Your business idea starts in your pocket.

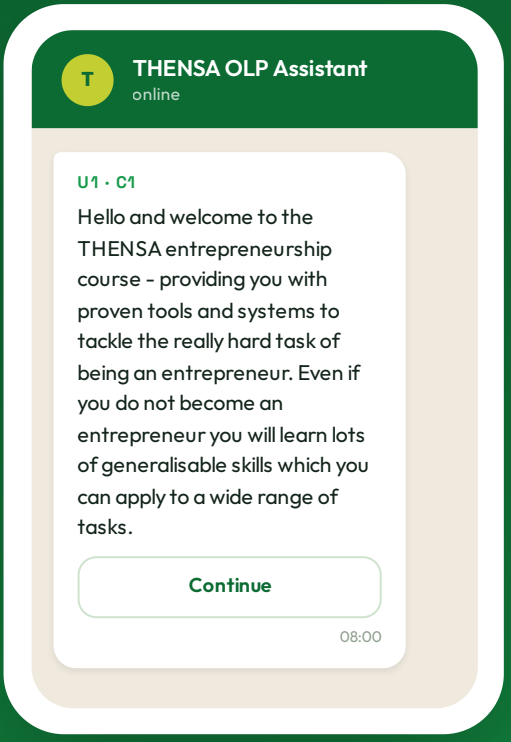
Welcome to the **THENSA Online Entrepreneurship Course**, delivered card by card through WhatsApp, in your own time, wherever you are. This guide gets you onboarded in minutes.

4
UNITS

80
LEARNING CARDS

45
QUESTIONS

1
CERTIFICATE



Part of THENSA's **Technology Enhanced Learning Initiative** and the **THENSA Online Learning Platform (OLP)** · Endorsed by **Munster Technological University, Ireland**

COURSE OUTLINE

Four units. One idea, made real.

Each unit arrives as a series of cards in WhatsApp. Work through them at your own pace, answer the questions, and watch your idea take shape.

UNIT 1

Choose an idea

Learn what entrepreneurship really is, and identify a project or business idea to develop through the course.

41 cards · 17 questions

UNIT 2

Develop your idea

Shape your idea with a Business Model Canvas and Strategy Map, proven tools used by real founders, and identify your key assumptions.

7 cards · 5 questions

UNIT 3

Validate your idea

Discover the most useful research methods for putting your assumptions under the microscope before you invest time and money.

16 cards · 10 questions

UNIT 4

Implement your idea

Build your own system for bringing your strategy to life and taking your idea into the real world.

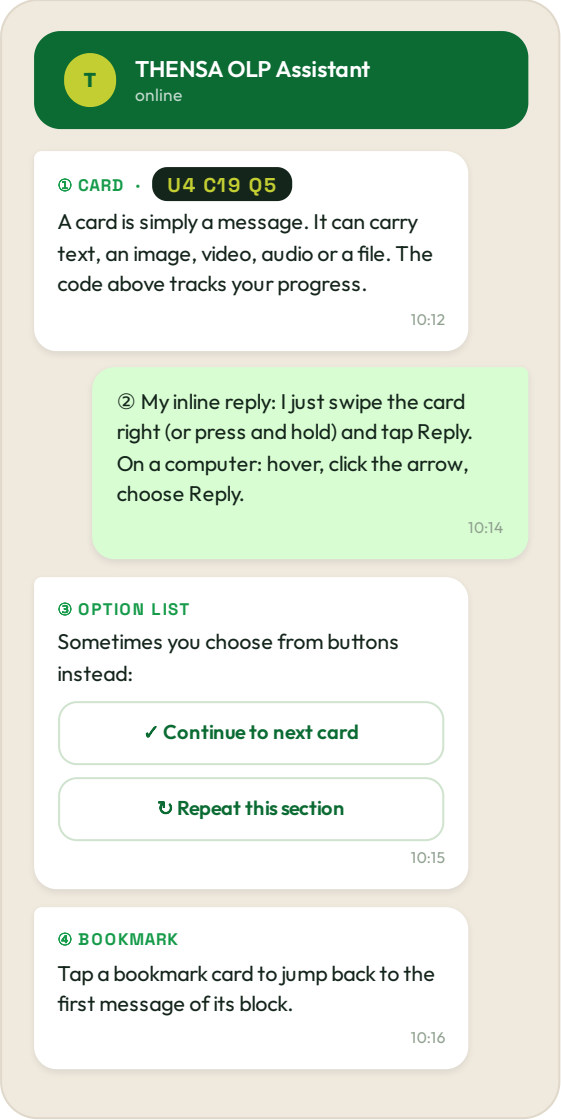
16 cards · 13 questions

🎓 By the end, you will have a **valuable new skill set**: how to develop an idea and assess it rigorously, plus a **certificate of participation**. And because these proven tools are also **project management tools**, they will serve you far beyond business, from succeeding in a university module to landing your ideal job.

HOW IT WORKS

The course speaks WhatsApp.

Everything happens in one chat with the **THENSA OLP Assistant**, added automatically during onboarding. Here is the language of the course, decoded.



① Progress indicators

Each card is stamped with your position: **U** = unit, **C** = card, **Q** = question. So `U4 C19 Q5` means Unit 4, card 19, question 5. Read it against the course outline to always know exactly where you are.

② Inline replies

Some cards ask you to answer just like any normal chat message. **Phone:** swipe the card right, or press and hold, then tap Reply. **Computer:** hover over the card, click the small arrow, choose Reply.

③ Option lists

Other cards give you a list of options. Just tap the button for your choice.

④ Blocks & bookmarks

Your first few cards arrive automatically. After that, content flows in **blocks** of varying size, released by your replies and choices. Some blocks end in a **bookmark** that jumps you back to the start of that block.

Message history

Your chat history from Unit 1 to Unit 4 **is your course**. Keep it at least until you finish and save your certificate. Better still, keep it forever as your personal reference library.

⚠️ **Save your certificate first!**

You will receive an online **certificate of participation** when you complete the course. **You must save your certificate before deleting your messages or uninstalling WhatsApp.** Once the history is gone, it is gone.

🎟 Your message takes a ticket

When you send a message, it joins a short waiting line, like taking a ticket at a counter, and is handled in the order it arrived. Your next card **will always come**, but at busy times it can take **up to 4 minutes**. If nothing appears right away, please wait a moment.

Card gone missing?

If, by the odd chance, a WhatsApp network delay or momentary failure interrupts things, type and send the keyword below. It resends the **last card you received that is expecting your reply**.

`resend` ✓✓

ONBOARDING

Get started in three steps.

Follow these steps closely for a frictionless registration.

Your ID Number must match

Registration depends on the **ID Number you provided during self-nomination**, in response to the invitation from your university. If the ID Number you enter does not match it, registration will fail.

Have WhatsApp installed

Download WhatsApp for your preferred device from **whatsapp.com/download**. Install it on both mobile and desktop and you can **switch between them at any time** after registration.

1 Visit the platform

Go to **https://olp.thensa.co.za** on your phone or computer.

2 Enter the course short code

Scroll down to the **Learners** section and enter the short code below. It opens your dedicated instance of the Online Entrepreneurship Course. Unlike your access token, the short code is the same for everyone in your cohort.

SHORT CODE **FCA2026**

3 Generate your access token and register in WhatsApp

On the course page, generate your personal access token: enter your **Email Address**, **Identification Number** (your ID Number from self-nomination) and **Chat ID** (your WhatsApp mobile number). When you submit the form, your ID Number is **validated automatically**, and if validation succeeds, your access token is **emailed to you**.

Then tap the course page's link to open the **THENSA OLP Assistant** chat in WhatsApp, and type and send the command below, replacing YOUR-ACCESS-TOKEN with the token from your email:

`REGISTER FCA2026 YOUR-ACCESS-TOKEN` ✓✓

Your course content starts arriving as soon as your command is sent. At busy times, allow up to 4 minutes (see page 3).

AUG 2026
11

Registrations open 11 August 2026

Even with all prerequisites met, registration will fail if you attempt it before this date. Mark it, and be ready.

> If clicking through from the course page does not open the WhatsApp chat on your device, add the THENSA OLP Assistant manually: create a contact for **076 257 5194**, start a new chat with it, and send your registration command there.

STUDENT SUPPORT

Help is one green button away.

Support is available **only on https://olp.thensa.co.za**, via the green support button in the bottom right corner of any page on the website.



Requests sent through this channel are tracked, monitored and serviced by the online service desk. **No other channels are monitored** for requests relating to this course.

One channel, every time. WhatsApp messages, emails or calls outside the official support button cannot be tracked and will not reach the service desk.

When submitting a request, always include:

- ✓ Your full **Name**
- ✓ Your **Email Address**, the one you monitor daily, where the service desk will respond
- ✓ A **Subject** for your inquiry
- ✓ The **Type** of request
- ✓ A detailed **Description**, so the person helping you understands exactly what you need and can respond quickly
- ✓ An **attachment** if available, for example a screenshot of the problem in WhatsApp

All we ask is your commitment and your passion.

THENSA is excited to offer you this valuable opportunity to build real entrepreneurial business skills. Bring your idea, bring your energy, and see it through to the final card. We will see you in the chat.

ADVANCE · INNOVATE · TRANSFORM