

JA 小生意大創意 JA IT'S MY BUSINESS!™

學生對象	: 中二至中四學生
建議課時	: 6 小時
「其他學習經歷」	: 與工作有關的經驗
JA 重點	: 企業精神

- 中二至中四學生將有機會
- 認識成功企業家的奮鬥故事
 - 明白公司如何滿足市場的需要
 - 發揮創意，製作廣告
 - 了解企業如何造福社會
 - 從商界義工身上學習，從他們的經驗中獲得啟發

2011/12 課程現正接受學校報名！

1. JA小生意大創意 JA IT'S MY BUSINESS!™

JA小生意大創意 JA IT'S MY BUSINESS!™ 讓學生培養企業精神，並強化社會科的學習、閱讀及寫作技巧。課程鼓勵學生運用批判性思維，學習企業精神、發展正面的態度、探索個人的事業展望，打造精彩的未來。

透過參與「JA小生意大創意」，學生能認識成功企業家的奮鬥故事、明白公司如何滿足市場的需要、發揮創意、製作廣告，並了解企業如何造福社會。

課程包括 6 個各約 1 小時之活動，詳情及學習重點如下：

單元一：我是企業家

學生分組進行「他是誰？」競猜遊戲，從而認識古今中外企業家的生平，並開始發掘自身擁有的企業家特質。

單元二：我要改變世界

學生分組為青少年俱樂部設計藍圖，從考慮顧客需要及構思產品設計，他們可以辨認出企業家的第一種特質 — 滿足需要。

單元三：認清顧客心

學生分組為產品設計廣告，向合適的顧客銷售產品，從而學習企業家第二個特質：瞭解你的顧客及產品。

單元四：我有一個新構思

學生參與拍賣不同的生意，以欣賞創意及創新精神對建立生意的重要性。

單元五：我找出了市場的需要

學生會認識甚麼是社會企業家，並研究企業家如何運用四項企業家特質，制定業務計劃書。

單元六：企業家，慶祝吧！

學生透過設計企業家個人簡介咭，展示出他們了解第四項企業家特質 — 相信自己。

2. 目標學生

- JA小生意大創意 JA IT'S MY BUSINESS!™ 適合中二至中四的學生
- 每班約 25-30 名學生

3. 授課方式

JA小生意大創意 JA IT'S MY BUSINESS!™ 可以下形式在學校進行：

- (a) **由商界義工授課：**JA 將為每班約 25-30 名學生招募一位商界義工，於星期六到學校帶領進行課程，分享他們的經驗，讓學生明白及認識企業精神。
- (b) **義工老師協作：**商界義工於星期六到學校教授課程首四個單元，再由老師在學校時間為同學進行兩個學習強化活動。JA 會提供所有課程教材。由於此方式所需的義工參與時間較少，成功配對義工的可能性較(a) 為高。
- (c) **由老師授課：**JA 會提供所有課程教材，讓老師以活動教學形式於校內教授課程。老師可自行安排教授課程時間及進度，較具彈性。此方式讓學校就算未能獲配對義工，學生仍能參與課程。

4. 資源安排

學校需提供的資源包括：

- 填寫並交回下頁之**申請表格**
- 選出一位**負責老師**，假如由商界義工於校內授課，負責老師將代表校方與商界義工保持聯繫，並在每一課節隨堂，協助義工授課
- 招募學生**參加。每班約 25 - 30 人。
- 準備**場地或課室及授課所需要的器材**

JA 將負責：

- 提供**所有課程內容及教材**（可選中文或英文）
- 假如由商界義工於校內授課，JA 會聯絡**商界義工**，安排到學校指導學生
- 舉辦約 1 小時之義工導師及負責老師**課程介紹會**
- 安排 **職員**協助學校推行課程

4. 申請辦法

請於 **2012年1月20日前**，於網上填妥申請表格

如有任何查詢，歡迎聯絡國際成就計劃香港部(JA)：

電話：3426 3147

電郵：imb.ja@jahk.org

JA It's My Business!™

Target students : **Form 2 to Form 4**
 Learning Time : **6 hours**
 OLE Area : **Career-related Experiences**
 JA Pillar Focus : **Entrepreneurship**

Great opportunity for Form 2 to Form 4 students to

- Learn about lives of successful entrepreneurs
- Understand how businesses fill a market need
 - Create effective advertisements
- Appreciate how businesses create positive impact on the community
 - Share experiences from a business volunteer

School application for 2011/12 is NOW open!

1. JA It's My Business!™

JA It's My Business!™ emphasizes entrepreneurship while providing a strong focus on social studies, reading, and writing skills. Students are encouraged to use critical thinking to learn entrepreneurial skills that support positive attitudes as they explore and enhance their career aspirations. Through participating in the activities of JA It's My Business!™, students learn about lives of successful entrepreneurs, understand how business fill a market need, create effective advertisements and appreciate how businesses or entrepreneurs create positive impact on the community.

Six one-hour activities will cover the following topics:

Session One: I Am an Entrepreneur

Working in groups, students play the E-Quiz Game Show. They begin to identify entrepreneurial characteristics they possess by learning about the lives of entrepreneurs both past and present.

Session Two: I Can Change the World

Students work in groups to complete a blueprint for a Teen Club. They identify the first entrepreneurial characteristic—Fill a Need—by considering customer needs and brainstorming product design. Students begin to identify the skills and knowledge needed to start a business.

Session Three: I Know My Customer

Working in groups, students recognize the second entrepreneurial characteristic—Know Your Customer and Product. Students discover ways to market specific products to the appropriate customers.

Session Four: I Have an Idea

Students participate in an auction designed to highlight creative and innovative entrepreneurs and their businesses.

Session Five: I See a Need

By analyzing current examples of social entrepreneurs, students identify businesses they can start. They examine ways entrepreneurs use the four entrepreneurial characteristics to develop their business plan.

Session Six: Celebrate Entrepreneurs!

Students create Entrepreneur Profile Cards to showcase their understanding of the fourth entrepreneurial characteristic—Believe in Yourself.

2. Target Students

- JA It's My Business!™ is tailored for **Form 2 to Form 4 students**.
- Each class should consist of **25 - 30 students**.

3. Program Delivery Format

There are three options for which the JA It's My Business!™ program can be delivered:

- (a) **Business Volunteer-led:** JA will recruit **one Business Volunteer** to lead a group of 25 - 30 students and share their real-life experiences to help students understand about entrepreneurship.
- (b) **Volunteer-Teacher Partnership:** Business volunteer will deliver the first 4 sessions of the program, and teacher will support the remaining 2 learning reinforcement activities during school hours. JA will provide all program materials. As this format requires less time commitment from volunteers, successful rate of volunteer recruitment is usually higher than (a).
- (c) **Teacher-led:** JA will provide all program materials for teacher to integrate the program into the regular academic curriculum at the most preferable time and pace. This format allows highest flexibility. Students can benefit even business volunteer cannot be matched for the school.

4. Resources Commitment

Your School will need to :

- Accept this invitation by completing and submitting the **application form** (see attached).
- Nominate a **Link Teacher** to coordinate the program with JA, and to provide support for the business volunteers throughout the program if it is volunteer-led
- Recruit students** to participate. Each class consists of 25- 30 students.
- Arrange a **venue** at your school with computer, projector and internet access for the program each week

- All program materials** for students (including student workbooks and all activity materials). Student workbook is written in English or Chinese.
- Business Volunteers** to go into schools to facilitate program for schools that select format (a) & (b)
- 1-hour briefing** session to familiarize Link Teachers and Business Volunteers with the program
- JA Staff** to coordinate and support the program at your school

5. How to apply

To apply, simply fill out the application form and submit online **on or before 20 January 2012**.

For enquiries, please e-mail to imb.ja@jahk.org or contact 3426 3147.