

JA Be My Own Boss

Jockey Club Entrepreneurship Series



Target Participants:	Primary 4 - 5 students	Language:	English or Cantonese
Class Size:	20 – 25 students (max 2 classes per school)	School Commitment:	At least one Link Teacher to: <ul style="list-style-type: none">• Support student coordination and classroom management• Assist university student facilitators and business volunteers in class• Attend pre-program briefing
Program Length:	<ul style="list-style-type: none">• 1 hour per session• 12 sessions in total	Cost:	Free of charge
Program Schedule:	Selected by school		

Introduction

Entrepreneurial thinking and skills enable a person to be the master of his/her life and create their own opportunities. JA Be My Own Boss equips primary school students with basic entrepreneurship skills and the most important 4C skills of the 21st century, and builds up their confidence for the future.

Program Highlights

JA Be My Own Boss is an extended entrepreneurship program designed for Primary 4 to 5 students, who are starting to develop the cognitive ability to understand the basics of entrepreneurship. At the 12-session program, students will learn progressively the basics of entrepreneurship through hands-on learning activities e.g. board game, company visit and project presentation. The sessions will be facilitated by business volunteer role models and university students, with support of the school teacher. Students will appreciate from a young age that business has a purpose to serve the needs of society and create solutions. The program can be incorporated in the General Studies curriculum.

Program Topics

- Session 1** What is entrepreneurship?
- Session 2** 3W2H of a business – Who, What, Why, How and How Much?
- Session 3** Company structure
- Session 4** Design thinking I – Observe and Discover
- Session 5** Design thinking II – Develop and Solved
- Session 6** Company visit
- Session 7** Pricing and budgeting
- Session 8** Marketing I – Basic marketing
- Session 9** Marketing II – Slides presentation techniques
- Session 10** Business plan development I
- Session 11** Business plan development II
- Session 12** Business plan presentation by students in school

Student Takeaway



- Learn basic yet latest entrepreneurship concepts and tools, including the 3W2H business model and design thinking
- Have a taste of real business world through the facilitation of business volunteers and university students with company visit
- Develop creativity, collaboration, critical thinking and communication skills – 4Cs skills
- Build confidence
- Certificate will be presented upon program completion and in-school presentation



About JA HK

As one of the world's largest youth-serving NGOs, JA Worldwide prepares young people for employment and entrepreneurship. For 100 years, JA has delivered hands on, experiential learning in work readiness, financial literacy, and entrepreneurship. We create pathways for employ-ability, job creation, and financial success. Each year, our network of over 450,000 volunteers serves more than 10 million students in over 100 countries.

JA HK is one of the 100+ members of JA Worldwide, and a leading provider of Other Learning Experiences in Hong Kong. Our programs enable young people to learn the world of work from the first-hand experience of business volunteers. Since our establishment in 2001, we have engaged the support of over 21,000 business volunteers from some 700 companies to serve more than 330,000 students from over 600 schools.

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