



## Course Overview

The AFAYA Course for online entrepreneurship is an 18-month 'blended learning' experience combining live workshop sessions with online and mobile learning. It is an integrated business development programme, divided into four courses. Teaching is based on Christian principles. Students will be linked to other students through 'Learning Circles' and work together on some projects online. Details of these student groups will be provided once you have registered. Modules 1 & 2 are completed in the first six months (depending on the effort of the individual student) and Modules 3 & 4 in the next six months. The aim is that in the final 6 months the student is ready to 'go it alone' in continuing to build his or her business, while receiving ongoing business coaching and mentorship support from the Course leader assigned to the student.

Students may register at any time and start the online and mobile course work in their own time. Discussions via e-conferencing will provide general motivation and an opportunity for asking questions.

### Module 1: Leadership Development

In this course students learn how to develop their body, mind, emotions and spirit to embrace an entrepreneurial lifestyle and mindset. econovix presents an integrated approach to leadership development, to ensure that future entrepreneurs don't simply focus on making money, but on building livelihoods, which are meaningful and sustainable.

### Module 2: Building a Business Online

Using the innovative enterprise development and support platform developed by EcoLine Enterprises (Pty) Ltd, econovix teaches students step-by-step to start their own internet-based business online. This includes developing an own business plan, a business website using online tools, registering an own company, establishing an online shop to sell products or services, marketing the business and building an own salesforce online.

### Module 3: Local Business Development

Once the online business is up and running, econovix works with each student to establish an own local business, aimed at providing services in the specific local area where the student is based. The key aim is to sensitise the new entrepreneur to the critical role he or she is playing as a business-owner in the local community in which the business is based.

### Module 4: Global Business Development

In the 21st Century, no entrepreneur can work in isolation of what is happening in other parts of the world. During the final course in this series, new entrepreneurs learn about the challenges and opportunities that exist on a global level and may inform business decisions as their own business grows. This course also helps students to build global visibility for their own business.

## Accreditation

The AFAYA Course is not accredited by any accreditation authority.

The outcome of this course is that the student will have learnt HOW TO build an operational business online.

Of course, econovix cannot take responsibility for the success of the business, but all efforts will be made to assist the young entrepreneur to lay the foundations of success and to move ahead in building a new business or growing the start-up created hands-on during the duration of this course into a successful business venture.

However, the ultimate success of any new business venture lies in the commitment, focus and efforts of the entrepreneur, the acceptance of the business model by the market and the general economic environment in which the business operates.

DISCLAIMER: Under no circumstances can EcoLine Enterprises (Pty) Ltd, its directors or any of its employees take responsibility for the success of any business established by a student on the itea Leadership & Entrepreneurship Course.

## Learning Materials

*While most learning materials will be made available as part of the course, the course leader may from time to time recommend that students purchase and read other books in order to develop their general knowledge. These books will not be compulsory reading, but will most certainly enhance the student's experience and general knowledge in terms of business decision making. Where possible, digital download versions of such books will be identified, which generally cost less than printed copies.*



### How AFAYA works:

The AFAYA course for online entrepreneurship is a unique, cutting-edge training, mentoring & business coaching opportunity. Instead of focusing on purely theoretical training in business principles, econovix aims at making sure that the prospective entrepreneur starts an own online business and then receives the necessary theory training, systems training and personal coaching to make a success of the business. In addition, econovix coordinates an annual volunteer project to ensure that participants get away from their 'normal' context and spend time at a deep rural, educational project, aimed at developing interpersonal skills, commitment and vision-building.

## Classes

All classes are held at the econovix enterprise development hub near the University of South Africa (UNISA) and University of Pretoria (UP) Groenkloof Campus. Class sizes vary, depending on the number of students registering for the course, but do not exceed 15 students per class.

## Study Clubs

AFAYA course students are expected to form 'Study Clubs' (Learning Circles) in order to meet in smaller groups of maximum 11 students on two days per week. Meetings are held at a suitable venue, such as a coffee shop. These are informal gatherings, but students are expected to participate in teamwork projects.

## Home Study

During weekdays, every AFAYA student receives DAILY homework to work on learning about leadership, entrepreneurship, using the internet to build and market a business and to develop a healthy lifestyle routine. All home study work is online.

## Business Coaches:



**Reinhild Niebuhr, BA (Hons), University of Pretoria**

Entrepreneur, Author, Philanthropist

*Founder: EcoLine Enterprises (Pty) Ltd*

<http://www.reinhildniebuhr.com>



**Nico den Oudsten, BArch, University of Pretoria**

Architect, Former Director: Health Facilities Planning, Philanthropist

*Senior Consultant: EcoLine Enterprises (Pty) Ltd*

<https://www.linkedin.com/pub/nico-den-oudsten/27/865/48>

### **Holiday dates 2016// 1-31 July and 15 December 2016 - 1 February 2017**

Once you have an online business, you do not generally go on holiday, but you can get away from it all, while taking along your business by ensuring that you can go online every day for just a couple of minutes to check if things are humming along nicely.

### **Volunteer Week 2016 // 12-28 May 2016**

These are provisional dates for the 7-day trip to work as a volunteer at the Themba Trust, a rural non-profit organisation in Mpumalanga Province. Accommodation and meals are provided, while transport will be arranged. Please block this date in your diary as soon as you have registered!

If you have any questions prior to registering, simply email your full name to [ceo@itea-afrika.com](mailto:ceo@itea-afrika.com) or sms your full name and email address to 0824668175 and we will get in touch with you.

### **Please call if you would like any further information.**

Curious to meet Reinhild Niebuhr and to see the offices of EcoLine Enterprises (Pty) Ltd? We have 'open house' days in November 2015 and students and their parents or guardians are welcome to visit! Please simply call Tel. 012-3443340 or sms Cel. 082-4668175 to make an appointment with us.

## **Monthly Course Fees**

Pay R1650.00 per month over 18 months to cover your monthly course fees. This includes a weekly face to face workshop, daily online homework activities, online coaching and 'Learning Club' meetings with fellow students twice a week. This amount also includes subscription to all internet-based business systems required to successfully learn and complete the course.

## **Additional Expenses**

As part of the experiential training, students may be required to cover additional costs for study trips. These trips will be discussed with students during the coursework sessions.

## **Student Requirements**

As an AFAYA student on our online entrepreneurship course, you need to meet the following requirements:

- Read, understand and write in English
- An own laptop with wireless connectivity
- Have daily access to 3G or ADSL internet at home - at least 2GB data per month.
- You need an own smartphone, preferably on an airtime contract. *NOTE: If you do not have a contract as yet, itea may assist you in getting a special offer from a cellphone service provider.*
- Have a good support system at home to make sure you can focus on your entrepreneurship studies and do not have pressure to contribute financially to your family while you are studying
- You MUST be able to pay the monthly fees by the 5th of each month
- You must have an own bank account with a debit card that can be used for payments online. *NOTE: If you do not have such a card, econovix can assist you in obtaining a suitable bank account.*
- Transport expenses to the Weekly Workshops (over 16 months) and the Learning Circle meetings with your fellow students.

## **Volunteer Work**

All students will be expected to participate in volunteer work as part of their leadership development coursework. Volunteer work includes a 7-day trip to a deep rural, non-profit organisation in Mpumalanga, where students will be interacting with high-school students and assist with renovating a school and hostel buildings. The cost of this trip is NOT included in the Annual Course Cost and will be R2500.00\* per trip. This visit will take place during the first year of the itea course. This is, of course, also a great 'bonding' opportunity for students, to get to know their fellow-students outside of the course.

*\* Volunteer Trip costs may need to be adjusted if fuel costs and rental bus expenses increase.*

## **Registration**

Registration is online by paying the first monthly instalment on econovix marketplace.

Type this link into your Internet browser and make a payment using your credit card:

<http://www.econovix.net/shop/virtual/courses/itea-internet-entrepreneurship-course/>

## **Payment arrangements**

After the course has started, please make an online payment at the same link before the 5<sup>th</sup> of every new month in advance.

**Looking forward to helping YOU achieve your dream of  
being a successful online entrepreneur!**

