



Enhancing Employability of Accounting Graduates in Uganda and  
Nigeria by Integrating Employability Skills into Accounting  
Education using a Work-Integrated Learning (WIL) Approach  
(DESIRED)

**Project No. 101228707**



Co-funded by the  
European Union

## Activity Report

**Accounting Students Association of Makerere University (ASAMU) Career Launchpad  
Report – 25<sup>th</sup> March 2026**



ASAMU CAREER LAUNCH PAD 25TH 03. 2025 \_DESIRED PROJECT

**A Project Implemented by:**



**MAT ABACUS**  
Business School



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## **REPORT ON THE CAREER LAUNCH PAD EVENT**

Submitted to: Desired Project (Co-funded by the European Union)

Submitted by: Accounting Students Association of Makerere University

Event Name: Career Launch Pad

Date of Event: 25th March 2026

Venue: ADB THEATRE ROOM 2

Sponsor Contribution: UGX **250,000**

Number of Participants: 76 students

### **1. Introduction**

The Accounting Students Association successfully organized the Career Launch Pad event aimed at equipping students with practical career readiness skills and bridging the gap between academic knowledge and professional workplace expectations. The event was supported by the Desired Project through financial sponsorship of **UGX 250,000**, which contributed toward the successful execution of the program.

### **2. Objectives of the Event**

The main objectives of the Career Launch Pad were to:

- Equip students with interview preparation skills.
- Provide guidance on professional certifications relevant to accounting and business careers.
- Expose students to practical career insights from industry professionals.
- Improve students' CV writing and personal branding skills.
- Enhance career preparedness among accounting students.

### **3. Key Activities Conducted**

The event involved several impactful sessions including:

- Interview Preparation Session: Students were trained on how to confidently handle interviews, common interview questions, and professional presentation.



- Professional Certification Guidance: Facilitators guided students on professional courses such as CPA, ACCA, and other certifications that can strengthen their careers.
- Career Insights Session: Industry professionals shared real-world experiences, expectations of employers, and career growth strategies.
- CV Review Session: Students were given an opportunity to have their CVs reviewed and receive practical improvement tips.

#### **4. Participation and Engagement**

The event registered a total attendance of 76 students, showing strong interest in career development initiatives. Participants actively engaged in discussions, asked questions, and appreciated the practical knowledge shared.

#### **5. Utilization of Funds**

The **UGX 250,000** received from Desired Project was utilized to support key logistical requirements of the event including:

- Refreshments for participants
- Facilitation of guest speakers
- Printing of materials and stationery
- Publicity and mobilization costs

#### **6. Outcomes and Impact**

The event achieved the following outcomes:

- Improved student awareness of career opportunities.
- Enhanced student confidence in interview preparation.
- Increased knowledge about professional certifications.
- Strengthened collaboration between students and professionals.
- Positive feedback from participants requesting more career development programs.

#### **7. Challenges**

Some minor challenges included:

- Limited funding which restricted expansion of the event.
- Time constraints due to the number of topics covered.
- High student demand for one-on-one CV reviews which required more time.



## **8. Conclusion**

The Career Launch Pad event was a success and contributed significantly to preparing students for their professional journeys. The Accounting Students Association appreciates the support of the Desired Project and the European Union in empowering students through such initiatives.

## **9. Appreciation**

We sincerely thank the Desired Project for the financial support that made this event possible. Your continued partnership is instrumental in helping us organize impactful student development programs. We look forward to continued collaboration in future initiatives.

## **10. Prepared by:**

Name: Nicholas Tendo Ssekitende

Position: President, Accounting Students Association Makerere University

Date: 27th March 2026



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