

# 「青年創業體驗計劃」

## 計劃介紹

保良局生涯規劃及理財教育中心獲民政事務局與青年事務委員會撥款資助，於 2015-16 學年舉辦「青年創業體驗計劃」創業體驗活動，邀請全港各中學參加，以開辦模擬公司的形式，旨在讓青年人運用決策和創意，經歷創業過程，培養社會需具備的職涯能力，為未來職涯規劃及發展建立堅實的基礎，活動內容如下：

1. 企業講堂：邀請導師分享營商知識，並讓創業小隊彼此交流營運概念及手法。在最近一次企業講堂中，本心邀請了來自 Yahoo! Asia Pacific Pte. Ltd. 的嘉賓為青年人介紹電子商貿於網上平台的運用，以及電子商貿能帶來什麼商機，部分青年人因為可以了解更多有關網上創業的資訊感到高興，並希望了解更多有關該搜尋器的使用方法和技術。



2. 創業小隊工作坊：青年人經歷四節創業小隊工作坊，學習營商概念及市場資訊，構思並籌劃屬於自己的業務。青年人在工作坊中嘗試制定產品和定價，並匯報構思成果，他們表示對不同的營商概念感到興趣，並希望學習更多市場資訊。



3. 試業日: 大會分別於中環海濱活動空間和荃灣愉景新城舉行青年創業市集，讓參與本計劃的青年人體驗實戰銷售，他們表示在試業日能體驗不同的營商手法，與客人直接溝通，並學習領導和組織等職涯能力。





**English Version:****Experience Scheme of Youth Entrepreneurship  
Program Summary**

In academic year of 2015-16, Po Leung Kuk Life Planning and Financial Education Centre were funded by Home Affairs Bureau, HKSAR Government and Commission on Youth, to organize the Experience Scheme of Youth Entrepreneurship, a scheme about start-up business. The scheme targets all secondary schools in Hong Kong. By operating a mock company and going through the business-related process, our youth participants are encouraged to have decision making and also to express their creativity. Besides, the scheme aims equipping our youth participants with required employability in modern society, and in long term, a series of youth entrepreneur events helps them to build a sound foundation for their future career planning and development.

Major events of this scheme are as follows:

**1. Lectures by Corporates:**

With a series of lectures, we invite guest speakers from various sectors to share about the knowledge of entrepreneurship and some latest industry trend about their field. In addition, the lectures provides a platform to different our start-up units or teams (formed by the participants) to exchange their preliminary ideas and business skills. In our latest lecture, the centre invited representatives from Yahoo! Asia Pacific Pte. Ltd. to introduce the operation of e-commerce and it's potential opportunities. The youth participants were interested in that as they could learn more about the mechanism of e-commerce. They would like to know how the online search engines work and the technology involved.

**2. Workshops for Start-up Units:**

Each youth participants had four sessions of the workshops. After these sessions, they learnt about key concepts of business administration and latest market information. Meanwhile, with fundamental ideas, they could start brain-storming their business and meet the needs of customers. Another highlight of the workshops is that they could develop their products and present their outcome. A number of participants were deeply involved in the introduction of latest market trend and they were eager to learn more about the business market.

**3. Business Day:**

Apart from lectures or workshops, we would like to provide a real business environment to our youth participants to show what they have learnt. Our centre arranged two business days for the start-up units. They were held in Central Harbour-front Event Space, Central and D-Park, Tsuen Wan respectively. In the business days, the participants showed that they could experience different business techniques in real world and communicated with their customers. Also, some showed they learnt about leadership skills and employability.