

**CAVENDISH UNIVERSITY UGANDA  
FACULTY OF BUSINESS AND MANAGEMENT  
PRESENTATION AT THE EDUCATION  
COLLABORATIVE CONVENING JUNE 2023**

*Theme: “Collaborating with industry, gaining learning of the skills, knowledge, attitudes and competencies needed, and then integrating the learnings into curricula”*

*By Faith Ahabyoona Mugisha, PhD  
Dean , Faculty of Business and Management*



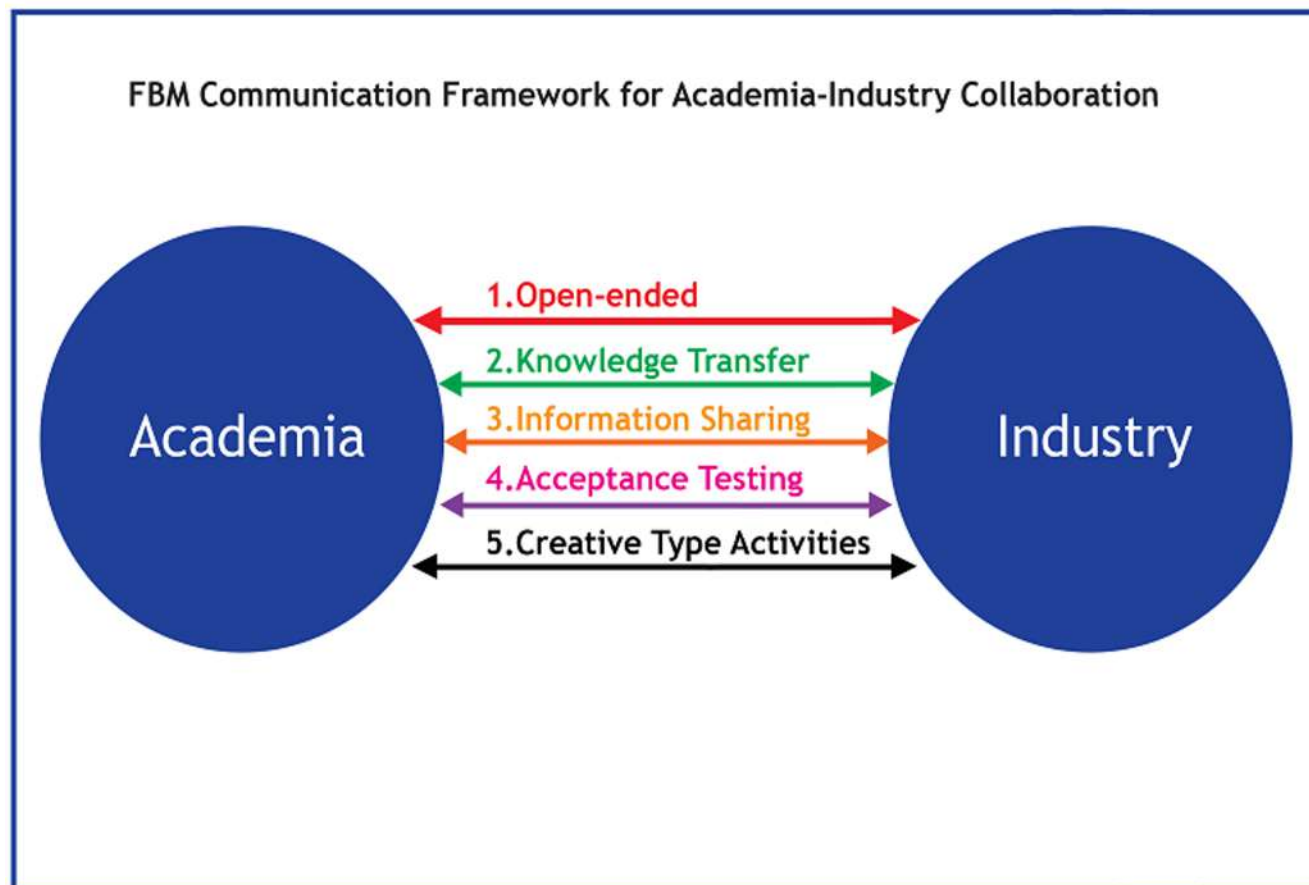
**CAVENDISH  
UNIVERSITY  
UGANDA**

*Success begins at  
Cavendish University*

- FBM' Mission:

*To partner with students in their transformation into responsible, educated, employable and entrepreneurial citizens.*

- At FBM we strive to impart: practical, measurable, active business principles through thought patterns that impact positively on students' ability to succeed as: entrepreneurs, executives or employees.
- The combination of skills taught puts our graduates ahead in the vast areas of business and management.





## 1. Open-ended communication through:

a) Constant partnership development and partnership strengthening with ministries, researchers, universities and business development centres

### b) Business Webinars:

FBM schedules business webinars facilitated by industry. They are intentional fora to ensure constant connection with opportunities on current industrial trends. These are relevant in class discussions and connection of class with the industrial realities.

## 2. Acceptance Testing

a) This is done through apprenticeships: Students in their final year are encouraged to compete for apprenticeship opportunities in and outside the country in any industry. These opportunities pre-test the ability of the students to translate class work into industrial expectations

b) FBM has been lucky that over 60% of our students are able to pass these tests and their apprenticeships converted into jobs



Dean FBM, CUU colleagues, the Commissioner of Trade, ED Small and Medium Enterprises and the ED, NASE Africa, a Leading Social Enterprise in Uganda after a successful Business Symposium hosted by CUU

## CUU Students Offered Amani Fellowships

March 17, 2022 - by Bonnah Suzan Namungi



FBM academic giants R-L Ms Carol Namagembe and Mr Anthony Oyela won the prestigious Amani Partners Fellowship





**PUBLIC LECTURE  
ON UGANDA'S  
CAPITAL MARKETS**

**KEYNOTE SPEAKER**  
Mr. Martin Owey - Executive Director  
of Jomo Investments and Trustee  
Services

Mr. Tamara Jasari Tumwine - Senior Research Officer of the Capital Markets Authority (CMA)  
Mr. Kasolo Isia Chartered - General Manager of Britam Asset Managers  
Mr. Owen Koto - General Manager of ICEA Asset Management - Uganda

**Theme: The Capital markets role in mobilization of savings and capital formation for post covid-19 economic growth.**  
Date: 06<sup>th</sup> April 2022 | Venue: Basement 1 | Time: 2:30pm-4:00pm

**cma** **ICEA LION** **OLD MUTUAL** **Britam**

A Team of 4 Certified CMA experts prepared to deliver a public lecture on savings mobilizations to FBM students and

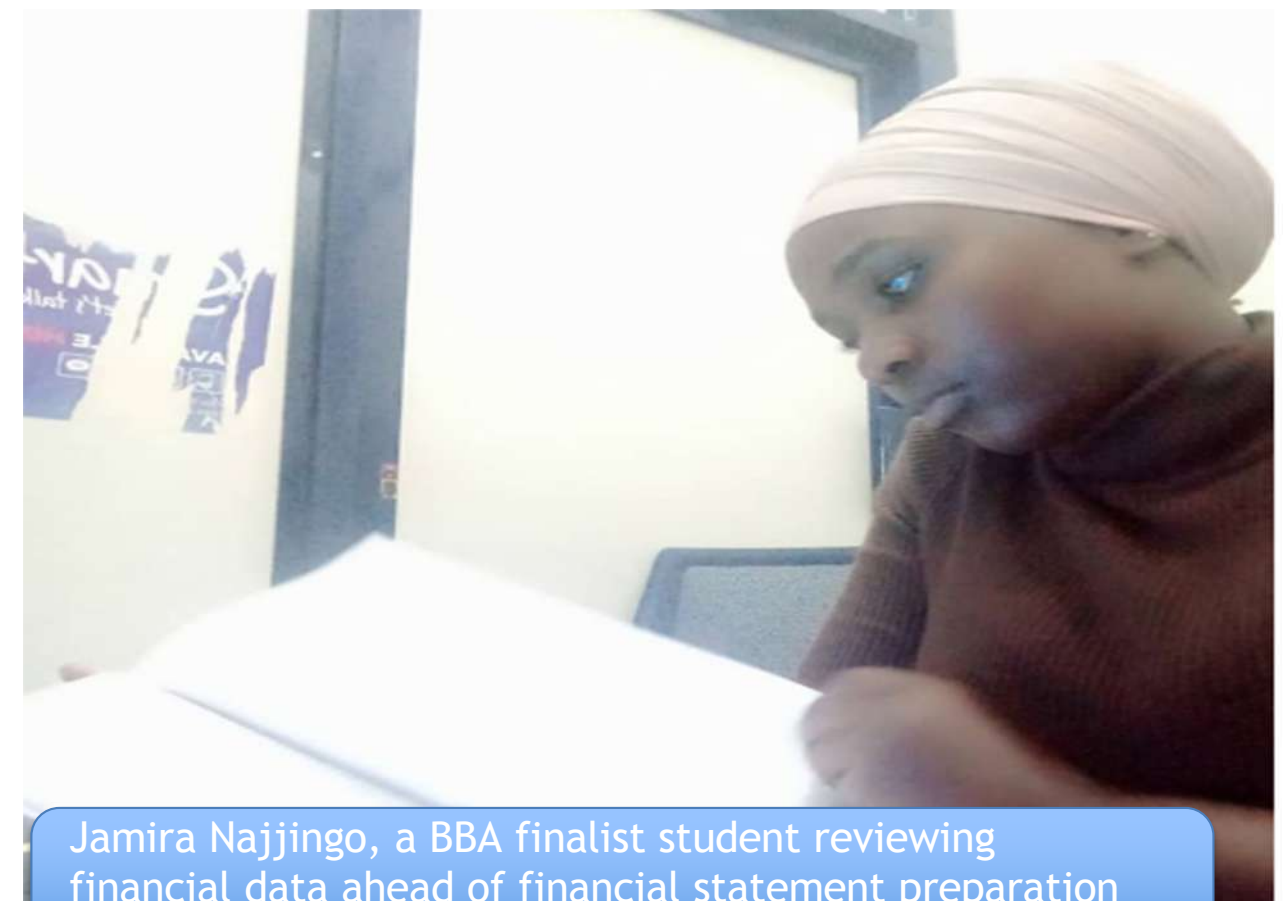
b) Faculty engage in visitation and supervision of students under internship placements:

Faculty use this opportunity to record students' skills gaps that guide curriculum update based on the deficiencies observed as students interact with work space and with industrial supervisors

## 3. Knowledge Transfer

- a) The faculty engages industrial regulators:
- Institute of Certified Public Accountants of Uganda (ICPAU) for public Accounting information
  - Association of Chartered Certified Accountants (ACCA) for private and public accounting information
  - Capital Markets Authority (CMA) for equity and stock markets information
  - Institute of Corporate Governance of Uganda (ICGU) for corporate governance information

These regulators offer timetabled public lectures, curriculum spot checks, new resources shares(reports and policies) and many others.



Jamira Najjingo, a BBA finalist student reviewing financial data ahead of financial statement preparation during internship





BBA students in groups discussion ahead of their pitches to Z-Zurich foundations for entrepreneurial seed fund and mentorships programs

## 4. Information Sharing

- a) FBM deliberately shares information students' capabilities by inviting industry so students can show case their skills
- b) Through industry-student engagements, there is mutual learning.
- c) Industry experts help the students improve their skills, while they also pick and support innovative and creative ideas presented.



L-R: Rita Bisaaso a lecturer at FBM, The Dean FBM and Z-Zurich Foundation Project Lead Carol Ndilima, the Communications special and Project Director Geoffrey Wakhakunyu, after students' project presentation and social entrepreneurship mentorship.





L-R: An FBM student's team that developed the popular Heritage Hibiscus Tea; Next is a display of the tea on the local market

## 5. Creative type activities done through:

- Lining up engagements for FBM students to explore group thinking, creativity and innovation.
- The developed students' prototypes are rolled to industry whose outcome is: Agreement to purchase; agreement to sale and further business development.
- Outcome to date: 50% FBM graduates are able to initiate, develop, implement with industrial involvement.





## 1. CUU Philosophy on Curriculum:

- a) All Programs run are accredited by UNCHE
- b) All Programs present an opportunity for collaboration through the teaching methodologies, course content and industrial based case studies that form assessments

## 2. Faculty Implementation of the CUU' Philosophy on Curriculum:-

- a) Each faculty program identifies a policy and practice expert from the industry
- b) The expert's schedule is part of the faculty work-plan
- c) The work plan is signed off every semester by the Dean

## 3. At Course unit delivery:-

Each course emphasizes the application of theoretical knowledge to address real- world industry challenges through:

- a) Case study-based assessments
- b) Formative and summative evaluations to track student progress e.g. preparing extended papers on the public crises, recommending interventions and presenting with guidance from public experts

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2. Faculty Implementation of the CUU' Philosophy on Curriculum

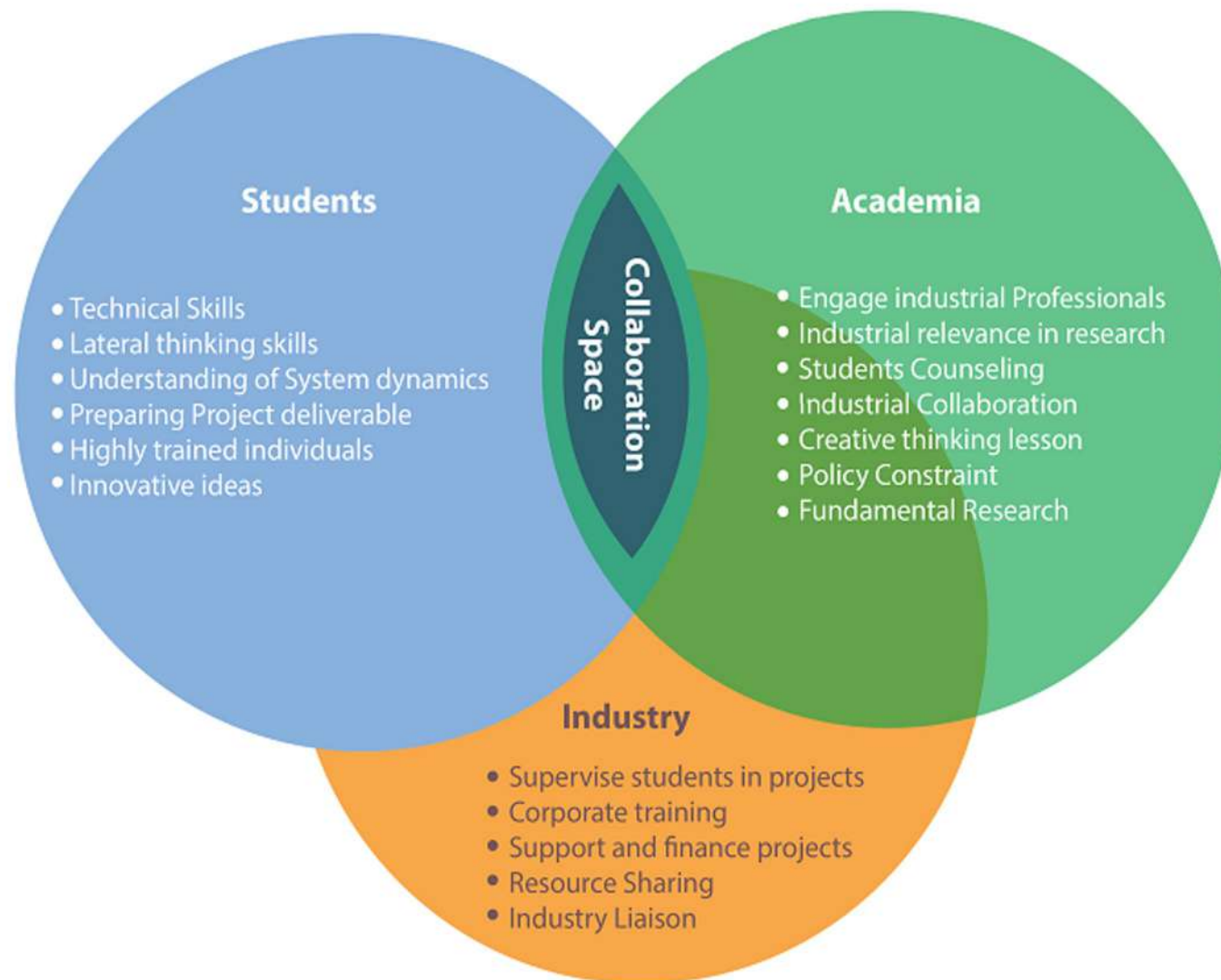
3. At Course unit delivery

1. **Mentoring**- attaching junior staff to Industry mentored staff for guidance on teaching and research capabilities
2. **Consultation**- encouraging continuous dialogue amongst industry, leadership and staff utilizing online and physical CUU provisions
3. **Practice**- enabling opportunity to apply the latest teaching tools: coursera for campus, e-tours, Kubicle spaces.
4. **Improvement(CPD)**- Every semester, there are industrial based CPD for faculty pedagogical skills' enhancement through several online tools: Magna learning commons , in- house tutoring and seminars
5. Every eight months, there is a period of **reflection** (May to August semester). In this period, staff workload is less to create time for industrial engagement, evaluating learning outcomes - internship supervision
6. Continuous **learning, learning** never stops as Toffler's famous quote:

*“The illiterate of the 21st century will not be those who cannot read or write, but those who cannot learn, unlearn, and relearn.”*







## ICPAU recognising and awarding the FBM Top BBA Accounting & Finance student

a) The Model sums up the benefits of collaboration to: Students; Academia; Industry.

b) The benefits only occur in a collaboration space

c) Collaboration improves designing updating & monitoring of DBA, BBA, MBA & MPM curriculum to be fit for purpose

d) Collaboration continues to lead to graduate' recognition by industrial regulators.



