



企業精神  
Entrepreneurship



事業準備  
Career Readiness



健康理財  
Financial Health

# 2026-27 JA中學 課程概覽

JA PROGRAM  
OVERVIEW –  
Secondary  
Schools

教育迎向未來  
Education For What's Next

費用全免  
Free of charge

截止報名  
Enrollment Deadline  
SEPTEMBER 11 (Fri), 2026

(JA 青年創業體驗計劃)  
(JA Company Programme)  
AUGUST 21 (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

### 為未來開拓新視野

#### Opening New Horizons for the 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

### 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.



# JA課程培養學生各樣能力

## Key Competencies Students Developed in JA Programs

培養企業家精神  
及全球視野

Fostering  
Entrepreneurial  
Spirit and  
Global Vision



- 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

為青年人未來  
就業作好準備  
Preparing Youth  
for the 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

推廣財務健康  
和普及

Promoting  
Financial  
Capability and  
Inclusion



- 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<br>Learning Focus   |                          |                          | 學生對象<br>Target Students | 學習要素<br>Learning Components       |                                           | 網上學習資源<br>Online Learning Resources | 學習時數<br>Learning Hours | 頁數<br>Page |
|-----------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------|--------------------------|--------------------------|--------------------------|-------------------------|-----------------------------------|-------------------------------------------|-------------------------------------|------------------------|------------|
|                                                                                                                 |                                                                  | 企業精神<br>Entrepreneurship | 事業準備<br>Career Readiness | 健康理財<br>Financial Health | 年級<br>Form              | 義工帶領工作坊<br>Volunteer-led Workshop | 比賽(本地/海外)<br>Competition (Local/Overseas) |                                     |                        |            |
| <br>企業精神<br>Entrepreneurship   | JA青年創業體驗計劃<br>JA Company Programme                               | ✓                        | ✓                        | ✓                        | F. 4 - 6                | ✓                                 | ✓                                         | ✓                                   | 38/50                  | 5          |
|                                                                                                                 | JA 創新營及科技創變挑戰賽<br>JA Innovation Camp & Tech for Impact Challenge | ✓                        | ✓                        |                          | F. 2 - 6                | ✓                                 | ✓                                         | ✓                                   | 9                      | 6          |
|                                                                                                                 | JA 國際貿易挑戰賽工作坊<br>JA International Trade Challenge Workshop       | ✓                        | ✓                        |                          | F. 3 - 6                | ✓                                 | ✓                                         | ✓                                   | 3                      | 7          |
| <br>事業準備<br>Career Readiness   | JA 職場體驗計劃<br>JA Workplace Immersion                              |                          | ✓                        |                          | F. 3 - 6                | ✓                                 |                                           |                                     | 3-8                    | 7          |
|                                                                                                                 | JA 行業領袖分享系列<br>JA Career Speaker Series                          |                          | ✓                        |                          | F. 1 - 6                |                                   |                                           |                                     | 2                      | 8          |
|                                                                                                                 | JA 模擬面試及職涯工作坊<br>JA Mock Interview & Career Workshop             |                          | ✓                        |                          | F. 4 - 6                | ✓                                 |                                           |                                     | 2                      | 8          |
|                                                                                                                 | 創意飲品大賽<br>The Sip of Genius Competition                          |                          | ✓                        |                          | F. 4 - 6                | ✓                                 | ✓                                         |                                     | 11                     | 9          |
|                                                                                                                 | 探索工程學<br>Discover Engineering                                    |                          | ✓                        |                          | F. 3 - 6                | ✓                                 | ✓                                         |                                     | 43                     | 10         |
| <br>健康理財<br>Financial Health | JA理財展人生計劃<br>JA Finance Park                                     |                          | ✓                        | ✓                        | F. 3 - 6                | ✓                                 |                                           | ✓                                   | 11                     | 11         |
|                                                                                                                 | JA理財創智<br>JA Money Sense                                         |                          |                          | ✓                        | F. 1 - 6                | ✓                                 |                                           | ✓                                   | 4                      | 12         |
|                                                                                                                 | JA 財策為未來<br>JA Planning With Purpose                             |                          | ✓                        | ✓                        | F. 2 - 4                | ✓                                 |                                           | ✓                                   | 2                      | 12         |
|                                                                                                                 | JA迎向目標師友計劃<br>JA Meet My Goals Mentorship Program                |                          | ✓                        | ✓                        | F. 1 - 4                | ✓                                 |                                           |                                     | 4.5                    | 13         |

## 教學資源歡迎學校採用

### Teaching Resources for Schools

聯絡JA登記索取課程物資及網上平台學生登記  
Contact JA for program materials and student login for online platform

\*JA 為參與教師提供培訓，培訓時數可計入持續專業發展（CPD）。

\*JA provides training for participating teachers. These training hours can be credited toward Continuing Professional Development (CPD).

#### JA 展才・啟夢自我認識與履歷撰寫工具包

#### JA My Strength My Future Self-Understanding & CV writing Toolkit

網上潛能探索測試及履歷建立工具，讓學生了解自己及探索不同事業方向，建立以優點為本的履歷表。

Online Strength Discovery Test and Smart Resume Builder to support student's self-exploration, explore different careers, and create their strength-based CV step by step.



[mystrength.jahk.org](http://mystrength.jahk.org)

#### JA 理財創智

#### JA Money Sense

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。

Learning 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](http://moneysense.jahk.org)

#### JA 理財展人生

#### JA Finance Park

理財工作坊附以一個體驗式線上學習平台，學生會進入一個虛擬的生活場景扮演角色「體驗未來」，擁有不同的職業、薪水、信用卡、家庭和財務責任，學習按照場景中的情況制定合適的財務策略，包括預算規劃、儲蓄和支出等等，以及教育和財政的決策如何影響他們的賺錢能力及前途。

Financial management workshop with online real-life simulation for students to take on a life scenario: an avatar with a career, salary, credit card, a family and financial obligations; and learn about all aspects of personal finance including budget planning, saving and expenses, how education and finance decisions can affect their earning potential and future.

\* 可提供培訓及教材予參與教師主導模式的老師，相關培訓時數合共6小時。

\* Teachers participating in the teacher-led model will be provided with training and instructional materials. The total duration of the training will be 6 hours.



[www.jahk.org/FP](http://www.jahk.org/FP)



# JA 青年創業體驗計劃

## JA Company Programme

「推動理財教育及開拓與創新精神」學校獎勵計劃 - 重點學生活動

"Promoting Financial Education and Entrepreneurial Spirit" School Award Scheme – Key Student Activity

OLE 學習時數 OLE Hours

市集模式Pop-up Mode : 38小時Hours

全程參與模式Full Programme Mode: 50小時 Hours

### 從創業實戰出發，開拓新經濟與未來職場無限可能

Hands-on entrepreneurial experience fosters new opportunities in the new economy and the future of work

計劃培育學生的全面個人成長，包括創意及創業精神、目標設定、創意解難、團隊合作、有效溝通、數碼科技、靈活變通及抗逆力。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，並參與大型香港青年創意市集。參與學生獲得不同的學習體驗，包括創業、財務能力、可持續性、創新科技、金融科技及電子商務、未來技能和世界交流活動。

The programme enables students' all-rounded personal growth from creativity and entrepreneurial mindset, goal-setting, creative problem-solving, teamwork, communication, digital technology, to agility and resilience. 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 Innovation Pop-up. Participating students can enroll in different learning activities on entrepreneurship, financial capability, sustainability, innotech, fintech and ecommerce, future skills and global networking.



課程人數  
Class Size

由最少20名同學組隊參與，並由最多3-4位義務商界顧問及學校老師作指導

Minimum 20 students will form a team and led by up to 3-4 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，以及與義務商界顧問舉行11-13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 programme workshops and seminars organised by JA, and 11-13 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

市集模式 (2026年10月 - 2027年3月) :  
參與市集，並提交公司財務報告，總結學習  
全程參與模式 (2026年10月 - 2027年4月) :  
市集後繼續學習，於初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

Pop-up Mode (Oct 2026 – Mar 2027):  
Teams conclude their learning after the Pop-up with the return of company accounting reports

Full Programme Mode (Oct 2026 – Apr 2027):  
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

JA青年創業體驗計劃創意市集、初賽及總決賽分別暫定於2027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

JA Company Programme Innovation Pop-up, Semi-Final and Final Competition are tentatively scheduled for March and April 2027, respectively. Students can compete for various team and individual awards in different competitions

The "JA Company of the Year" will represent Hong Kong at the 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3小時培訓(CPD)，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 3-hour training (CPD), support classroom arrangements and student coordination, and provide classroom management support during the programme.



學生對象  
Target Students

中三至中六 (14-18歲)  
Form 3 - 6 (Aged 14-18)



報名  
Enrollment

[www.jahk.org/CP](http://www.jahk.org/CP)



\*提交完整參與學生名單後，報名程序才被視為完成。成功報名的隊伍將收到JA的確認電郵通知。  
The application is considered complete only when full participating student list has been received by JA. Successful applicant will receive a confirmation email from JA.



上屆學生成就  
Student Achievement of Last Year

<https://cp-pop-up.jahk.org/cp2526/>



# JA 創新營及科技創變挑戰賽

## JA Innovation Camp & Tech for Impact Challenge

### OLE 學習時數 OLE Hours

課前準備 Pre-program preparation : 1.5小時Hours

工作坊 Workshop : 6小時Hours (包括3小時AI素養及應用培訓  
Include 3 hours AI literacy and application training)

課後伸延學習 Post-program extended learning : 30分鐘 Mins

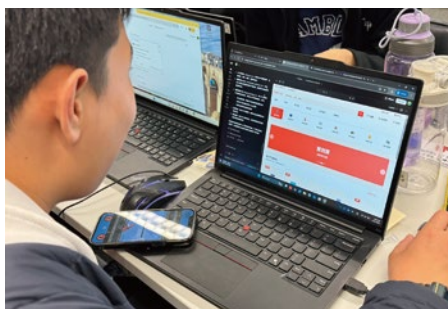
科技顧問會面 Tech Advisor Meeting (可選 Optional) : 30分鐘 Mins

### 結合設計思維與科技應用，實現創新構想，共創可持續社區

#### Integrating design thinking and technology to bring innovative ideas to life and co-create sustainable communities

課程讓學生了解新科技趨勢及培養他們的設計思維及數碼技能、創意、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。

The program introduces new tech trends to students and develops their design thinking and tech skills, creativity, entrepreneurial mindset, teamwork, and problem-solving. Through team exercise, prototyping and presentation, students will apply their learnings to develop a solution for a better community.



#### 課程人數 Class Size

由6-8位同學組隊參與  
6-8 students will form a team

#### 課程形式 Program Format

多於80位同學參與可安排到校進行工作坊  
Workshop can be conducted at school with more than 80 students participating

#### 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

學生隊伍可以參加於2027年7月舉行全港性的「JA科技創變挑戰賽」。6-8名成員組成的學生隊伍將可以與義務科技顧問會面，獲得專業建議及指導，並向評審展示他們所構思有關社會的創新理念及應用程式原型。

Student teams can join the "JA Tech for Impact Challenge" for all secondary schools to be held in July 2027. Student teams of 6-8 members will meet with the Volunteer Tech Advisors to get advice and guidance on their App, and pitch their social innovation ideas and App prototypes to a panel of judges.

#### 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

中二至中六  
Form 2 - 6

#### 報名 Enrollment

[www.jahk.org/IC](http://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 OLE Hours  
3小時Hours

### 拓展國際貿易視野，掌握全球市場動態與創新科技應用

Broadening international trade perspectives with insights into market trends and innovative technology applications

本課程將教育學生有關國際貿易的主要概念。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.



課程人數  
Class Size

由商界義工透過實體形式帶領的3小時工作坊  
3-hour workshop led by business volunteers will be conducted face to face



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2027年7月舉行，六位優勝者/三組優勝隊伍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 2027. 6 student delegates will represent Hong Kong at the Asia Pacific Finals to compete with student delegates from other locations.



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 (15-18歲)  
Form 4 - 6 (Aged 15-18)



報名  
Enrollment

[www.jahk.org/ITCW](http://www.jahk.org/ITCW)



事業準備 Career Readiness

# JA 職場體驗計劃

## JA Workplace Immersion

OLE 學習時數 OLE Hours  
3-8小時Hours

### 讓學生近距離了解真實職場，以更深入理解不同行業與職能範疇

Providing students an up-close look at the real workplace to better understand different industries and job functions

學生有機會親身到訪公司，與義務導師交流，並完成指派的小項目、體驗工作、了解職場所需的態度與技能。

Students will have the opportunity to visit a real workplace. They will work under the guidance of workplace mentors on assigned tasks to gain hands-on experience and understand the attitudes and skills required.



課程人數  
Class Size

15-30位學生  
15-30 students



課程形式  
Program Format

學生到特定機構進行活動  
Students will visit a host company for the activity



課程日期  
Program Schedule

由機構提供日子供學校安排  
Dates provided by host company for school's arrangement



學校資源安排  
Resources Commitment

由一名老師負責聯絡、統籌學生，及與學生進行準備和強化活動

At least one teaching staff or facilitator to support student coordination and to lead the student preparation and learning reinforcement



學生對象  
Target Students

中三至中六  
Form 3 - 6



報名  
Enrollment

[www.jahk.org/WI](http://www.jahk.org/WI)



## JA 職業探索講座 JA Career Speaker Series

OLE 學習時數 OLE Hours

課前準備 Pre-program preparation: 30分鐘 Mins

講座 Seminar: 1小時 Hour

課後延伸閱讀 Post-program extended learning: 30分鐘 Mins

### 在職專業人士經驗分享，開展生涯規劃

#### Starting career and life planning with inspirations from working professionals

課程鼓勵學生從在職專業人士身上學習，並認識未來就業的情況。講者與學生分享人生經歷、未來職場趨勢、招聘要求等，以啟發學生思考生涯規劃和終身學習的重要性。

The program encourages students to learn from working professionals and gain insights into the latest trends in the fast changing world of work. The speaker will share their real-life stories, future career trends, recruitment requirements, and more, inspiring students to consider the importance of life planning and lifelong 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1小時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 1 hour 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 - 6



報名  
Enrollment

[www.jahk.org/CS](http://www.jahk.org/CS)



## JA 模擬面試及職涯工作坊 JA Mock Interview & Career Workshop

OLE 學習時數 OLE Hours

課前準備 Pre-program preparation: 1小時 Hour

工作坊 Workshop: 2-3小時 Hours

課後延伸閱讀 Post-program extended learning: 30分鐘

### 強化個人品牌的重要性並探索未來未來事業目標

#### Empowering personal branding and exploring future career aspirations

商界義工通過小組模擬面試，讓學生掌握面試和求職技巧，明白個人品牌的重要性。另外，義工亦會分享人生經歷和個人工作經驗，以啟發學生思考生涯規劃未來事業目標。

Through the workshop, students can learn interview and job-seeking skills from business volunteers and understand the importance of personal branding. Additionally, students can gain insights from the personal and professional experiences of the volunteers to help clarify their future career goals.



課程人數  
Class Size

80名學生或以上  
Minimum 80 students



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 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、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, conduct 1 hour 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

中四至中六  
Form 4 - 6



報名  
Enrollment

[www.jahk.org/MINCW](http://www.jahk.org/MINCW)



網上自主學習平台  
Online Self-learning Platform

[www.mystrength.jahk.org](http://www.mystrength.jahk.org)



# 終極創意大賽

## The Sip of Genius Championship

OLE 學習時數 OLE Hours

課前準備 Pre-program preparation: 1小時hours

工作坊及考察 Workshop and outing: 4小時hours

比賽 Competition: 5小時hours

課後伸延學習 Post-program extended learning: 1小時hours

認識餐飲業，發揮創意與潛能

Unleashing youth creativity and potential for the food and beverage industry



課程人數  
Class Size

由 5 名學生組隊參與，在咖啡師義務導師指導下，親身體驗店舖營運到產品研發。優先考慮安排 40 至 45 名學生參與的學校。

Teams of 5 students will gain hands-on experience from store operations to product development under the guidance of volunteer baristas.

Priority will be given to schools enrolling 40–45 students.



課程形式  
Program Format

實踐體驗包括創意工作坊、咖啡調配體驗、及產品研發比賽。

Experiential learning program featuring creative workshops, coffee crafting sessions, and product development competition.



課程日期  
Program Schedule

2026 年 11 月至 2027 年 7 月  
November 2026 – July 2027



學校資源安排  
Resources  
Commitment

學校需協助招募、聯絡及統籌學生參加，協調學生參與實地體驗及比賽活動，並跟進參賽隊伍的進度。

Schools are expected to assist in recruiting, coordinating, and communicating with participating students, facilitating their involvement in on-site learning and competition activities, and monitoring team progress throughout the program.



學生對象  
Target Students

中四至中六  
Form 4 to 6



報名  
Enrollment

[www.jahk.org/SOG](http://www.jahk.org/SOG)



# JA探索工程學

## JA Discover Engineering

### OLE 學習時數 OLE Hours

課前準備 Pre-program preparation: 1小時hours

工作坊及考察 Workshop and outing: 4小時hours

比賽 Competition: 5小時hours

課後延伸學習 Post-program extended learning: 1小時hours

### 培育未來工程人才

#### Empowering future engineering talents

課程結合了由工程師義工帶領的互動式工作坊及實地考察，學生將了解到工程學及創新對社區的影響、探索工程學相關的升學發展及事業出路，為未來作好準備。

This program integrates interactive workshop and outings led by volunteer engineers. Students will appreciate the impact of engineering and innovation to community, explore different engineering study and career pathways, and get prepared for a brighter future.



#### 課程人數 Class Size

10-20 名學生  
10-20 students

#### 課程形式 Program Format

學生將參加由工程師義工帶領的4小時工作坊進行工程遊戲和實地考察著名工程項目。  
Students will participate in a 4-hour workshop led by engineer volunteers to undergo hands-on engineering games and outing to renowned engineering projects.

#### 課程日期 Program Schedule

工作坊和實地考察將於2026年10月至2027年6月期間舉辦  
Workshops and outings will be held during October 2026 to June 2027

#### 學校資源安排 Resources Commitment

負責老師需招募及統籌學生，協調外出活動  
A Link Teacher to recruit and coordinate students

#### 學生對象 Target Students

中三至中六  
Form 3 to 6

#### 報名 Enrollment

[https://bit.ly/JA\\_DE](https://bit.ly/JA_DE)





# JA理財展人生計劃

## JA Finance Park

OLE 學習時數 OLE Hours

網上自主學習 Self-paced online learning: 2小時Hours

工作坊Workshop : 2小時Hours

### 發展個人財務管理，策劃成功人生

Developing personal finance management to strive for future success

由商界義工帶領，學生將進行一系列實踐活動，在線上真實模擬學習平台，透過生活場景：虛擬化身一個具有職業、薪水、信用卡、家庭和財務義務的角色，學習個人財務知識，包括預算規劃、儲蓄和支出，以及了解教育和財務決策如何影響他們的收入潛力和未來規劃。

學生可以善用線上平台學習，以加強個人財務管理知識和經驗。

Through a series of hands-on activities led by business volunteers, and online real-life simulation platform where students take on a life scenario: an avatar with a career, salary, credit card, a family, and financial obligations, students will learn about all aspects of personal finance including budget planning, saving and expenses, and how education and finance decisions can affect their earning potential and future.

The students can continuously utilize the online platform to strengthen their financial knowledge with their learning experiences.



課程人數  
Class Size

25-30人一班  
25-30 students per class



課程形式  
Program Format

義工主導\*老師主導  
2小時自學活動  
2小時由商界義工或老師帶領進行的工作坊  
Volunteer-led or Teacher-led  
2-hour self-learning and  
2-hour workshop led by business volunteers or teachers at school



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

中三至中六  
Form 3 - 6



課程日期  
Program Schedule

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

\* JA提供課程物資及網上平台學生登記，並為參與教師提供培訓，培訓時數可計入持續專業發展（CPD）。

\* JA provides program materials, student login for online platform, and training for participating teachers. The training hours can be credited toward Continuing Professional Development (CPD).



報名  
Enrollment

[www.jahk.org/FP](http://www.jahk.org/FP)



網上自主學習平台  
Online Self-learning Platform

<https://financepark.jahk.org/>



# JA理財創智

## JA Money Sense

OLE 學習時數 OLE Hours

講座Talk: 1小時Hour

網上自主學習Online self-paced learning: 1小時Hour

### 財務健康與精明網上購物

#### Financial capability and smart online shopping

課程聚焦於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。透過講座和網上學習資源，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。

The program equips young people with essential personal money management skills by focusing on Financial Wellness: Spending, Saving & Budgeting and Smart Shopping in the Online World. Through talks and online 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名學生或以上  
Minimum 100 students



課程形式  
Program Format

1小時網上自學活動及1小時講座，由商界義工及大學生帶領  
1-hour Self-paced Online Learning and 1-hour talk led by Business and University Student Volunteers



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，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.



學生對象  
Target Students

中一至中六  
Form 1 - 6



報名  
Enrollment

[https://bit.ly/JA\\_MS](https://bit.ly/JA_MS)



網上自主學習平台  
Online Self-learning Platform

[moneysense.jahk.org](https://moneysense.jahk.org)



# JA 財策為未來

## JA Planning With Purpose

OLE 學習時數 OLE Hours

網上自主學習Online self-paced learning: 1.5小時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

25-30人一班  
25-30 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 - 4



報名  
Enrollment

[www.jahk.org/PWP](https://www.jahk.org/PWP)



# JA迎向目標師友計劃

## JA Meet My Goals Mentorship Program

OLE 學習時數 OLE Hours

6小時Hours (為期3個月，每月 1次2 小時的工作坊，  
於合作公司舉行 With 3 monthly 2-hour workshop at  
host company)

**鼓勵青年設定目標，養成健康的理財與儲蓄習慣，並培養有助未來發展的正向技能與心態**  
**Encouraging youth to set goals, develop healthy financial and saving habits, and instill positive skills and mindsets for their future development**

學生將參與 3 場主題工作坊，並與義工導師交流，內容聚焦於財務管理、職涯志向與人生規劃。課程會引導學生訂定儲蓄目標，並提供 1:1 配對儲蓄。

Students will participate in 3 themed workshops and mentorship meetings with business volunteers, focusing on financial management, career aspiration, and life planning. They will be guided to set a savings target, and the program will contribute to a 1:1 matching fund for their savings.



 **課程人數**  
Class Size

每校約10 - 20人  
10-20 students per school

 **課程形式**  
Program Format

1.5小時定期工作坊及導師會面及30分鐘  
自學活動  
1.5-hour regular workshops and mentorship  
meetings with business volunteers & 30 minutes  
self-learning

 **課程日期**  
Program Schedule

於特定平日  
On selected weekdays

 **學校資源安排**  
Resources  
Commitment

負責老師需招募及統籌學生，協調外出活動  
A Link Teacher to recruit and coordinate students

 **學生對象**  
Target Students

12至16歲的中一至中四來自綜援家庭的學生  
Form 1 to Form 4 students aged 12 to 16, from  
families receiving CSSA

 **報名**  
Enrollment

[bit.ly/JA\\_MMG\\_2627](https://bit.ly/JA_MMG_2627)



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)

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|                                                   |                                                    |
|---------------------------------------------------|----------------------------------------------------|
| 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                                              |                                                    |

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