



中華人民共和國香港特別行政區政府總部教育局
Education Bureau
Government Secretariat, The Government of the Hong Kong Special Administrative Region
The People's Republic of China

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Career Guidance Section, EP09, Podium, East Block, Education Bureau Kowloon Tong Education Services Centre, 19 Suffolk Road, Kowloon Tong, Kowloon.

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全港公營及直資中學校長/企業、會計與財務概論科/經濟科/升學及就業輔導主任：

教育局「商校合作計劃」2022/23

JA 課程 2022/23

本函旨在通知貴校，由青年成就香港部舉辦的一系列「JA 課程 2022/23」，現正接受報名。活動旨在透過與時並進的實踐及體驗式學習，發展學生的企業精神，就業準備及理財知識，幫助學生實現志向和發揮潛能。現誠邀貴校鼓勵學生參加。

有意參加活動的學校，請細閱主辦機構邀請信及活動簡介，並於各活動的截止日期前透過相關的網上連結報名。

如欲查詢活動細節，可致電 3426 3148 或透過電郵 info@jahk.org 聯絡青年成就香港部的活動負責人。查詢「商校合作計劃」事宜，可致電 3698 4366 聯絡本函代行人。

教育局局長

(葉宏豐  代行)

2022 年 7 月 18 日

附件一：主辦機構邀請信及活動簡介

附件二：有關「商校合作計劃」活動性質的注意事項

網址：<http://www.edb.gov.hk> 電子郵件：edbinfo@edb.gov.hk
Web site：<http://www.edb.gov.hk> E-mail：edbinfo@edb.gov.hk

致校長及老師:

誠邀 參與 2022/23 年度 JA 課程 - 其他學習經歷
現正接受學校報名 [截止: 8 月 26 日 (五)]

你好！現誠邀 貴校與學生參與青年成就香港部 (JA HK) 的「其他學習經歷」課程。透過 JA 環球網絡、及與時並進的實踐及體驗式學習，讓學生：

- 透過與商界義工交流，加強與工作世界的聯繫、擴闊視野、把握未來機遇；
- 發展企業精神、提昇事業準備及理財知識；
- 發展必需的技能、態度和人脈關係，為未來作好準備。

JA HK 提供**實體或網上課程**、**網上學習資源**、**國際、亞太及大灣區比賽及交流機會**，費用全免。有關詳情請參閱附件的「JA 課程概覽 2022/23」。

自 2001 年成立以來，我們服務超過 600 間學校逾 42 萬學生，並得到超過 700 間公司、逾 2 萬 8 千位商界義工的支持，參與 JA 課程，與年青一代分享工作世界實況及寶貴經驗。

如有查詢，請致電 3426 3148 或電郵至 info@jahk.org 與我們聯絡。

敬祝
教安

青年成就香港部行政總裁



蔡卓慧 謹啟
2022 年 6 月 27 日

附件: JA 課程概覽 2022/23

下載 JA 課程概覽 2022/23



27 June 2022

JA Program 2022/23 – Other Learning Experiences
School Enrollment by 28 Aug (Fri)

Dear School Principals and Teachers,

At Junior Achievement Hong Kong (JA HK), we sincerely invite you and your students to be part of our OLE programs. Through the JA global network and cutting-edge experiential learning, students:

- Strengthen their connections with the world of work, broaden their horizons and appreciate the array of opportunities, through exchanges with business volunteers,
- Develop their entrepreneurship, career readiness and financial literacy,
- Hone the essential skills, attitudes, behaviors and networks for their future.

JA HK offers **face-to-face or online programs, online learning resources, global and regional competition and exchange opportunities** for free. Please find more details in the enclosed Program Overview 2022/23.

Since our establishment in 2001, we have engaged the support of over 28,000 business volunteers from some 700 companies to serve more than 420,000 students from over 600 schools.

We look forward to working closely with you in the new school year. For enquiries, kindly contact us at 3426 3148 or info@jahk.org.

Yours sincerely,



Vivian Choi
CEO
Junior Achievement Hong Kong

Attachment: JA Program Overview 2022/23

Download the JA Program Overview 2022/23



2022-23

JA課程概覽

JA PROGRAM OVERVIEW

可選實體或網上課程
Face-to-Face or Online



事業準備
Career Readiness



企業精神
Entrepreneurship



理財知識
Financial Literacy



中學「其他學習經歷」課程
OLE OPPORTUNITIES

費用全免
Free of charge

截止報名 Enrollment Deadline
August 26 (Fri), 2022

JA 青年成就香港部 Junior Achievement (JA) Hong Kong



“ Inspiring youth to become innovators, entrepreneurs, and leaders of future ”

青年成就香港部屬 JA Worldwide 全球網絡成員之一，作為全球規模最大、影響力最大的青年服務機構，JA 紮根香港超過20年，一直致力啟發和裝備香港的下一代成為**創新先驅、創業家和未來領袖**。JA 透過環球網絡、及與時並進的實踐及體驗式學習，發展年青人的**企業精神、事業準備及理財知識**，幫助年青人建立繁榮社區的技能和思維方式。

在2022年，JA 被提名2022年諾貝爾和平獎，並獲 *thedotgood* 評選為全球十大最具影響力的非政府組織之一。

As one of the members of JA Worldwide, one of the world's largest and most-impactful youth-serving NGOs, Junior Achievement Hong Kong has inspired and empowered Hong Kong's next generation for more than 20 years, nurturing them to become **innovators, entrepreneurs, and leaders of future**. Through the global network and delivery of cutting-edge, hands on, experiential learning in **entrepreneurship, career readiness and financial literacy**, JA equips students with the skillset and mindset to build thriving communities. In 2022, JA is nominated for the 2022 Nobel Peace Prize and recognized as one of the Top 10 Most Influential NGOs in the World by *thedotgood*.

成果 JA Impact



420,000+
學生
STUDENTS



600+
學校
SCHOOLS



28,000+
商界義工
BUSINESS
VOLUNTEERS



700+
公司
COMPANIES



國際及亞太區比賽及交流機會 Global and Regional Competition & Exchange Opportunities

我們與分佈世界各地逾百個JA分部緊密合作，讓JA課程的參與學生及舊生跳出香港，得到國際及亞太區學習機會，認識不同文化、開拓視野，並學會在環球經濟中把握機遇及迎接挑戰。

Leveraging our network of over 100 JA members around the globe, JA Hong Kong is dedicated to widening our youth's perspective through JA's international and regional opportunities which enable our youth to explore different cultures, broaden their horizons, tackle challenges and unleash the opportunities in an increasingly inter-connected world.

為青年人未來升學或就業作好準備

Preparing Youth for Further Studies or Future of Work

解難和學習能力
Problem-solving & learnability

溝通、人際及社交技巧
Communication, interpersonal
& social skills

勤練、可靠及團隊合作
Hard work, dependability &
teamwork

誠信及道德
Integrity & ethics

自我激勵及自制能力
Self-motivation & self-control

正面態度及積極的自我概念
Positive attitude & positive
self-concept

個人效能
Self-efficacy



培養未來企業家的創新思維

Nurturing Innovation for Future Entrepreneurs

目標導向及主動性
Goal orientation & initiative

領導才能及責任感
Leadership & responsibility

創意
Creativity

團隊合作
Teamwork

堅毅不屈的精神
Perseverance

自立及機智
Resourcefulness

個人效能
Self-efficacy

為年輕人的終身財務健康做好準備

Preparing Young People for Lifelong Financial Health

金錢與風險管理
Money and risk management

高階邏輯思維
Higher-order thinking

適應力
Adaptability

與人交流及談判
Negotiation

抗逆力
Resilience

如何制定決策
Intuitive decision-making

個人效能
Self-efficacy

JA課程 JA Programs	學習重點 Learning Focus		
	企業精神 Entrepreneurship	事業準備 Career Readiness	理財知識 Financial Literacy
JA 學生營商體驗計劃 JA Company Program	✓	✓	✓
JA 創新營 JA Innovation Camp	✓	✓	
JA 國際貿易挑戰賽工作坊 JA International Trade Challenge Workshop	✓	✓	
JA 職業新世代4.0 JA Career Dimensions 4.0		✓	
JA 領袖對話 JA Leader Dialogue		✓	
JA 成功技巧工作坊 JA Success Skills		✓	
JA 展才·啟夢 / JA 展才·啟夢 (金融機遇篇) JA My Strength My Future / JA My Strength My Future in Finance		✓	✓
JA 財能創未來 JA Finance for Future			✓
JA 財智新世代 JA Building a Financially Capable Generation			✓
JA 理財創智 JA Money Sense			✓
JA 財策為未來 JA Planning With Purpose		✓	✓

「校本」JA課程 School-based JA Programs

我們誠邀 貴校把JA課程納入「校本」活動計劃之內，在你特選的日子，讓全級或多級學生一起參與，我們會提供全面的商界義工安排及課程資源，並確保活動順利進行。

Your school is cordially invited to integrate JA Programs into your school-based activity plan. You can engage a form or multiple forms of students to participate in the JA Programs on your selected dates. We will provide full support on business volunteer arrangement and program materials, and ensure smooth delivery of the activity.

網上學習資源 Online Learning Resources



JA創業家問答測試 JA Entrepreneurs Quiz

好玩的線上問答測試，讓學生發掘有關創業的有趣資訊和本地創業生態，是他們認識豐富的未來創業好開始！



A fun online quiz for students to find out interesting facts about entrepreneurship and startup landscape in Hong Kong – a great first step for students to appreciate the many entrepreneurial possibilities available for their future!

<https://bit.ly/JAEntrepreneursQuiz>

學生對象 Target Students		學習要素 Learning Components		會面形式 Meeting Format		網上學習資源 Online Learning Resources	學習時數 Learning Hours	頁數 Page
高中 SS	初中 JS	工作坊 Workshops	比賽(本地/海外) Competitions (Local/Overseas)	實體 Face-to-Face	網上 Online			
✓		✓	✓	✓	✓	✓	47/38	05
✓	✓	✓	✓	✓	✓	✓	5/8	06
✓		✓	✓	✓	✓	✓	3	06
✓		✓		✓	✓	✓	4.5	07
✓	✓			✓	✓		1.5	07
✓		✓		✓	✓	✓	8	08
✓	✓	✓		✓	✓	✓	6	08
✓		✓		✓	✓	✓	4	09
✓	✓	✓	✓	✓	✓	✓	5.5	09
✓	✓	✓		✓	✓	✓	2	10
✓	✓	✓		✓	✓	✓	3	10



JA 展才 · 啟夢
JA My Strength My Future

一個幫助學生發掘自我，為就業作好準備的互動平台。透過有趣而資訊豐富的潛能探索測試，學生了解適合自己的事業方向；而透過易用的展才履歷工具和範本，學生可建立履歷，突顯個人所長。

An interactive platform to support student's self-exploration and enhance their career readiness. They can take a fun and informative Strength Discovery test to explore the careers that suit them; and use the Smart Resume Builder to develop their Strength-based CV with user-friendly input fields and templates.

www.jamystrength.org



JA 理財創智
JA Money Sense

一個涵蓋不同教學影片和互動遊戲的自主學習平台。學生可了解關於理財的基本概念，探索如何提升財務抗逆力和如何在網上世界明智理財。

A self-directed learning site with videos and interactive games for students to learn basic financial concepts, and explore the notion of financial resilience and smart shopping in the online world.

moneysense.jahk.org



JA 學生營商體驗計劃 JA Company Program

OLE 學習時數 展銷會模式 Trade Fair Mode : 38小時 Hours
OLE Hours 全程參與模式 Full Program Mode : 47小時 Hours

締做實戰交流機會，成就青年夢想

Supporting young dreams through entrepreneurial practice and exchange opportunities

計劃培育學生的創業精神及廿一世紀技能，包括目標設定、創意解難、團隊合作、有效溝通、數碼營銷以及從錯誤中學習。學生在義務商界顧問的指導下自組學生公司，於真實商業環境中運作，並參與大型展銷會。

The program enables students to develop their entrepreneurial mindset and 21st century skills, including goal-setting, creative problem-solving, teamwork, communication, digital marketing and learning from mistakes. Under the guidance of volunteer business advisors, students establish and operate a company as they would in the real business world as well as participate in the JA Trade Fair.

課程人數 Class Size

由20-26位同學組隊參與，並由最多兩位商界義工及學校老師作指導
20-26 students will form a team and led by up to 2 volunteer business advisors and school link teachers

課程形式 Program Format

學生將參與由JA舉辦的工作坊和研討會，以及與商界義工舉行10-12次兩小時的學生公司會議
學校可選擇以在校實體或網上形式進行學生公司會議
Students will participate in program workshops and briefings organized by JA, and 10-12 2-hour student company meetings supported by volunteer business advisors
School can choose to have student company meetings face to face at school or online

課程日期 Program Schedule

展銷會模式 (2022年10月 - 2023年3月):
參與展銷會，並提交公司財務報告，總結學習
全程參與模式 (2022年10月 - 2023年4月):
展銷會後繼續學習，於準決賽及總決賽競逐全年最佳JA學生公司及其他團隊/個人獎項
Trade Fair Mode (Oct 2022 - Mar 2023):
Teams conclude their learning after the Trade Fair with the return of company accounts
Full Program Mode (Oct 2022 - Apr 2023):
Teams continue to compete for JA Company of the Year and other team/individual awards with participation in the Semi-Final and Final Competition

比賽及交流 Competition & Exchange

展銷會、準決賽及總決賽分別暫定於2023年3月和4月舉行，學生可以透過參加不同的比賽競逐團隊或個人獎項
全年最佳JA學生公司將代表香港出席JA亞太區比賽
Trade Fair, Semi-Final and the Final Competition are scheduled to be held in March and April, 2023 respectively. Students can compete for various team and individual awards in different competition
The "JA Company of the Year" will represent Hong Kong at JA Asia Pacific Company of the Year competition

學校資源安排 Resources Commitment

校本組學校負責老師需出席2小時簡介會，協助聯絡及統籌學生，安排課室，及於活動進行期間協助課堂管理
For school-based track, the Link Teacher is required to attend a 2-hour briefing, support classroom arrangements and student coordination, and provide classroom management support during the program



學生對象 Target Students

中四至中六 (14-18歲)
From 4 to 6 (Aged 14-18)

報名
Enrollment
www.jahk.org/CP



上屆學生成就
Student Achievement of
Last Year
<https://jacp-tradefair.com/>



JA 推介 SPECIAL

JUMPSTARTER IdeaPOP! 2023 全港中學生創業比賽



10月23日前報名
Registration by 23 Oct
<https://bit.ly/IdeaPOP2023>



首次由SEED Foundation 主辦
First-time organized by the SEED Foundation

一個為全港中學生而設的創業比賽
A startup pitch competition for Hong Kong
Secondary Schools Students

啟發年青人的創業家精神
培育他們邁向科技主導型經濟
Inspire and nature our youths to become
future entrepreneurial frontiers in the
technology-driven economy

JA 創新營 JA Innovation Camp

OLE 學習時數 課前準備 Pre-program preparation : 1.5 小時 Hours
OLE Hours 工作坊 Workshop : 3或6 小時 Hours
課後延伸學習 Post-program extended learning : 0.5 小時 Hour

培育創意思維 建構更美好社區

Nurturing students' innovation to build a better community

課程培養學生的創意思維及軟技能，包括創意力、企業家精神、團隊合作和解難能力，並透過團體練習、原型製作和匯報，啟發他們構思改善社區的創新方案。

今年課程加設編碼主題，讓中二至中六修讀資訊及通訊科技或電腦科的學生，以Scratch或App Inventor製作應用程式的原型，並與義務程式設計顧問會面，獲得專業建議及指導。

The program develops students' design thinking and soft skills, including creativity, entrepreneurial mindset, teamwork, and problem-solving. Through team exercise, prototyping and presentation, students will apply their learnings to develop a plan for a better community.

Coding is the new theme to the workshop. Form 2 to 6 students who are studying Information and Communication Technology or Computer Literacy are welcome to participate. Student teams will develop App prototypes using Scratch or App Inventor. Volunteer Coding Advisors will meet with the students and give advice and guidance on their coding.

課程形式 Program Format

由商界義工透過實體或線上教學形式帶領的3小時 (中二至中三適用) 或6小時 (中四至中六適用) 工作坊

3 hours (For Form 2-3) OR 6 hours (For Form 4-6) workshop led by business volunteers will be conducted face to face or online

課程日期 Program Schedule

於特定周六舉行
On selected Saturday

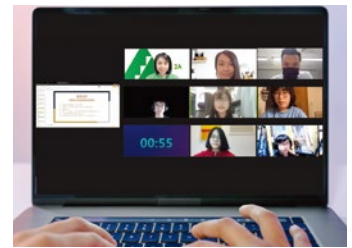
比賽及交流 Competition & Exchange

「JA青年Hackathon」及「JA公益編碼挑戰賽」將於2022年12月舉行。各隊伍將向評審展示他們所構思有關社會的創新理念或應用程式原型。最佳解決方案的得獎隊伍將獲得工作影子的機會，深入了解職場上的實況，並激發他們對科技事業的興趣。

"JA Youth Hackathon" and "JA Code For Social Good Challenge" will be held in December 2022. The teams will pitch their social innovation ideas or App prototypes to a panel of judges. The best solutions will be recognized, and the winning teams will be awarded job-shadowing opportunities to take an up-close look at a real workplace and spark their interest in technology careers.

學校資源安排 Resources Commitment

負責老師需招募及統籌學生
A Link Teacher to recruit and coordinate students



學生對象 Target Students

中二至中六
修讀資訊及通訊科技或
電腦科學生可參與以編碼
為主題的工作坊

Form 2 to 6
Students studying Information
and Communication Technology
or Computer Literacy can join
the Coding workshop

報名 Enrollment

www.jahk.org/IC



JA 國際貿易挑戰賽工作坊 JA International Trade Challenge Workshop

OLE 學習時數 3 小時 Hours
OLE Hours

加強環球觸覺 擴闊國際視野

Strengthening global business acumen and broadening international horizons

本課程將教育學生有關國際貿易的關鍵概念。憑藉專家分享及由商界義工指導的實踐式分組活動，學生將學習市場拓展策略計劃的關鍵要素。

The program introduces to students the key concepts of international trade. Through expert sharing and hands-on group activities led by business volunteers, students are guided to learn the building blocks of an effective market entry strategy.

課程形式 Program Format

由商界義工透過實體或線上教學形式帶領的3小時工作坊
3-hour workshop led by business volunteers will be conducted face to face or online

課程日期 Program Schedule

於特定周六舉行
On selected Saturdays

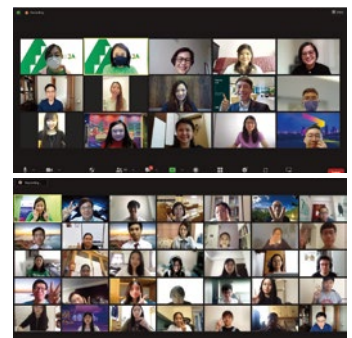
比賽及交流 Competition & Exchange

香港區國際貿易挑戰賽將於2023年7月舉行，六位優勝者/三組優勝隊伍將會代表香港出席亞太區國際貿易挑戰賽，與其他地區的學生切磋

The Hong Kong International Trade Challenge will be held in July, 2023. 6 student delegates will represent Hong Kong at the Asia Pacific Finals to compete with student delegates from other countries

學校資源安排 Resources Commitment

負責老師需招募及統籌學生
A link teacher to recruit and coordinate students



學生對象 Target Students

中四至中六
From 4 to 6

報名 Enrollment

www.jahk.org/ITCW



JA 職業新世代 4.0

JA Career Dimensions 4.0

OLE 學習時數 OLE Hours 課前準備 Pre-program preparation : 1.5 小時 Hours
 工作坊 Workshop : 2.5 小時 Hours
 課後伸延學習 Post-program extended learning : 0.5 小時 Hour

與商界導師速配師友 裝備未來技能

Speed mentoring with business volunteers and building skills for the future of work

課程將年輕人與職業機會和工業革命4.0所需的未來技能聯繫起來。學生會與5位不同背景的商界義工進行速配師友指導，了解更多事業發展的可能性，探索職業抱負。另外，通過培養創意及解難能力、協作能力、適應力及抗逆力方面的實踐活動，讓學生學習核心未來技能，以適應急速變化的工作世界。

The program connects young people with career opportunities and future skills required under the Industrial Revolution 4.0. Through speed mentoring with five business volunteers from different backgrounds, students understand the wide array of possibilities as they explore their career aspirations. They will also work on hands-on activities on creativity & problem solving, collaboration, adaptability & resilience, students develop core future skills needed to thrive in the fast-changing world of work.

課程人數
Class Size 100名學生或以上
Minimum 100 students

課程形式
Program Format 由商界義工帶領於學校或網上進行2.5小時的工作坊
2.5 hours workshop led by business volunteers face to face at a host school or online

課程日期
Program Schedule 於特定平日或周六舉行
On selected weekdays or Saturday

學校資源安排
Resources Commitment 負責老師需招募及統籌學生；如活動在學校舉行，老師需安排場地及器材，及於課程進行期間協助課堂管理
A Link Teacher to recruit and coordinate students; For in-school workshop, the teacher is required to arrange and manage venues and equipment, and provide classroom management support during the program



學生對象
Target Students 中四或以上
Form 4 or above

報名
Enrollment www.jahk.org/CD



JA 領袖對話

JA Leader Dialogue

OLE 學習時數 OLE Hours 課前準備 Pre-program preparation : 30分鐘 Mins
 講座 Seminar : 45分鐘 Mins
 課後伸延學習 Post-program extended learning : 15分鐘 Mins

領袖經驗分享 開展生涯規劃

Starting career and life planning with inspirations from leaders

課程鼓勵學生從年青榜樣身上學習，並認識未來就業的情況。領袖會以講座形式與學生分享人生經歷、職業路上的起與落、招募員工時的要求，並帶出生涯規劃和終身學習的重要性。

The program enables students to learn from young role models and enhance their understanding of the changing world of work. Through the seminar, a leader will share their life stories, ups and downs in their career, what they look for when hiring, and highlight the importance of life planning and life-long learning.

課程人數
Class Size 150名學生或以上
Minimum 150 students

課程形式
Program Format 由講者到校分享或以網上形式進行1小時的講座
A 1-hour talk led by a speaker face to face at school or online

課程日期
Program Schedule 於特定平日或周六舉行
On selected weekdays or Saturday

學校資源安排
Resources Commitment 負責老師需招募及統籌學生，並帶領學生進行共45分鐘之準備活動及學習強化活動，安排場地及器材，及於講座進行期間協助秩序管理
A Link Teacher to recruit and coordinate students, conduct 45 minutes of preparation and extended learning activities with students, arrange and manage venues and equipment, and provide student management support during the seminar



學生對象
Target Students 中一至中六
Form 1 to 6

報名
Enrollment www.jahk.org/DGY



JA 成功技巧工作坊

JA Success Skills

OLE 學習時數 課前準備 Pre-program preparation : 4.5 小時 Hours
OLE Hours 工作坊 Workshop : 2.5 小時 Hours
課後伸延學習 Post-program extended learning : 1 小時 Hour

培養21世紀必備技能 成功迎向未來職場

Empowering students with 21st-century skills for future success

課程幫助學生建立由創意思維、溝通技巧、共同協力和批判思考4C組成的成功技巧。透過商界義工的分享和模擬面試，學生將了解就業市場發展，掌握面試技巧，裝備求職所需的技能，以幫助他們在二十一世紀職場取得成功。

The program helps students to develop 4C skills, including creativity, communication, collaboration and critical thinking. Through the business volunteers' sharing and mock interviews, students will learn the latest development of employment market, acquire interview skills and develop skills that are essential for the success in the 21st workplace.

課程人數
Class Size 100-120名學生
100-120 students

課程形式
Program Format 由商界義工帶領於學校或網上進行2.5小時的工作坊
2.5 hours workshop led by business volunteers face to face at school or online

課程日期
Program Schedule 於特定平日或周六舉行
On selected weekdays or Saturday

學校資源安排
Resources Commitment 負責老師需招募及統籌學生；如活動在學校舉行，老師需安排場地及器材，及於課程進行期間協助課堂管理
A Link Teacher to recruit and coordinate students; For in-school workshop, the teacher is required to arrange and manage venues and equipment, and provide classroom management support during the program



學生對象
Target Students
中四至中六
Form 4 to 6

報名
Enrollment
如有興趣，
請電郵至ss.ja@jahk.org
If you're interested,
please email to ss.ja@jahk.org

JA 展才·啟夢

JA My Strength My Future

OLE 學習時數 網上自主學習 Self-paced online learning : 3 小時 Hours
OLE Hours 導師會面 Mentorship meetings : 3 小時 Hours

展示個人優勢 把握未來機遇

Showcasing personal strengths and realising future opportunities

課程結合了互動活動及網上自主學習的元素，學生將透過網上學習平台的「潛能探索測試」和「展才履歷」工具，及商界導師的建議、啟發和經驗分享，學生將發掘個人強項，尋找適合的事業方向，並建立以優點為本的履歷表，充分展現自己的個性和優點，在未來學業及事業發揮所長，創造優勢。

今年課程加設JA展才·啟夢(金融機遇篇)，特別幫助女同學探索金融與投資行業發展領域，以幫助年輕女性於香港金融服務業找到成功之路。

This program is an innovative blended-learning initiative. Through the Strength Discovery Test for career and Smart Resume Builder on the online platform, and guidance and inspiration from volunteer mentors, students will identify their strengths, explore suitable career directions, develop resumes that fully showcase their personality and strengths, and map out their development strategies to strive for future success.

JA My Strength My Future in Finance is a new theme to help female students to identify array of opportunities in the finance and investment industry to fully realize their potential and to empower young women to find their path to success.

課程人數
Class Size 20-30名學生一班
20-30 students per class

課程形式
Program Format 3 小時網上自學活動及2節、每節1.5小時由商界義工帶領的在校或網上導師會面
3-hour self-paced online learning, and two 1.5-hour mentorship meetings led by business volunteers at school face to face or online

課程日期
Program Schedule 於特定平日或周六舉行
On selected Weekdays or Saturday

學校資源安排
Resources Commitment 負責老師需招募及統籌學生，安排場地及器材，及於課程進行期間協助課堂管理
A Link Teacher to recruit and coordinate students, arrange and manage venues and equipment, and provide classroom management support during the program



學生對象
Target Students
中一至中六
Form 1 to 6

報名
Enrollment
<https://www.jahk.org/MSMF>



網上自主學習平台
Online Self-learning Platform
www.jamystrength.org



JA 財能創未來 JA Finance for Future

OLE 學習時數 網上自主學習 Self-paced online learning : 2 小時 Hours
OLE Hours 工作坊 Workshop : 2 小時 Hours

培養健康理財 邁進永續發展

Developing financial wellness towards sustainable development goals

課程讓學習理財超越個人層面，透過與「經合組織國際金融理財教育網絡」《青年理財素養核心能力框架》相一致的體驗式理財教育，讓學生學習制訂理財計劃的態度、技能、知識和行為，認識ESG (環境、社會、企業管治)，以作出負責任的財務抉擇，共同構建可持續的未來。

JA Finance for Future goes beyond basic personal financial management. The program provides students with experiential learning on financial literacy that aligns with the Core Competencies Framework on Financial Literacy for Youth developed by the OECD International Network on Financial Education (INFE). Students develop the attitudes, skills, knowledge and behavior needed to manage their financial plans, learn about ESG (Environment, Social, Governance), so as to link today's responsible choices with our shared sustainable future.

課程人數
Class Size 25-30人一班
25-30 students per class

課程形式
Program Format 2 小時網上自學活動及1節2小時工作坊由商界義工帶領，以在校或網上形式進行
2-hour self-paced online learning, and one 2-hour workshop led by business volunteers at school face to face or online

課程日期
Program Schedule 於特定平日或周六舉行
On selected weekdays or Saturday

學校資源安排
Resources Commitment 負責老師需招募及統籌學生，安排場地及器材，及於課程進行期間協助課堂管理
A Link Teacher to recruit and coordinate students, arrange and manage venues and equipment, and provide classroom management support during the program



學生對象
Target Students

中四至中六
Form 4 to 6

報名
Enrollment
www.jahk.org/FF



網上自主學習平台
Online Self-learning Platform
<https://moneysense.jahk.org/>



JA 財智新世代 JA Building a Financially Capable Generation

OLE 學習時數 網上自主學習 Online self-paced learning : 4 小時 Hours
OLE Hours 導師面談 Fundamental Session : 1.5 小時 Hours

建立理財信心 啟發明智理財決定

Cultivating financial confidence and inspiring smart money decisions

透過有趣的遊戲、科技及由商界義工帶領的活動，課程將為學生培養與金錢相關的知識、技能及經驗，從而提升他們的自信心、理財與抗逆能力。

JA Building a Financially Capable Generation with engaging games and technology and activities led by business volunteers, the program increases students' knowledge, skills and experience with money to promote self-confidence, and develops their financial capability and personal resiliency.

課程人數
Class Size 25-30人一班
25-30 students per class

課程形式
Program Format 4小時網上自學活動及1.5小時導師面談由商界義工帶領，以在校或網上形式進行
4-hour self-paced online learning, and 1.5-hour Foundational Session led by business volunteers at school face to face or online

比賽及交流
Competition & Exchange 香港區創新挑戰賽將於2023年5月舉行，優勝隊伍會代表香港參加全球創新挑戰賽
The Hong Kong Innovation Challenge will be held in May, 2023. The winning team will represent Hong Kong at the Global FinCap Challenge

課程日期
Program Schedule 於特定平日或周六舉行
On selected weekdays or Saturday

學校資源安排
Resources Commitment 負責老師需招募及統籌學生；如活動在學校舉行，老師需安排場地及器材，及於課程進行期間協助課堂管理
A Link Teacher to recruit and coordinate students; For in-school workshop, the teacher is required to arrange and manage venues and equipment, and provide classroom management support during the program



學生對象
Target Students

中一至中四
Form 1 to 4

報名
Enrollment
www.jahk.org/BFCG



JA 理財創智 JA Money Sense

OLE 學習時數 講座 Talk : 1 小時 Hour
OLE Hours 網上自主學習 Online self-paced learning : 1 小時 Hour

線上線下混合體驗 提高財務抗逆力 Building financial resilience with blended learning experience

JA 理財創智聚焦於疫情下最適切的範疇，發展同學在個人財富管理方面的技巧，包括財務健康：支出、儲蓄及財政預算、以及網上世界的明智理財。透過網上講座和學習資源，本課程旨在提高同學的自信心和財務能力，以克服當前和未來的各種挑戰。

JA Money Sense equips young people with essential personal money management skills by focusing on the most relevant areas of learning under the pandemic challenge: Financial Wellness: Spending, Saving & Budgeting and Smart Shopping in the Online World. Through online talks and learning resources, the program will help develop students' self-confidence and financial capability to overcome the current challenge and any others that may come.

課程人數 Class Size	100 學生或以上 Minimum 100 students
課程形式 Program Format	1 小時網上自學活動及 1 小時講座，由商界義工或大學生帶領，以在校或網上形式進行 1-hour Self-paced Online Learning and 1-hour talk led by Business or University Student volunteers at school face to face or online
課程日期 Program Schedule	於特定平日或周六舉行 On selected weekdays or Saturday
學校資源安排 Resources Commitment	負責老師需招募及統籌學生；如活動在學校舉行，老師需安排場地及器材，及於課程進行期間協助課堂管理 A Link Teacher to recruit and coordinate students; For in-school workshop, the teacher is required to arrange and manage venues and equipment, and provide classroom management support during the program



學生對象
Target Students
中一至中六
Form 1 to 6

報名
Enrollment
www.jahk.org/MS



網上自主學習平台
Online Self-learning Platform
<https://moneysense.jahk.org/>



JA 財策為未來 JA Planning With Purpose

OLE 學習時數 網上自主學習 Online self-paced learning : 1.5 小時 Hours
OLE Hours 工作坊 Workshop : 1.5 小時 Hours

訂立明確人生、理財計劃 實踐未來夢想 Connecting career and financial goals for realizing your dreams

課程將生涯規劃與理財知識結合，讓學生學習如何根據個人興趣、技能和價值觀選擇合適的職業發展路向，並為此訂立財政計劃，逐步向夢想的職業邁進。

This unique program incorporates life planning and financial literacy. It helps students to set career goals based on their skills, interests and values, and develop a financial plan for achieving their desired jobs step by step.

課程人數 Class Size	20-30 名學生一班 20-30 students per class
課程形式 Program Format	1.5 小時網上自學活動及 1.5 小時工作坊由商界義工帶領，以在校或網上形式進行 1.5-hour self-paced learning, and 1.5-hour workshop led by business volunteers at school face to face or online
課程日期 Program Schedule	於特定平日或周六舉行 On selected Weekdays or Saturday
學校資源安排 Resources Commitment	負責老師需招募及統籌學生，安排場地及器材，及於課程進行期間協助課堂管理 A Link Teacher to recruit and coordinate students, arrange and manage venues and equipment, and provide classroom management support during the program



學生對象
Target Students
中二至中四
Form 2 to 4

報名
Enrollment
www.jahk.org/PWP



附註：因應疫情發展及相關政府部門進一步的防疫指引，活動的形式及防疫措施安排會適時調正及作出更改。

Remark : The activity format and anti-epidemic preventive measures are subject to change depending on the pandemic situation and government instructions.

自2001年在香港成立以來，JA得到來自不同界別的贊助機構、合作夥伴及超過28,000名商界義工支持。他們來自逾700間機構，其中包括：（依英文字母順序排列）

Since our establishment in Hong Kong in 2001, JA HK has engaged sponsors, partners and over 28,000 business volunteers from various sectors to support in JA programs. They come from over 700 organizations including: (in alphabetical order)

100 Women in Finance
Accenture
Alibaba Entrepreneurs Fund
Alipay HK
AllianzGI
American Express
AP Infosense
AQUMON
Arup
AS Watson Group
Beautiful
Bloomberg
BNP Paribas
BRIDGES
Café de Coral Group Ltd.
Cainiao
CarbonCare InnoLab
Catalo
Chorev Consulting International Limited
Chow Sang Sang Jewellery Co Ltd.
Chow Tai Fook
Circle K
Competition Commission
Cyberport
DBS Bank
Delivery Bee Logistic Solutions Limited
Deloitte
Electrical and Mechanical Services Department
Energing Kowloon East Office
EY
FactSet
FedEx Express
Fire Services Department
Fortress
Franklin Templeton Investments
FutureNow Data Technology Limited
FWD Insurance
Gobi Partner
Goldman Sachs (Asia) L.L.C.
Green Monday
GS1 Hong Kong Ltd.
Hang Seng Bank Limited
Hewlett Packard Enterprise
HKEX Foundation
Home Affairs Bureau
Hong Kong Design Centre

Hong Kong Designers Association
Hong Kong Information Technology Federation
Hong Kong Public Space Initiative
Hong Kong Retail Management Association
Hong Kong Science & Technology Parks Corporation
Hong Kong Trade Development Council
The Investor and Financial Education Council
HSBC
Hung Fook Tong Group Holdings Ltd.
Jardine Matheson
J.P. Morgan
JLL Hong Kong
Junior Chamber International
KELY Support Group Limited
KPMG
Marathon Sports
McKinsey & Company
MHK Restaurants Ltd.
Morgan Stanley
Neural Lab
Octopus
Optical 88
PARKnSHOP (HK) Ltd.
Partnership Fund for the Disadvantaged
Pierre Fabre Dermo Cosmetique
Pizza Hut Hong Kong Management Ltd.
Pricerite Home Limited
Principal Chan Tutorial World
Sa Sa
Shiba Shop
SHOPLINE
Society for Community Organization
Sogo Hong Kong Company Ltd.
Standard Chartered Bank
Swire Resources Limited
The Dairy Farm Company Limited
The Education University of Hong Kong
The Hong Kong Jockey Club Charities Trust
The Hong Kong Retail Management Association
The Quayside
The Walt Disney Company
Time Auction
Trinity Photonics
TSL Jewellery HK Co Ltd.
TT Retail Solutions Ltd.
UBS
UST Connect
Watson's the Chemist
Youth Development Commission
Yue Hwa Chinese Products Emporium Ltd.
Zwei Development Ltd.



有關「商校合作計劃」活動性質的注意事項：

1. 本計劃旨在為學生提供事業探索機會，讓學生了解各行各業，協助他們做好生涯規劃。因此，計劃推行的活動純屬教育活動，而非協助或容讓任何機構推介他們的服務或產品。本局已就此提醒所有安排活動的伙伴機構及其支持機構，不可以在活動過程中，作任何形式的銷售或產品/服務推廣。
2. 學生報名參加活動，須經家長同意和學校批核。
3. 活動一般不會收取任何費用。安排活動的機構若為鼓勵參加而提供任何物質獎勵(如禮品或獎學金)，當中不應涉及任何形式的銷售或產品/服務推廣，或作為/使參與者以為是參加活動的報酬；至於參加者接受與否，純屬個人取捨，並不代表本局立場。
4. 活動所收集的個人資料，只限用於安排有關活動，活動一旦完結便應銷毀。安排活動的機構須遵守有關保障個人資料及私隱的規定和要求。
5. 主辦機構、負責教師、參加活動的學生及/或學生家長提交予本局的電郵地址和手提電話號碼只限於安排活動之用並將會轉交主辦機構/負責教師，以方便溝通。電郵地址/手提電話號碼一經提交，即表示提交者同意這項安排。
6. 安排活動的機構以及其邀請的協辦機構工作人員或嘉賓在活動過程、相關刊物、網站或其他媒介所表達的任何意見、研究成果、結論或建議，均不代表教育局的觀點。
7. 本局/主辦機構有機會安排現場拍攝及/或錄影。本局有權將學校出席有關活動的資料，包括圖片、影片、文字、活動照片、海報、圖像或音訊作推廣本局「商校合作計劃」之用；宣傳媒介包括但不限於刊物、網頁及宣傳品等。
8. 活動成效評估：
每間學校需於活動後兩星期內填交一份網上評估表（如屬學生活動，請綜合所有學生意見）、最少一篇感想（約 100 字的中或英文感想）及活動相片（如有）；網上評估表的連結會連同取錄結果以電郵發放給負責老師。如學校未能於活動結束後一星期內提交，將會收到本局電郵提示。煩請負責老師準時提交評估表，以方便本局/主辦機構能了解活動成效，並持續改善活動質素。
9. 惡劣天氣的特別安排：
 - a.) 適用於教師活動
 - (i) 如於當日早上六時半或之後懸掛 8 號或以上熱帶氣旋警告信號，或發出黑色暴雨警告，該日早上之活動將會取消。主辦機構若考慮改日進行，將會另作安排。
 - (ii) 如於當日早上十一時半或之前卸下 8 號熱帶氣旋警告信號，或取消黑色暴雨警告信號，則該日活動將會如期舉行。否則，該日之活動將會取消。主辦機構若考慮改日進行，將會另作安排。
 - b.) 適用於學生活動
 - (i) 於活動開始前：
如教育局宣佈全日制學校停課，則活動將會取消。主辦機構若考慮改日進行，將會另作安排。
 - (ii) 於活動進行期間：
 - 如 8 號或以上熱帶氣旋警告信號在活動進行期間發出，所有參與學生應按有關職員的安排，在安全情況下離開；
 - 如紅色或黑色暴雨警告信號在活動進行期間發出，活動應照常進行直至完結為止，學生須在安全情況下，方可離開。