

2026-27

JA小學課程概覽

**JA PROGRAM OVERVIEW
for Primary Schools**



教育迎向未來

Education For What's Next



全方位學習、多元學習體驗

Life-wide Learning and Diversified
Experiential Learning

促進全人發展，生涯規劃

Fostering Whole-Person Development and
Career Development

連繫社區

Connecting with the Community

培養自主學習能力和正確價值觀

Nurturing Student Agency and Positive Values

拓寬學生環球視野，豐富學習經歷

Broadening Students' Global Perspectives
and Enriching Learning Experience

費用全免

Free of charge

截止報名

Enrollment Deadline

SEPTEMBER 11 (Fri), 2026



**JA
Hong Kong**
青年成就香港部

Member of
JA Worldwide



JA 青年成就香港部

Junior Achievement (JA) Hong Kong

連繫學校與職場

Bridging School and the World of Work.

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課程，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。

As a member 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 programs **in entrepreneurship, career readiness and financial health**, JA equips students with the skillset and mindset to build thriving communities.

JA 成果

JA Impact



580,000+

學生
STUDENTS



600+

學校
SCHOOLS



38,000+

商界義工
BUSINESS VOLUNTEERS



700+

公司
COMPANIES

JA 課程特色

JA Program Features

JA與時並進的體驗式學習課程與世界各國教育標準接軌，在各地教育合作夥伴以及社區義工的幫助下，服務數百萬名學生。

JA cutting-edge, experiential programs align with national educational standards around the globe and are delivered to millions of students with the help of our education partners and volunteers from the local community.

體驗式學習

Learning by Doing

通過體驗式的學習課程，培養學生未來必需的正面價值觀和態度，以及共通能力。

Through hands-on experiences and reflection, students develop positive values and attitudes, as well as transversal skills needed for their future.



商界義工的支持

Support from Business Volunteers

JA課程由商界義工帶領，與學生分享他們第一手資訊和專業知識，讓學生能夠直接接觸不同行業，開拓視野，並獲得人生寶貴的洞見。

JA programs are led by business volunteers who share their first-hand knowledge and professional experience with students. Students directly connect with industry professionals, broaden their horizons, and gain valuable insights of their life purpose.

JA課程培養學生共通能力

Key Competencies Students Developed in JA Programs



目標導向及主動性
Goal orientation & initiative



領導力及團隊合作
Leadership & Teamwork



責任感
Responsibility



創意
Creativity



仁愛及同理心
Benevolence & empathy



堅毅不屈的精神
Perseverance



自立及機智
Resourcefulness



全球公民意識
Global Citizenship



個人效能
Self-efficacy



使命感
Sense of Purpose



好奇心與開放心態
Curiosity and Open Mindset



解難、慎思明辨及學習能力
Problem-solving, critical thinking & learnability



溝通、協作及社交能力
Communication, collaboration & social skills



勤勞、可靠及團隊合作
Diligence, dependability & teamwork



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



誠信、承擔及尊重他人
Integrity, commitment & respect for others



數學能力
Mathematical skills



金錢與風險管理
Money and risk management



自我管理能力
Self-management skill



適應力
Adaptability



決策及談判能力
Decision-making & negotiation skills



抗逆力
Resilience



個人效能
Self-efficacy

JA課程 JA Programs

賽馬會成長「機」地
Jockey Club Life Adventure
Opportunity Hub

JA 小財智 · 大夢想
JA SparktheDream

同「理」· 理財工作坊
JA SparktheDream
Wellness Workshop

Cha-Ching唱遊學理財
Cha-Ching Sing &
Learn Workshop

學生對象 Target Students	高小 SS	✓	✓	✓	
	初小 JS				✓
學習要素 Learning Components	義工帶領工作坊 Volunteer-led Workshops	✓	✓	✓	✓
	比賽(本地/海外) Competitions (Local/Overseas)	✓	✓		✓
	社區探訪 Community Visit	✓			
	數碼學習資源 Digital Learning Resources	✓	✓	✓	✓
學習經歷/ 重點 Learning Experience/ Focus	與工作有關的經驗 Career-related Experiences	✓	✓		✓
	創業精神 Entrepreneurship	✓	✓		
	健康理財 Financial Health	✓	✓	✓	✓
	社會服務 Community Service	✓			
	智能發展 Intellectual Development	✓	✓	✓	✓
	價值觀教育 Value Education	✓	✓	✓	✓
	社交與情緒學習 Social & Emotional Learning			✓	
學習時數 Learning Hours		12	7	3	2
詳情 Details		P.4	P.6	P.7	P.8

教學資源 Teaching Resources



JA SparktheDream Online Learning Platform
▶ <https://hk.jasparkthedream.org/zh-Hant>



Cha-Ching Online Learning Platform
▶ <https://www.cha-ching.com/zh/>



賽馬會成長「機」地

Jockey Club Life Adventure Opportunity Hub

OLE 學習時數 OLE Hours

共12小時，為期5-8週
12 hours in 5-8 weeks



學生對象 Target Students

小四至小六
Primary 4 to 6



報名 Enrollment

www.jahk.org/LAOH

賽馬會成長「機」地連繫本地小學及社區與夥伴合作機會，將校園轉化為充滿活力的基地，為學生的成長注入新機遇。透過協助學校建立資源豐富的網絡，計劃以體驗式學習、社區參與及未來技能培訓，促進高小學生的全人發展，增強他們的創造及領導力、同理心、好奇心與使命感，並積極推動教師專業培訓及家長參與。

通過為期8節的體驗式社區創變(CEO)課程、線上環球創變提案日及社區創變市集，學生設計並主導他們的社會創新或社區服務項目，以惠及不同社區需要。此計劃幫助學生：

- 培養學習、生活和工作上的技能和思維模式
- 拓寬視野和人際網絡
- 提升及規劃職業志向

Life Adventure Opportunity Hub connects local primary schools with the community and partnership opportunities to transform campuses into enriching learning hubs for students. By empowering schools with a resourceful network, it supports the holistic development of upper-primary learners through experiential learning, community engagement, and future skills development. The initiative also provides professional development for teachers and actively involves parents in the students' learning journey. By leveraging innovative resources and cross-sector collaboration, the project focuses on students' all-around growth, enhancing their creativity, leadership, empathy, curiosity, and sense of purpose, while actively promoting professional teacher training and parent involvement.

Through the 8-session Community Entrepreneurial Officer (CEO) Programme, Online Global Pitching and Community Fair, students design and lead their community service-learning projects to benefit the surrounding community to:

- Develop key skillset and mindset for learning, life and work
- Broaden their horizons and network
- Raise their career aspiration

學習重點 Key Takeaways

- 創意
Creativity
- 好奇心和開放心態
Curiosity & open mindset
- 領導力
Leadership
- 使命感
Sense of purpose
- 同理心
Empathy



課程人數 Class Size

全級80名學生或以上
Minimum 80 students



課程形式 Program Format

義工主導或老師主導

由商界義工或老師帶領進行的工作坊和活動，內容包括設計思維、社區服務探訪，以及社區創變市集，向公眾展示學習成果和線上環球學生交流等。JA透過與社區夥伴的合作，豐富學生視野與學習，並提供免費參觀機會。

Volunteer-led or Teacher-led

Students will participate in workshops and activities led by business volunteers or JA staff, focusing on design thinking, community service and outreach, as well as the Community Fair, where they will showcase their learning outcomes to the public, and join the Online Global Pitching. JA connects with community partners to enrich students' exposure and learning and provides free visit opportunities.



課程日期 Program Schedule

於特定平日或周六舉行
On selected weekdays or Saturday



比賽及交流 Competition & Exchange

「線上環球創變提案日」將於2027年1月及4月舉行，學生可與亞太區學生進行交流。
「社區創變市集」將於2027年6月在大型商場舉行，屆時各團隊可以向公眾展示他們的成果並競逐各類獎項。
「海外交流」將於暑假進行，獲選學生將獲得與家長/監護人一同到海外交流的機會，拓展視野。

Online Global Pitching will be held in January and April 2027 for students to exchange with youth from across the Asia Pacific region.

Community Fair will be held in June 2027 where the teams can showcase their achievements to the public and compete for various awards.

Overseas trip will be held during summer vacation for selected students and their parents/guardians to broaden their horizons.



學校資源安排 Resources Commitment

每名學生可獲得\$140設計及推行自創社區服務項目
10名老師將負責統籌學生、支援學生社區服務項目、安排和管理場地和設備，並在課程期間提供支援。

Each student will earn a seed money of \$140 to design and materialise their changemaker project.
10 teachers to help coordinate students, support students' project, arrange and manage venues and equipment, and provide classroom management support during the programme



參與學校 School Eligibility

學校至少三分之一的學生正接受財政援助。
Schools with at least 1/3 students on financial aid.

課程時間安排 Programme Schedule

第1-4 週 Week 1-4

義工指導課堂：2小時 x 2節
Volunteer-led sessions: 2 hours x 2 sessions

- 創意生成
Idea generation
- 認識社區
Getting to know the community
- 商業計劃
Business planning
- 創意展示和推銷
Idea pitching and selling

第 5 週 Week 5

社區探索活動：2小時
Community Tour and Pitch to Community Partner: 2 hours

第 6 週 Week 5

原型製作：2小時
Prototype Production: 2 hours

第 7 週 Week 5

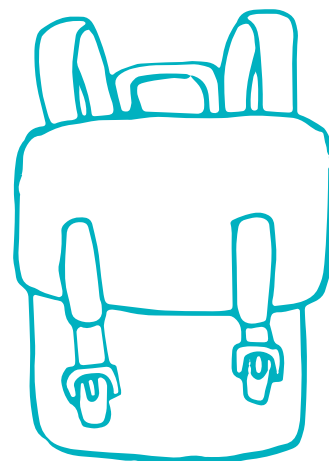
「社區創變」項目提案日：2小時
Project Showcase: 2 hours

第 8 週 Week 5

創變旅程分享及反思：2小時
Celebration and Reflection: 2 hours

延伸活動 Extended Activities

- 線上環球創變提案日 - 2027年1月/4月
Online Global Pitching - Jan/ Apr 2027
- 社區創變市集2027年6月
Community Fair - Jun 2027



JA 小財智 · 大夢想 & 社創挑戰賽

JA SparktheDream & Social Challenge

OLE 學習時數 OLE Hours

共7小時
7 hours in total

義工指導課堂: 2小時 x 2節 / Volunteer-led sessions: 2 hours x 2 sessions

網上平台學習: 1小時 / Online learning: 1 hours

比賽 (可選): 2小時 / Competition (Optional): 2 hours

學生對象 Target Students

小四至小六
Primary 4 to 6



報名 Enrollment

www.jahk.org/SD

JA 小財智 · 大夢想旨在從小培養小學生的理財素養，讓他們在未來活出夢想。課程透過給予學生學習管理財務的工具和機會，裝備學生成為有理財能力的人，並培養他們關心社會，在未來能以正面的方式回饋社會，掌握前程。

JA SparktheDream is a holistic programme aiming to develop primary school students' financial literacy at early ages and empower them to live their dreams. This programme equips students with skillsets to become financially capable individuals, and the mindsets and framework to become socially-minded, positive contributors to their communities by providing them with tools and opportunities to take charge of their financial future.

學習重點

Key Takeaways

- 金錢與風險管理
Money and risk management
- 自我管理能力
Self-management skill
- 仁愛及同理心
Benevolence & empathy
- 個人效能
Self-efficacy



課程人數 Class Size

80名學生或以上，全級參與的學校優先
Minimum 80 students. Priority will be given to schools with whole-form participation



課程形式 Program Format

由商界義工帶領，於學校進行2天共2小時的工作坊
A 2-day, 2-hour workshop led by business volunteers at school



課程日期 Program Schedule

於特定平日或周六舉行
On selected weekdays or Saturday



比賽及交流 Competition & Exchange

學生隊伍可以參加「JA 小財智 · 大夢想社創挑戰賽」，以4-6人為一組，以1-2分鐘短片展示他們的社會創新方案，闡述其方案如何解決所關注的社會問題。評審根據準則選出最佳兩組優勝隊伍代表香港晉身亞太區決賽，亞太區決賽將於每年11月舉行，與其他6個地區的學生切磋。

Student teams can participate in the JA SparktheDream Social Challenge. Teams are composed of 4-6 individuals, using a 1-2 minute short video to showcase their social innovation plan and elaborate on how their plan solves the social issue they are focused on. Based on selection criteria, the best two winning teams will represent Hong Kong in the Asia-Pacific regional final. The Asia-Pacific final is held every year in November, competing against students from 6 other countries.



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 programme.

同「理」· 理財工作坊

JA SparktheDream Wellness Workshop

OLE 學習時數

OLE Hours

共3小時

3 hours in total

工作坊：2小時 / Workshop: 2 hour

課後伸延學習：1小時 / Post-programme extended learning: 1 hour

學生對象

Target Students

小四至小六

Primary 4 to 6



報名

Enrollment

jahk.org/ja-wellnessworkshop/

JA 小財智 · 大夢想之同「理」· 理財工作坊旨在幫助小學生建立健全的理財素養與韌性，讓未來充滿希望。透過趣味問答、互動遊戲和分組討論，引導學生培養負責任的理財決策能力、學習認識與管理情緒、在同儕之間培養同理心，並建立互助支持的人際關係。

JA SparktheDream Wellness Workshop helps primary school students build their resilience both financially and mentally for a thriving future. Through quizzes, games and discussions, students develop the skills needed to make responsible money decisions, understand and manage emotions, foster empathy among peers, and build supportive relationships.



學習重點

Key Takeaways

- 金錢與風險管理
Money and risk management
- 自我管理能力
Self-management skill
- 仁愛及同理心
Benevolence & empathy
- 個人效能
Self-efficacy
- 社交與情緒學習
Social and emotional learning



課程人數

Class Size

80名學生或以上，全級參與的學校優先

Minimum 80 students. Priority will be given to schools with whole-form participation



課程形式

Program Format

由商界義工帶領，於學校進行 2 小時的工作坊

2-hour workshop led by business volunteers at school



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.



Cha-Ching唱遊學理財

Cha-Ching Sing & Learn Workshop

OLE 學習時數

OLE Hours

共2小時

2 hours in total

工作坊：1.5小時 / Workshop: 1.5 hour

課後延伸學習：0.5小時 / Post-programme extended learning: 0.5 hour

學生對象

Target Students

小一至小三

Primary 1 - 3



報名

Enrollment

www.jahk.org/CC

Cha-Ching兒童理財教育課程屢獲國際教育獎項肯定，旨在培養兒童的理財素養和責任感。**Cha-Ching**唱遊學理財採用生動有趣的唱遊式學習方式，透過卡通及遊戲，讓學生概念學習「賺錢」、「儲蓄」、「消費」和「捐贈」四個基礎概念，從小養成正確的金錢態度。

Cha-Ching is an award-winning financial literacy and responsibility program that instills sound financial habits and responsibility in children. Through sing-and-play learning experiences with cartoons and hands-on activities, students learn about the four fundamental financial concepts of Earn, Save, Spend, and Donate, and develop a healthy attitude towards money.

學習重點

Key Takeaways

- 金錢與風險管理
Money and risk management
- 自我管理能力的
Self-management skill
- 解難、慎思明辨及學習能力
Problem-solving, critical thinking & learnability



課程人數

Class Size

80-100名學生

80-100 students



課程形式

Program Format

義工主導或老師主導

1.5小時由商界義工或老師帶領進行的工作坊

Volunteer-led or Teacher-led

1.5-hour workshop led by business volunteers or teachers at school



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, arrange and manage venues and equipment, and provide classroom management support during the program



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38,000 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 38,000 business volunteers from various sectors to support in JA programs. They come from over 700 organizations including: (in alphabetical order)

Accenture	Hung Fook Tong Group Holdings Ltd.
Alibaba Entrepreneurs Fund	IKEA
Alipay HK	Imaginex Group
AllianzGI	J.P. Morgan
American Express	Jardine Matheson
AP Infosense	JLL Hong Kong
Architas	John Swire & Sons (HK) Ltd
Arup	Junior Chamber International
AS Watson Group	KELY Support Group
AT&T	KFC
Atlas Air	KPMG
Bank of America	Lingnan University
Bloomberg	Mandarin Oriental, Hong Kong
BNP Paribas	Mannings
BNY Mellon	ManpowerGroup
Café de Coral Group Ltd.	Manulife
Cainiao	Marathon Sports
Capax Technology	Marsh McLennan
CarbonCare InnoLab	McDonald's Hong Kong
Catalo	McKinsey & Company
CDB Aviation	MHK Restaurants Ltd.
Charles K. Kao Foundation for Alzheimer's Disease	Morgan Stanley
Chevignon	Neural Lab
Chow Sang Sang Jewellery Co Ltd.	Octopus
Chow Tai Fook	Optical 88
Chubb	PARKnSHOP (HK) Ltd.
Circle K	Pierre Fabre Dermo Cosmetique
City University of Hong Kong	Pizza Hut Hong Kong Management Ltd
Competition Commission	Pricerite Home Limited
CR Care Company Ltd.	Prudential Hong Kong Limited
CSL Mobile Limited	Red Cross
Cyberport	Ripen
DBS Bank	Sa Sa International Holding Ltd.
Deloitte	SenseTime
DIF Retail Group	Shiba Shop
Electrical and Mechanical Services Department	SHOPLINE
Euroclear	Simmons Bedding & Furniture (HK) Limited
ExxonMobil Hong Kong Ltd	Society for Community Organization
EY	Sogo Hong Kong Company Ltd.
FactSet	Standard Chartered Bank
FedEx Express	Starbucks Hong Kong
Fire Services Department	Swire Resources Limited
Fortress	Tam Jai International Co. Limited
Franklin Templeton Investments	Telstra
Freudenberg Household Products Limited	The Chinese University of Hong Kong
FWD Insurance	The Dairy Farm Company Limited
Gobi Partner	The Education University of Hong Kong
Goldman Sachs (Asia) L.L.C.	The Hong Kong Jockey Club Charities Trust
GS1 Hong Kong Ltd.	The Hong Kong Polytechnic University
HAECO	The Hong Kong Retail Management Association
Hang Seng Bank Limited	The Hong Kong University of Science and Technology
HKEX Foundation	The Investor and Financial Education Council
Home and Youth Affairs Bureau	The Quayside
Hong Kong Baptist University	The University of Hong Kong
Hong Kong Design Centre	The Walt Disney Company
Hong Kong Designers Association	Time Auction
Hong Kong Information Technology Federation	Trinity Photonics
Hong Kong Metropolitan University	TSL Jewellery HK Co Ltd.
Hong Kong Petrochemical Co Ltd	TT Retail Solutions Ltd.
Hong Kong Public Space Initiative	UBS
Hong Kong Retail Management Association	Wellcome
Hong Kong Science & Technology Parks Corporation	WWF
Hong Kong Trade Development Council	Youth Development Commission
HP Hong Kong	Zurich Insurance
HSBC	



JA
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