DECLARATION

I, Raphael Michael Ami, declare that I am the sole author of this dissertation, that during the period of registered study I have not been registered for other academic award or qualification, nor has any of the material been submitted wholly or partly for any other award. This dissertation is a result of my own research work, and where other people’s research was used, they have been dully acknowledged.

Date…………………………….      Signature   …………………………………
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SUPERVISOR
Acknowledgement

This study would not have been complete without the support from various people at different capacities. First and foremost the professors of ESAMI Business School who kindly and diligently shared with me their knowledge and experiences so that I become what I am in the professional arena of business administration.

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God is good to all of us
Dedication

This thesis is dedicated to my family, in a special way to my wife Nathalia Raphael and to my sons Michael and Daniel for their time, love, encouragement, moral, spiritual and material support during the undertaking of my studies. Their patience, courage, love, kindness appreciation and tireless support made my studies a success.

May Almighty God bless you and keep you healthy forever
Abstract

This thesis is submitted to ESAMI Business School for the partial fulfillment of the master’s degree in business administration (MBA). The thesis assessed the impact of the appreciative inquiry approach in the income of the households a case study of Kassanaluwero catholic diocese in Uganda. The study examined the relationship between the level of the harmony in the household and the appreciation of the efforts of the members in the household having any impact in increasing the income of the household. The conceptual framework states that the income of the household is the factor of two variables which are high level of the harmony and the appreciation of the efforts of the household members.

This study used appreciative inquiry as the data collection technique through which positive questions were asked in the focused groups discussions. This is due to the fact that the area of study is a sensitive matter which is income of the household. Income is a sensitive issue especially in Africa, it is seen as the internal issue of the household not to be known by others. This being the case positive questions helped the respondents to be open and flexible to share true information about their income. The use of appreciative inquiry approach to study the impact of appreciative inquiry in the household income is the major challenge of the researcher as the chances of confusing the approach in study and the method that is used for the study may be confused easily.

The study used a case study of Kassanaluwero catholic diocese which is in central part of Uganda. The case study technique is chosen as a method of doing this particular research due to the fact that the nature of the topic in study was relevant to use a case study. The research used probability sampling where by a cluster sampling and simple random sampling was selected out of the whole population which received the appreciative inquiry training. A group of 50 households were targeted to respond to the questions but only 43 were reached by the researcher.

Findings have proved that the income of the household and the level of harmony at the household have very strong relationship. Again appreciative inquiry approach is proved to have an impact in the income of the households that are studied and the approach is seen as the very powerful tool for introducing change in the community. All these are presented in the findings of the research in chapter four.
## List of Abbreviations

1. **ABCD**  |  Asset Based Community Development
2. **ACAP**  |  Annapurna Conservation Area Project-Pokhara
3. **4-D’s**  |  Discovery, Dream, Design and Destiny
4. **AI**  |  Appreciative Inquiry
5. **ESAMI**  |  Eastern and Southern African Management Institute
6. **IFPRI**  |  International Food Policy Research Institute
7. **IISD**  |  International Institute for Sustainable Development
8. **IRUDEKA**  |  Integrated Rural Development for Kassanaluwero
9. **O & OD**  |  Opportunities and Obstacles for Development
10. **MBA**  |  Masters in Business Administration
11. **MS**  |  Multiple Sclerosis
12. **S/N**  |  Serial Number
13. **UK**  |  United Kingdoms
14. **UNDP**  |  United Nations Development Programme
15. **UNICEF**  |  The United Nations Children's Fund
Definition of terms

What is Appreciative Inquiry?

1. Ap-pre’ci-ate, v.,
valuing; the act of recognizing the best in people or the world around us; affirming past and present strengths, successes, and potentials; to perceive those things that give life (health, vitality, excellence) to living systems 2. to increase in value, e.g. the economy has appreciated in value. Synonyms: VALUING, PRIZING, ESTEEMING, and HONORING.

2. In-quire’ (kwir), v.,
The act of exploration and discovery, to ask questions; to be open to seeing new potentials and possibilities. Synonyms: DISCOVERY, SEARCH, and SYSTEMATIC EXPLORATION, STUDY.
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