

JA Be My Own Boss

Family Program

Target Participants	Primary 4 – 5 students	School Commitment	Assign at least one Link Teacher to: <ul style="list-style-type: none"> • Support student coordination and classroom management • Assist business volunteer facilitators in class
Class Size	20 – 25 students (max 2 classes per school)	Parent Engagement	At least 5 parents to attend pre-program briefing and assist business volunteer facilitators in class
Program Length	4 two-hour sessions + 1 hour presentation (9 hours in total)	Cost	Free of charge
Program Format	Face-to-face or Online		
Language	English or Cantonese		

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 the social, financial and enterprise skills, and builds up their confidence for the future.

Program Highlights

- ▶ At the 5-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 supported by school teachers and parent representatives in the role of teaching assistants. 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.

1



Topic 1 : What is My Passion?

Participants make choices to better understand the concept of self-knowledge — awareness of their skills, interests, and values

3



Topic 3 : Company Visit

Participants take an up-close look at how a real business and work of work function and explore aspiration for their future

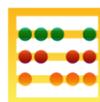
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Topic 2 : Design Thinking

Participants learn to observe the communities around them, discover their needs and develop creative solutions

4



Topic 4 : Budgeting

Participants learn about budgeting and its importance on personal and business context, explore various start-up costs and pricing methods and apply in a board game

5



Topic 5 : Marketing

Participants learn basic method for collecting customer insights, and different channels to promote goods/services

7



Topic 7 : Plan Development & Presentation Preparation (Led by Link Teacher & Parent)

Participants will work in teams to develop and complete plans for their business, with the support from Link Teacher and Parent

6



Topic 6 : Introduction to “My Business Plan” & Social Innovation

Participants learn about the key elements of a business plan or social projects for applying the knowledge and skills

8



Topic 8 : Student Presentation

Participants will present their business plan in class

Idea Pitching at Closing Ceremony

- ▶ Each participating school can nominate one team of students to participate in the idea pitching at the closing ceremony where students showcase their creativity to a larger group of audience and celebrate the achievements during their learning journey.

Student Takeaways

- ▶
 - Develop social, financial and enterprise skills
 - Learn basic entrepreneurship concept and tools, including the 3W2H of a business and Design Thinking
 - Have a taste of real business world through the facilitation of business volunteers and company visit
 - Certificate will be presented upon program completion

About JA HK

- ▶ Junior Achievement Hong Kong (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 22,000 business volunteers from some 700 companies to serve more than 360,000 students from over 600 schools.

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.

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