

JA Company Programme (JA/002)

2017/18

Introduction

Through the JA Company Programme, you will form a JA Student Company with other gifted students, and this company will have undergone a business circle by running for eight months to raise funds, to have a business development plan, to have production and marketing of products as well as experiencing the liquidation cycle. You will exhibit and sell your designed products or services at the trade fair, and present the business performance at the shareholders' meeting. Finally, the participated student members will compete for the JA Best Student Company and other awards in the semi-finals.

This programme will provide you with a special out-of-classroom learning experience, in addition to understanding of the strategy of the operating company, and help to develop your leadership, communication, problem-solving skills, and fostering team spirit. Let us get ready and be prepared to tackle future social changes and challenges.



Programme

Advanced Course ([Token required](#))

Type / Level

Instructor(s) & Collaborator(s)

2 Business Advisors will facilitate student participants during the planning, execution and review process of the JA Company Programme.

Last year's student participants will collaborate with new participants and share their experience.






Target

Participants



S3 – S5 HKAGE full student members
Capacity: 20-26

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<p>Medium of Instruction</p>	 Cantonese															
<p>Certificate</p>	 <p>Certificate of Recognition will be awarded to participants who have:</p> <ul style="list-style-type: none"> ❖ Attended most sessions, including company meetings, JA Trade Fair and review meeting; & ❖ Shown strong commitment during the organisation and operation of the JA Student Company. 															
<p>Intended Learning Outcomes</p>	 <p>Upon completion of the programme, participants should be able to :</p> <ol style="list-style-type: none"> 1. Run a students' company; 2. Develop problem solving skills within a business operation; 3. Adopt different marketing strategies; 4 Improve team building and collaboration skills; and 5. Demonstrate commitment and involvement in this programme. 															
<p>Screening Questions</p>	<p>The screening questions on the online application form are designed to help the applicants understand the course content and level. Students who can demonstrate motivation in the screening questions can be enrolled (or shortlisted for an interview).</p>															
<p>Interview Session</p>	 <table border="1" data-bbox="446 934 1485 1291"> <thead> <tr> <th>Interview Session</th> <th>Time Frame</th> <th>Format</th> <th>Venue</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>24 July 2017 (Mon) 9:30am - 12:30pm</td> <td> <ul style="list-style-type: none"> • Meeting with JA Alumni • Group Activities </td> <td>HKAGE*</td> </tr> <tr> <td>2</td> <td>25 July 2017 (Tue) 1:45pm – 4:00pm</td> <td> <ul style="list-style-type: none"> • Ageing in Place Experience Tour • Dialogue with young entrepreneur </td> <td>Hong Kong Science Park</td> </tr> </tbody> </table> <p>All applicants must attend all the Interview Sessions. *Notification for interview will be done by email on 17 July, 2017</p>				Interview Session	Time Frame	Format	Venue	1	24 July 2017 (Mon) 9:30am - 12:30pm	<ul style="list-style-type: none"> • Meeting with JA Alumni • Group Activities 	HKAGE*	2	25 July 2017 (Tue) 1:45pm – 4:00pm	<ul style="list-style-type: none"> • Ageing in Place Experience Tour • Dialogue with young entrepreneur 	Hong Kong Science Park
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<p>Application Deadline</p>	<p>16 July 2017</p>		<p>Application Result Release Date</p>	<p>31 July 2017</p>												
<p>Schedule</p>	 <table border="1" data-bbox="446 1606 1485 1837"> <thead> <tr> <th>Session</th> <th>Time Frame</th> <th>Activity</th> <th>Venue</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>28 August 2017(Mon) 9:30am - 12:30pm 1:30pm - 3:30pm</td> <td>First Meeting</td> <td>Room 303 HKAGE</td> </tr> <tr> <td>2-16*</td> <td>Aug – Oct 2017</td> <td>Company Meetings</td> <td>HKAGE</td> </tr> </tbody> </table>				Session	Time Frame	Activity	Venue	1	28 August 2017(Mon) 9:30am - 12:30pm 1:30pm - 3:30pm	First Meeting	Room 303 HKAGE	2-16*	Aug – Oct 2017	Company Meetings	HKAGE
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17	Mid-Dec 2017	JA Trade Fair	TBC
18	Feb 2018	Annual General Meeting	HKAGE
19	Mar 2018	JA Semi-Final Competition	TBC
20	Apr 2018	JA Final Competition and Graduation Ceremony	TBC
21	Apr 2018	Review Meeting	HKAGE

*Subject to operational needs and discussion of the student members. For suggested timeline, please see the appendix below.

Enquiries

For enquiries, please contact Ms Alison Hui at 3940 0210 or 3940 0108 or email to ale@hkage.org.hk

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Suggested Timeline

Suggested Timeline	Phase/ Key tasks
28 Aug 2017	1st Meeting <ul style="list-style-type: none"> ✧ Presentation of Business idea ✧ Discussion , ✧ Needs finding on potential product/service ideas (market research) ✧ Discuss Company structure and invite applications
Mid Sep	2nd Meeting <ul style="list-style-type: none"> ✧ Confirm leadership positions and assign team members to departments ✧ <u>Finalize Vision, Mission, Values, company name</u> and form the company ✧ <u>Company Registration</u>
Late Sep	3rd Meeting <ul style="list-style-type: none"> ✧ Business Plan preparation ✧ Determine initial capital required ✧ Sell stocks ✧ Product design & prototype
Mid Oct	<ul style="list-style-type: none"> ✧ <u>Sold all stocks</u> ✧ Refine product/service ideas
Early Nov	<ul style="list-style-type: none"> ✧ Design consultation ✧ <u>Finalized Design and start production</u>
Mid Nov	<ul style="list-style-type: none"> ✧ Pre-order ✧ Trade Fair Preparation
Mid Dec	Trade Fair
Late Dec – Late Jan	<ul style="list-style-type: none"> ✧ Trade Fair Review ✧ Sell remaining inventory ✧ Prepare liquidation ✧ Review departmental work and compile all records
Late Jan	Company accounts submission deadline
Early Feb – Late Feb	<ul style="list-style-type: none"> ✧ Liquidation meeting with business advisors ✧ Review draft annual report ✧ Prepare Semi-Final Competition ✧ Prepare Annual General Meeting
Late Feb	Annual Report and Competition materials submission deadline
Early March	<ul style="list-style-type: none"> ✧ Conduct Annual General Meeting to report company performance to all shareholders ✧ Distribute annual report and stockholder dividends (or announce loss)
Mid March	Semi-Final Competition
Late April	Final Competition and Graduation Ceremony
Late April	Review Final Competition and program experience

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