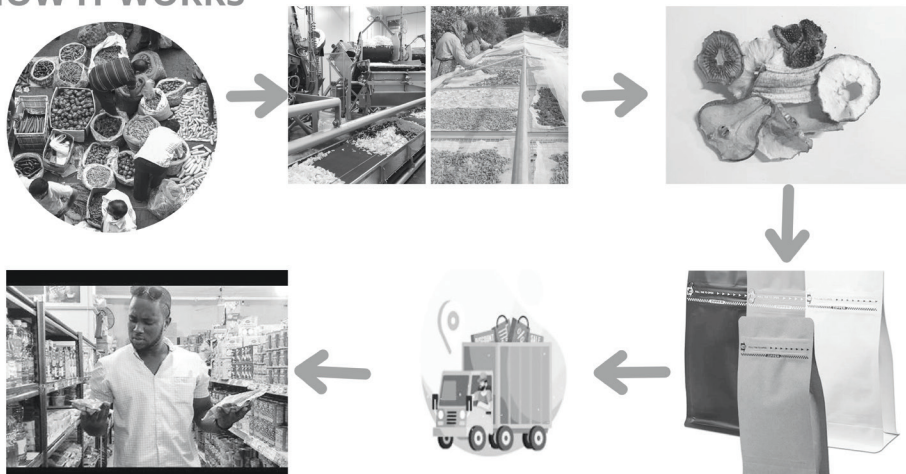


Alinaitwe Bob
Finance



Mukiibi Justine
Business Relations

HOW IT WORKS



MUBS EIIC Breaking the Bias in ICT



Prof. Waswa Balunywa receiving a gift from SUMIC Online during the ICT awareness week

The Principal Prof. Waswa Balunywa has challenged university students to create jobs after their graduate. “After university always search for a profit other than looking for a salary, it is through these profits, that you will be happier”.

Prof. Balunywa was addressing students at the Students Information and Computing Association (SICA) ICT empowerment forum that took place on April 7, 2022 under the theme “**breaking bias in ICT.**”

The Forum was organized by Business computing students under their umbrella, SICA which is an Association that brings

together computing students in MUBS.

The Principal further urged students to stay away from drugs and avoid involving in activities that can expose them to HIV.

Meanwhile, Eng. Henry Ssebunya who represented the Permanent Secretary in the Ministry of ICT and National Guidance, Dr. Aminah Zawedde appealed to the students to embrace the new trends in technology if they are to be competitive and successful in their careers.

At the same time, Dr. Diana Ntamu, the Director MUBS Entrepreneurship Innovation and Incubation Centre encouraged students to seize new technology and innovation and entrepreneurship, we either catch up or remain behind.

Mr. Charles Olupot, Director MUBS ICT Centre and Patron SICA urged students to get interested in technology because its the new normal. The President of SICA, Ms. Joy Tiko said there is a need to awaken the innovative spirit among MUBS students, by government supporting students' innovations through the Ministry of ICT and National Guidance.

Winners of Huawei Seeds for the Future Program Competition



Ms. Joy Tiko, SICA President



Ms. Enid Baluka

Two out of the eight MUBS Students who participated in the programme Joy Tiko a student of Business Computing year three and the President of SICA an ICT Association and Enid Baluka a graduate of Business Computing emerged winners in the Huawei seeds for the future program 2021-2022.

They developed a prototype to solve the challenge of pests and diseases using artificial intelligence.

The programme was fully sponsored by the Uganda Government in conjunction with China Government. Congratulations!!!

Prof. Balunywa To Small Businesses: Government Is Legislating You Out Of Business

Business Focus Reporter,

Many government regulations are hindering the growth of small businesses, according to Prof. Waswa Balunywa – the Principal of Makerere University Business School (MUBS).

While speaking to SME owners at Onomo Hotel during a forum commemorating World Medium, Small and Micro Enterprises (MSMEs) day, which is celebrated every 27th of June, Balunywa said, “There is too much regulation by government, and businesses don’t seem to be aware. They are legislating you out of business.”

He added that in recent years, Uganda is strengthening regulations, many of which are copied from usually developed countries and adopted here, which in turn hinder business growth.



Prof. Waswa Balunywa

The forum was organised by the Sustainable Business for Uganda Platform (SB4U) – a partnership between the European Union, Private Sector Foundation Uganda (PSFU) and the Government of Uganda.

While addressing attendees during the dialogue, Caroline Adriaensen, the EU Delegation’s Head of Cooperation, said, “Even though MSMEs are the drivers of the Ugandan economy – constituting over 90% of the private sector and contributing approximately 2.5 million jobs, Ugandan MSMEs often exhibit low levels of productivity,



Prof. Balunywa To Small Businesses: Government Is Legislating You Out Of Business

high levels of informality and face incredible challenges to survival and growth.”

The SB4U Platform was created to address three critical hurdles for private sector development, namely: inadequate workforce skills as compared to the needs of the private sector, limited access to finance for the private sector, and endemic corruption linked to economic activities.



Through the platform, the European Union funds the “Skills, Attitude, Governance and Anti-corruption” (SG+) Programme to reduce the skills gap; tackle access to finance through the EU-Uganda portfolio on Access to Finance and identify key responses to support anti-corruption efforts in collaboration with the public and private sectors.

The forum also featured a panel discussion that had several MSME business owners share their entrepreneurial journeys and was filled with wisdom on how they overcame the challenges they have faced.

Dennis Ngabirano, CEO of Psalms Food Industries Limited who creates the Sumz snacks advised MSMEs to develop healthy business systems to increase their chances of becoming bankable.

“When we attempted to apply for big

financing from Ugandan Development Bank (UDB), the checklist had over 30 requirements. When I did some self-evaluation, I realized that I could fulfill 31 out of the 36 requirements, and these are cultures, systems and lifestyles that have to be adhered to by entrepreneurs because they can push you to another level.”



Dennis Ngabirano, CEO of Psalms Food Industries Limited

MUBS-EIIC takes services closer to Business people



Vendors of Kireka Farmers Market have been advised on sustainability of business, starting small and understanding the market

The opportunity went on Kireka Farmers Market located along Jinja Road. Founded in 1999 as a stopover for farmers, the market has over 310 vendors with lockups/ stalls, and about 420 without stalls nor shops looking forward for growth.

The 420 individuals include shop assistants and luggage carriers/cleaners. The Centre interacted with 28 vendors whose businesses are struggling due to challenges such as poor customer care, lack of proper book keeping, seasonal changes, limited capital, and poor leadership within the market among others. The challenges were addressed by the different business advisers.

before engaging in a business.

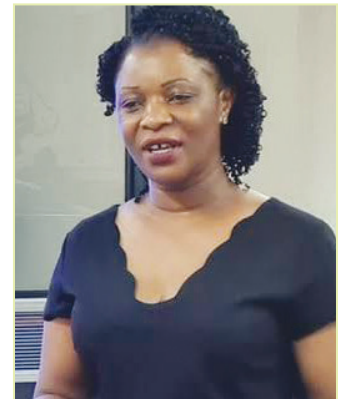
Every last Thursday of the month, the MUBS Entrepreneurship Incubation and Innovation Centre Business Clinic visits entrepreneurs in various markets to address their business challenges.

Social Entrepreneurs Changing Lives

"Because government and the private sector have failed to address all the social needs of the population, it has led to the raise of social entrepreneurs who are finding solutions to community problems," said Dr. Diana Ntamu Director MUBS EIIC.

She says, Social entrepreneurship

involves creating innovations with a social objective and give hope for the future, however, she warned that for such entrepreneurs to succeed, they need to balance between social and economic returns. This was during the weekly series of 'Become a better entrepreneur' organized by MUBS EIIC every Thursday.



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Dispose off Plastic Bags and Bottles
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Prof. Waswa Balunywa.





- He was born in 1970.
- He is a Chinese-American billionaire businessman, engineer.
- He is the CEO and founder of Zoom Video Communications, of which he owns 22%.
- His estimated net worth is US\$14.7 billion.

Eric Yuan
Zoom Founder

13 Leadership Lessons from the Zoom Founder

1. Don't wait around for anyone to say yes, just go for it
2. Lean on your friends to support your dreams
3. Your journey to success as a CEO is a practice in perseverance
4. Patience is key when you start your own company
5. Build something better than other solutions out there
6. The best marketing is to leverage your users
7. If you make customers happy, the money will come
8. Your business principles are more important than just managing a team
9. Lead by example when creating a company culture
10. Your hiring philosophy should be the same across the board, from executives on down
11. You should always be evolving as a leader.
12. Create a customer care culture for success
13. Always do what is right

zoom

—When you lead a team, a business, look at decisions from others' perspective: the customer perspective, the employee perspective.

Eric Yuan, CEO

Five tips that helped Yuan evolve



MAKERERE UNIVERSITY BUSINESS SCHOOL

MUBS FACULTIES AND OUTREACH CENTRES

FACULTY OF GRADUATE STUDIES AND RESEARCH

- Doctor of philosophy Degree
- Doctor of Business Administration
- Master of Human Resource Management
- Master of Business Administration (Evening)
- Master of Business Administration (Modular)
- Master of Science in Accounting and Finance
- Master of Science in Marketing
- Master of Science in Procurement and Supply Chain Management
- Master of Science in Banking and Investment Management
- Master of Arts in Economic Policy Management
- Master of Science in Leadership and Government
- Master of Science in Entrepreneurship
- Master of Hospitality and Tourism Management
- Master of International Business
- Master of Business Psychology
- Postgraduate Diploma in Business Administration
- Postgraduate Diploma in Business Education

FACULTY OF COMMERCE

- Bachelor of Commerce
- Bachelor of Real Estates Business Management
- Bachelor of Science in Finance
- Bachelor of Science in Accounting

FACULTY OF MANAGEMENT

- Bachelor of Human Resource Management
- Bachelor of Leadership and Governance

FACULTY OF COMPUTING AND INFORMATICS

- Bachelor of Business Computing
- Bachelor of Office and Information Management

FACULTY OF MARKETING AND HOSPITALITY MANAGEMENT

- Bachelor of Leisure and Hospitality Management
- Bachelor of International Business
- Bachelor of Catering and Hotel Management
- Bachelor of Science in Marketing
- Bachelor of Travel and Tourism Management

FACULTY OF ECONOMICS, ENERGY AND MANAGEMENT SCIENCE

- Bachelor of Procurement and Supply Chain Management
- Bachelor of Business Statistics
- Bachelor of Transport and Logistics Management
- Bachelor of Arts in Economics

FACULTY OF ENTREPRENEURSHIP AND BUSINESS ADMINISTRATION

- Bachelor of Entrepreneurship and Small Business Management
- Bachelor of Business Administration

FACULTY OF VACATION AND DISTANCE EDUCATION (FVDE)

- Diploma in Business Administration
- Diploma in Hotel and Restaurant Business Management
- Diploma in Entrepreneurship and Small Business Management
- Diploma in Computer Science
- Diploma in Accounting and Finance
- National Certificate in Business Administration (UBTEB)
- Higher Education Certificate in Business Studies

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