

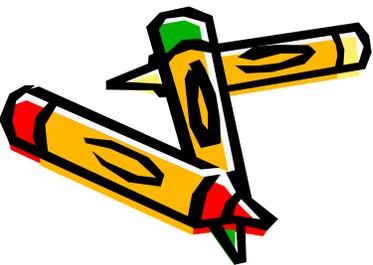
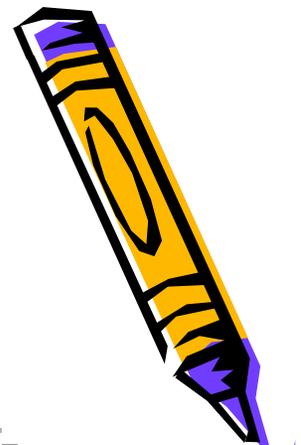
Part 4

Different learning and teaching
resource materials for the junior
secondary business subjects
初中商業科目不同的學與教資源

June 2010



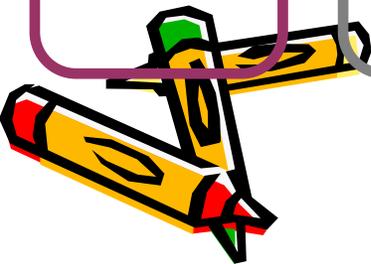
Technology Education Key Learning Area Curriculum Guide (Primary 1 – Secondary 3) 2002



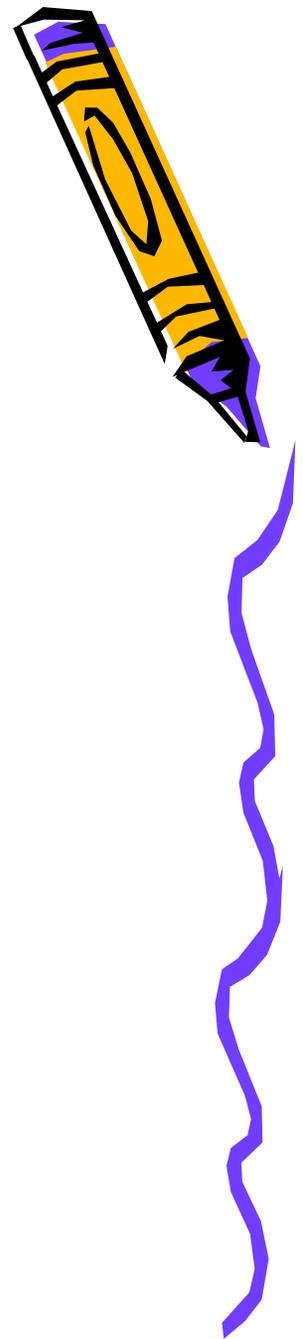
Learning Elements under Knowledge Contexts in Technology Education



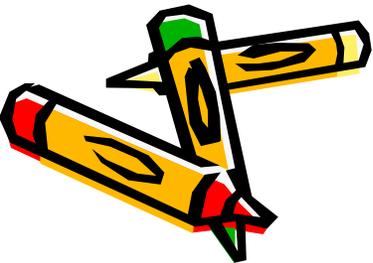
Common Topics	Information & Communication Technology	Materials & Structures	Operations & Manufacturing	Strategies & Management	Systems & Control	Technology & Living
Technology & Society	Computer Systems	Materials & Resources	Tools & Equipment	Business Environments, Operations & Organizations	Concepts of System	Food & Nutrition
Safety & Health	Computer Networks	Material Processing	Production Process	Resources Management	Application of Systems	Food Preparation & Processing
Information Processing & Presentation	Programing Concepts	Structures & Mechanisms	Project Management	Marketing	System Integration	Fabric & Clothing Construction
Design & Applications					Control & Automation	Fashion & Dress Sense
Consumer Education						Family Living
						Home Management & Technology



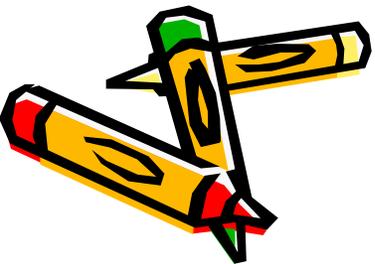
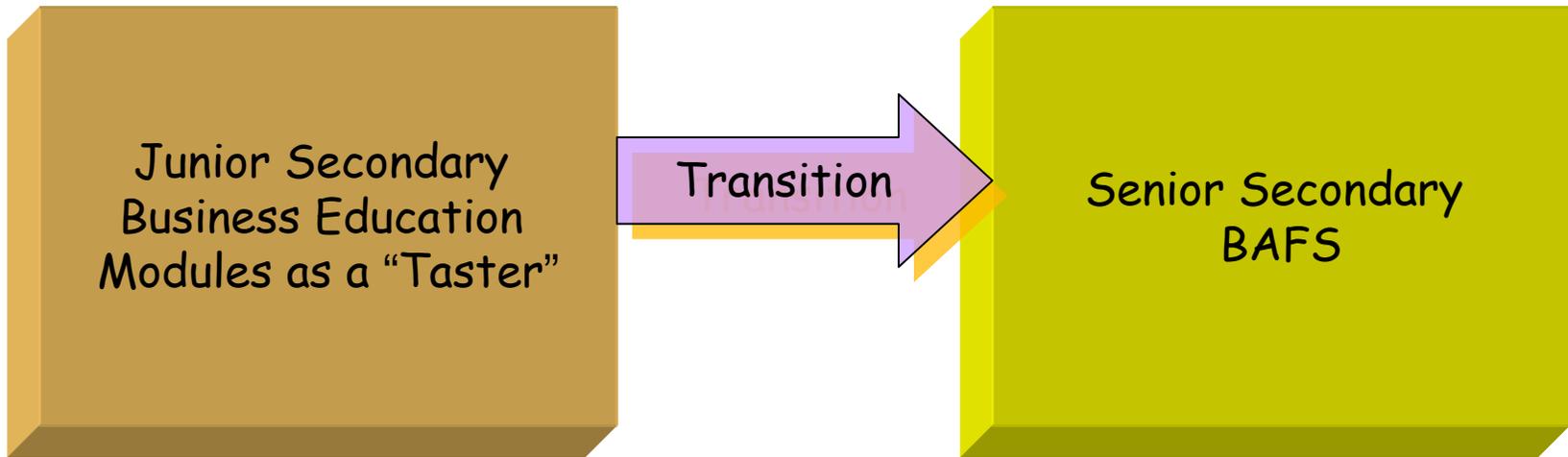
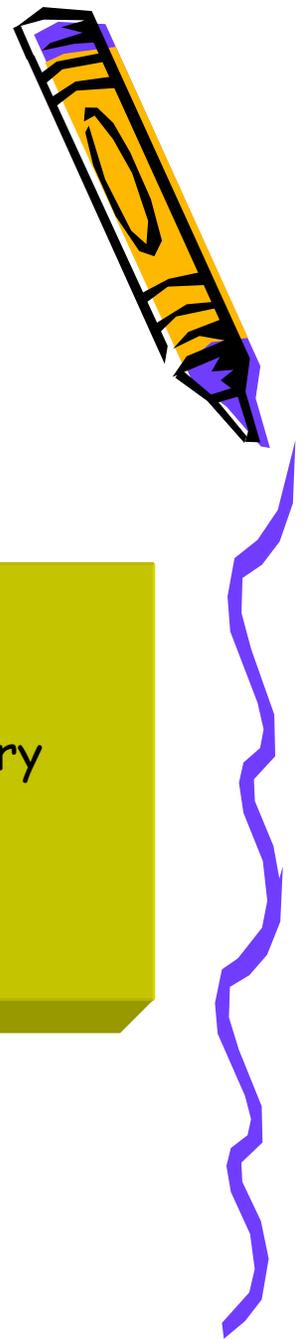
(Key Stage 3) Junior Business Subjects

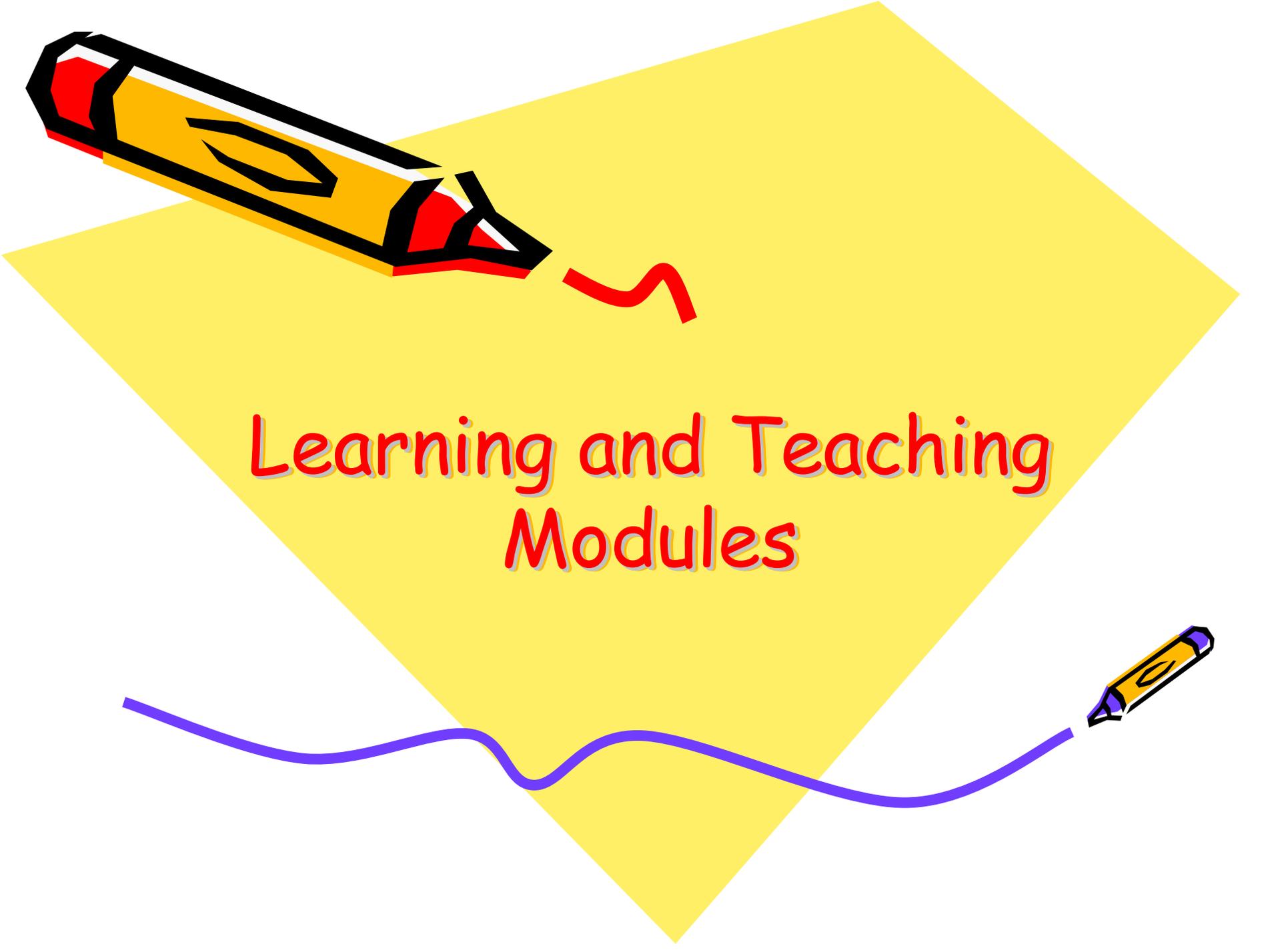


- “Strategies and Management”
 - (Core) Business Environments, Operations & Organizations
 - (Extensions) Resource Management
 - (Extensions) Marketing
- =/= Business Fundamental

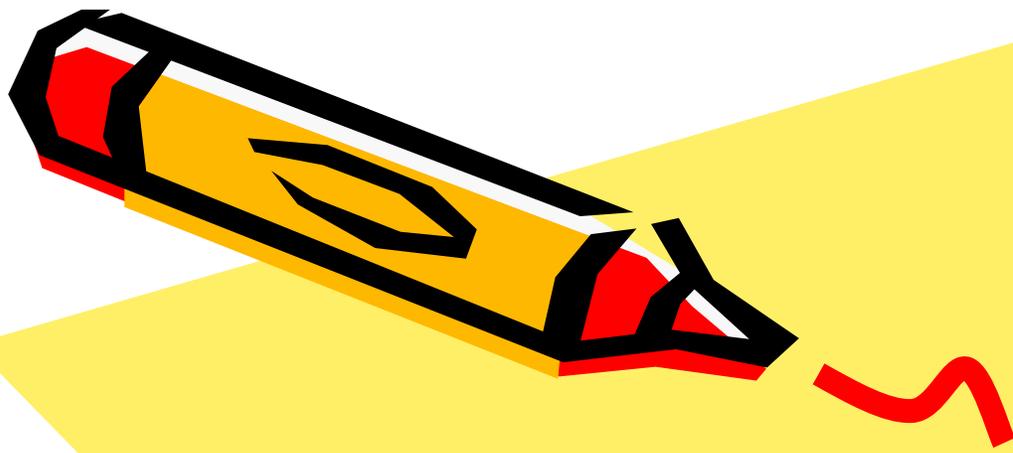


Interface with NSS



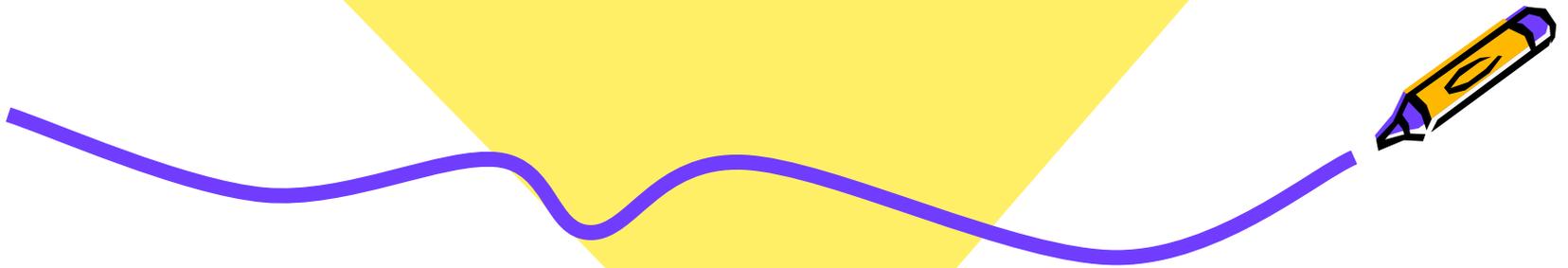


Learning and Teaching Modules



Start your own BIZ

Form 1 - 3



Start your own BIZ

- A case study, “GREEN books, on sale!!!”

Activity 2

This activity reinforces students' understanding of different forms of business ownership, it also helps students experience the process of planning a business. The relationship of assets, capital and liabilities will be explained through a case of “GREEN books, on sale!!!”

Case Study

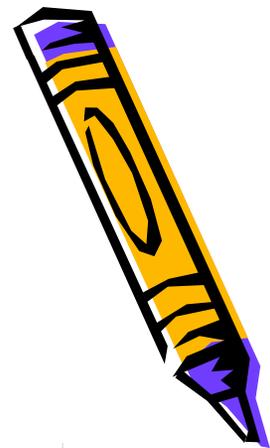
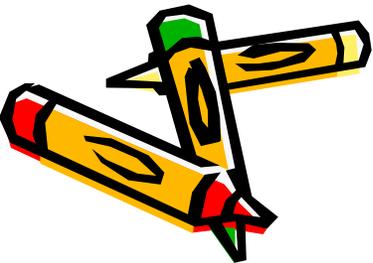


GREEN books, on sale!!!

Morris is a Form 2 student. Every summer holiday, Morris sold his used textbooks to those old book stores at a very low price (10% of the original price or \$5 for every 1 kilogram) even if the books were in good condition. However, the resale value of the used textbooks was high at a price of 60% - 80% of its original price. This summer is coming and he starts thinking of a business about the sale of old textbooks.

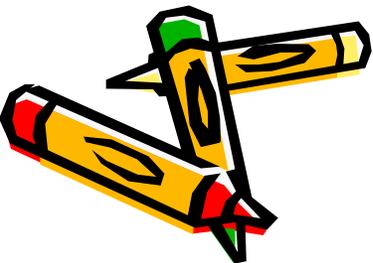
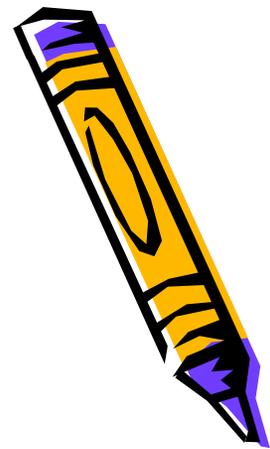
Morris comes up with some ideas on his business.

- Raise money for the business.
(Capital)
- Online trading of the textbooks.
(Trading method)
- Acquire students' used textbooks.
(Inventory)



Start your own BIZ

- Knowledge Contexts
 - Business Environments, Operations & Organizations
 - Resources Management
 - Marketing
- Preparation for NSS BAFS



Online Searching



Apart from the three major forms of business ownership, can you think of some other forms of business ownership in Hong Kong?

I am feeling hot and thirsty, should we have something to drink?

Hey, there is a teahouse. Let's go and have a drink.



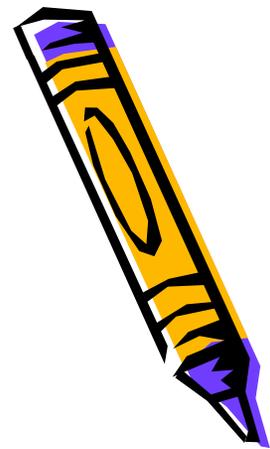
- (i) Can you name one famous teahouse in Hong Kong? Do you know its form of business ownership?

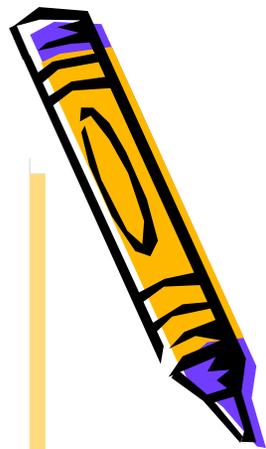
Empty rounded rectangular box for answer (i).

- (ii) List at least THREE characteristics of the form of business ownership of the teahouse. You can search the information in the Internet.

Empty rounded rectangular box for answer (ii).

Objective 1
Differentiate different forms of business ownership





Objective 2
Understand the process of setting up a business

A business plan is a roadmap to start a business. It is also a thinking process to increase the success of a business. The following is a suggested planning process which can help Morris start his business.

The Planning Process

STEP 1: Setting objectives

STEP 2: Understanding the market

STEP 3: Deciding selling strategy

STEP 4: Organising the business

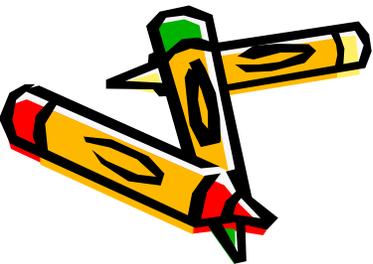
STEP 5: Making financial budgets

STEP 6: Taking action

Morris follows the planning process and makes the following decisions for his business.

Objectives of the Business

- ◇ With a focus on meeting the needs of students in Morris's school.
- ◇ Provide online shopping environment with prompt delivery service.
- ◇ To maximize the profits earned and the number of classmates served.





Start your own BIZ

For question (2), the answer is "Morris himself is the owner". He is the one who owns the money. On the right hand side of the record sheet, he should insert "capital".

Things that you have	Who owns it
Cash \$3,000	Capital \$3,000



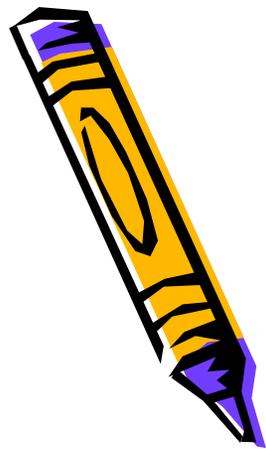
Capital: The total amount of resources given by its owner to the business.

Finally, we add one more row at the end as the "total". Then, you may find that in the record sheet, the total amount of left hand side is equal to the total amount of right hand side.

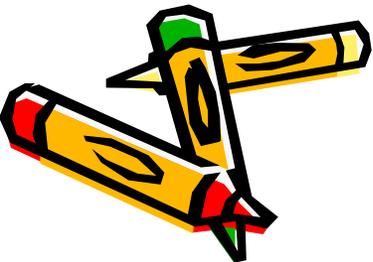
Things that you have	Who owns it
Cash \$3,000	Capital \$3,000
Total \$3,000	Total \$3,000

In a record sheet,

Left hand side = Right hand side



Objective 3
Understand the relationship of assets, capital and liabilities



Other tasks – Mini Project

Mini-project



It's time for you to help Morris round up his business so that he can pay the remaining balance for those students who sold their used textbooks on 15 Sep Year 9. Here are some steps for your reference.

STEP 1: Find out the total number of used textbooks sold.

STEP 2: Calculate the salary for the part-time staff and other expenses incurred.

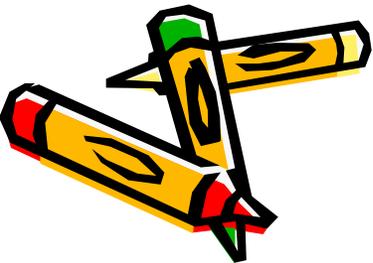
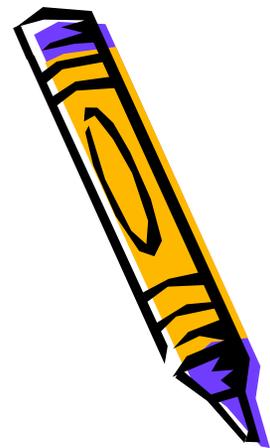
STEP 3: Calculate the profit or loss of the business.

STEP 4: Make relevant entries in the record sheet.

STEP 1: Find out the total number of used textbooks sold.

THINK: What information does Morris need to find out in order to calculate the total number of used textbooks sold?

- *Teacher can refer to the guiding questions on student worksheet p.28. Remember not to allow students to read the suggested questions in the next page. You should encourage them to think.*



Other tasks – Short Writing

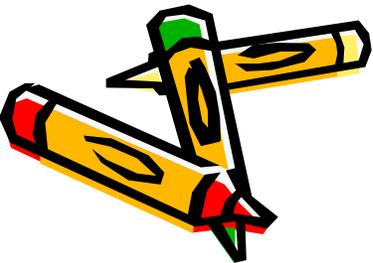
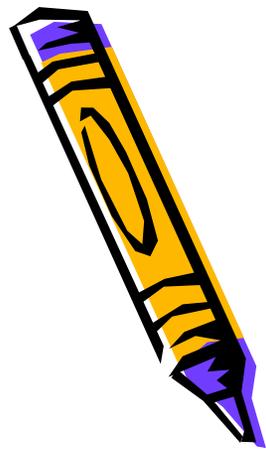
Short Writing

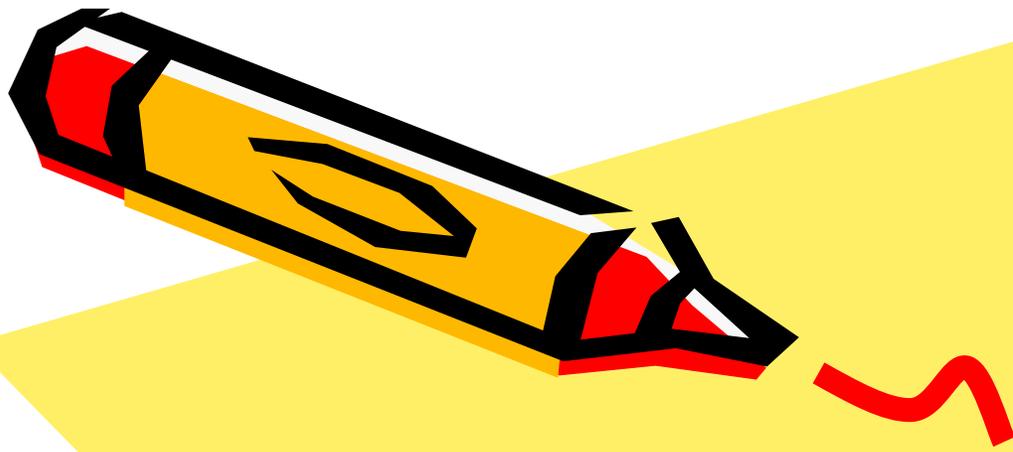


Can you help Morris draft a 1-minute speech for presenting the data in the record sheet to his father?

Here are some hints for drafting the 1-minute speech.

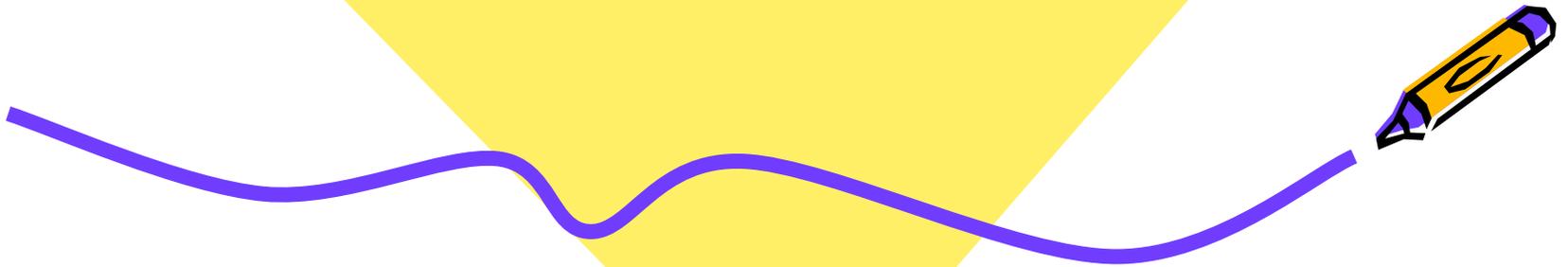
- Divide the speech into 3-4 paragraphs.
- 1st paragraph is the introduction. Morris should tell his father the reasons for operating this store and the flow of the operation during these months.
- 2nd and 3rd paragraphs are the content. Morris should explain different figures in the record sheet to his father. The explanation includes how the figures are derived and their meanings. Teacher can guide students refer to the 4 steps of the mini-project on student worksheet p.27-36 to complete these 2 paragraphs.
- 4th paragraph is the conclusion. Morris should tell his father whether he is succeeded or not and his intention to operate this business again in the next year.





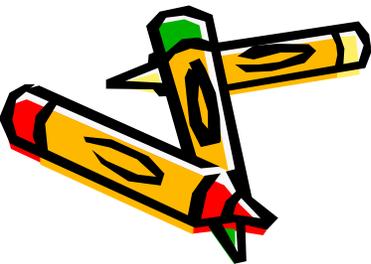
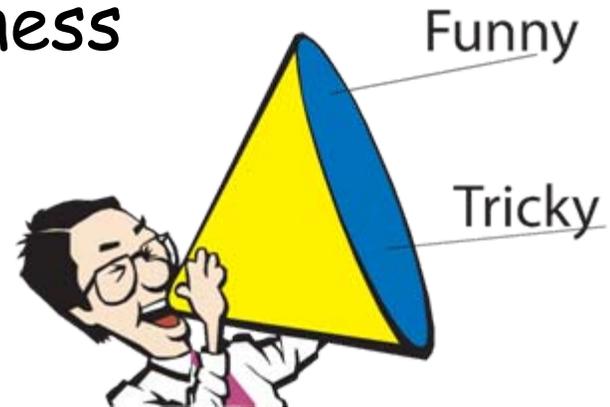
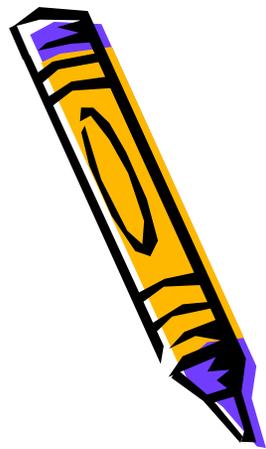
C for Communication

Form 1 - 3



C for Communication

- Knowledge Contexts:
 - Business Environments, Operations & Organizations
- Preparation for NSS BAFS:
 - Compulsory Part – Business Communication



C for Communication

Work with other KLAs, e.g., English - Writing tasks

Activity 3

Memo for X'mas Party

Leo's team was responsible for organising the X'mas Dinner Party 20XX for ABC Credit Service Ltd. They needed to prepare a memo for inviting all employees to attend the event. Leo's team found the following memo from previous year's party.

MEMO

From:	Jenny LO, Assistant Marketing Manager	To:	All departments
Ref:		(Attn:)	
Tel No:	2123 9999	Email:	
Fax No:	2123 0000	Your Ref:	() in
Email:		Fax No:	
Date:	XX November 20XX	Date:	

Christmas Dinner Party 20XX

With Christmas drawing near, we are organising the Christmas Dinner Party. The party will held on XX December 20XX with details as follows:

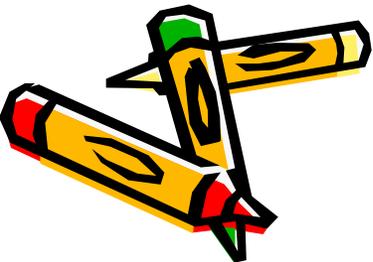
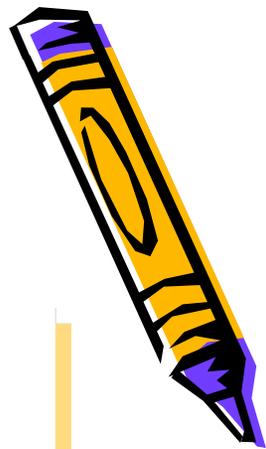
Date: XX December 20XX (XXXXXX)
Time: 7:00 pm - 10:00 pm
Venue: XXXXXXXXXXXX Hotel
XXXXXXXXXXXXXXXXXXXXXXXXXXXX

2. To assist our planning work, please kindly confirm your attendance on or before XX Nov 20XX (Wednesday) to Ms Mary CHOY at extension 1124. For enquiry, please contact Mr Leo CHAN at extension 1123.

3. Thank you.

Jenny LO
(Assistant Marketing Manager)

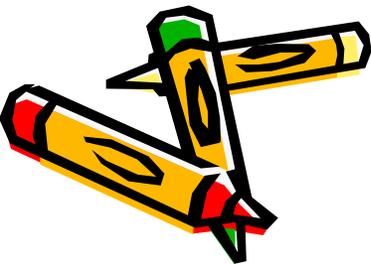
Leo would be responsible for taking the enquiries of the Christmas Dinner Party 20XX while his teammate, Mary CHOY, would be responsible for confirming the attendance.



Objective 1
 Aware of the importance to communicate with customers and business partners

Internal	What is the reason for communication?
Supervisors 	<ul style="list-style-type: none"> - Give instructions to subordinates - Do the appraisals
Subordinates 	<ul style="list-style-type: none"> - Cooperation - Social and gathering - Having a meeting

External	What is the reason for communication?
Bank 	<ul style="list-style-type: none"> - Financing
Debtor 	<ul style="list-style-type: none"> - Selling goods
Media 	<ul style="list-style-type: none"> - Answering requests
Competitor 	<ul style="list-style-type: none"> - Obtaining information from rivals



A business organisation may apply various medium for internal and external communication.

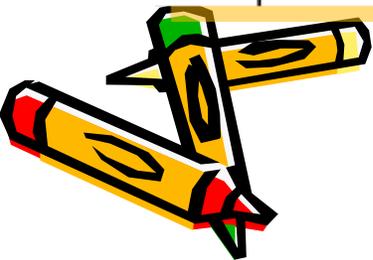
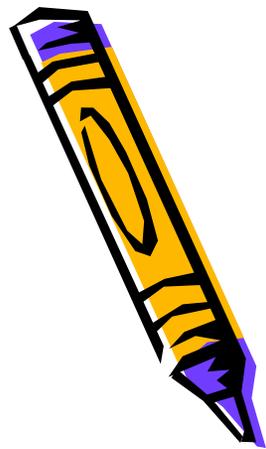
Examples of medium for business communication

Letter	Memo	Report
Meeting	Medium for Business Communication	Fax
Video Conferencing	Telephone	Email

Considerations for choice of medium

- Need for keeping record
- Number of people to be reached

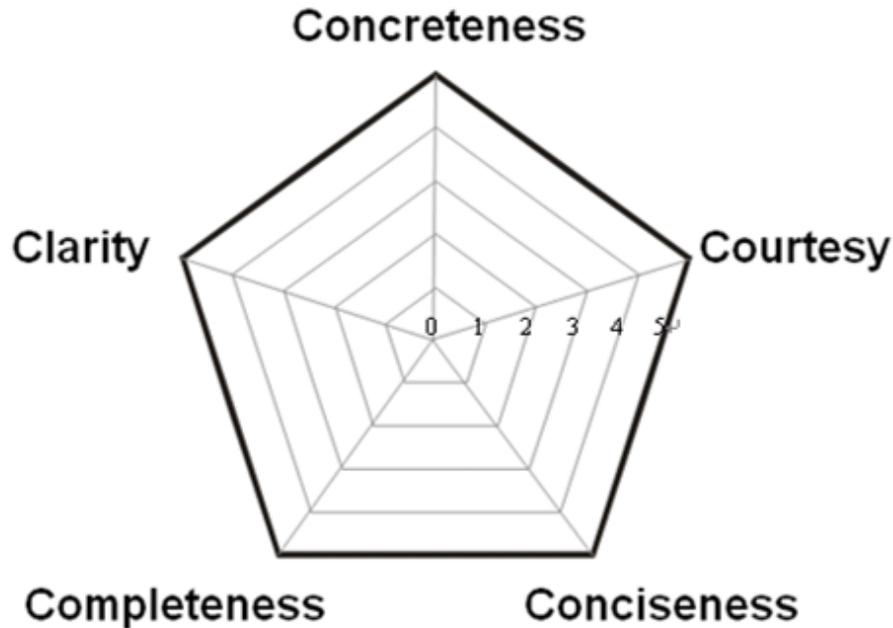
Objective 2
Choosing appropriate medium for business communication



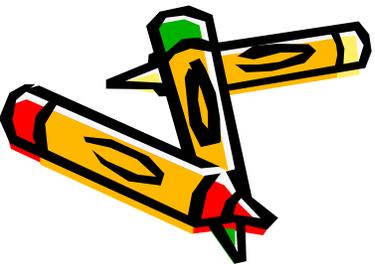
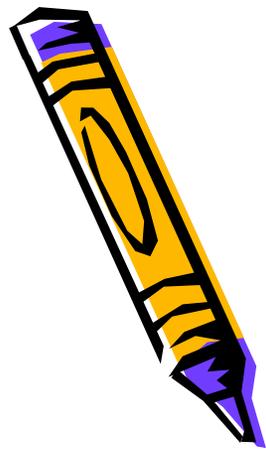
Self-evaluation

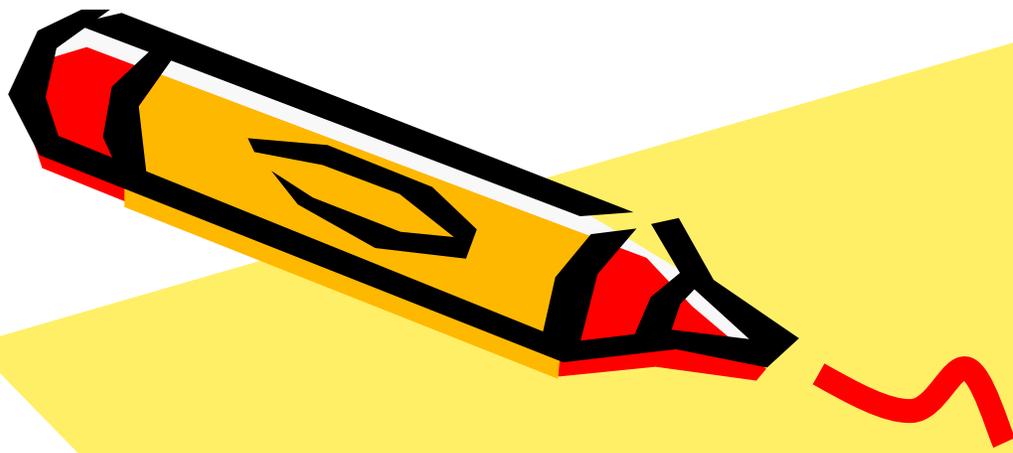


Please review the email message in activity 2 according to the 5Cs.



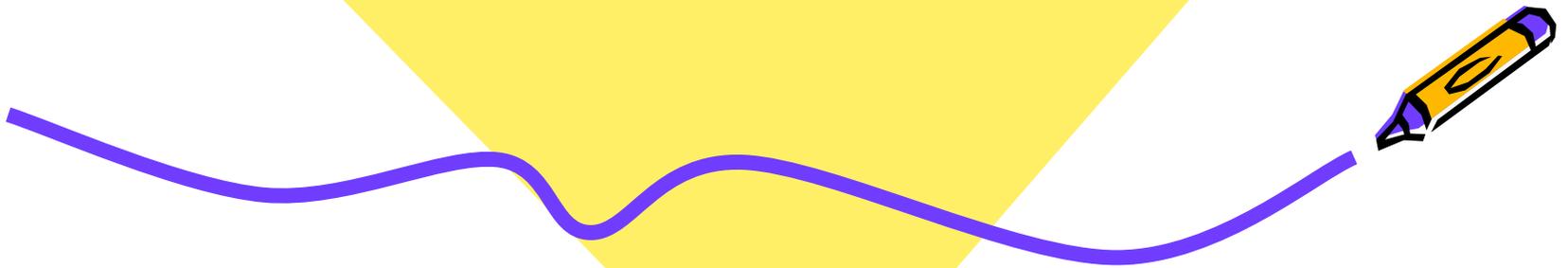
Objective 3
Aware of the importance of 5Cs principles for written communication





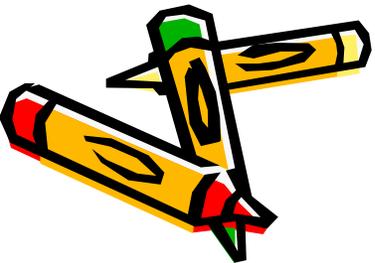
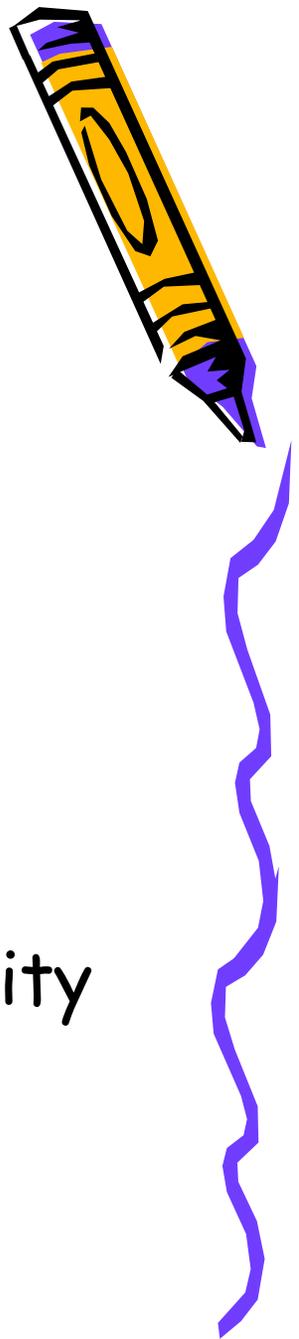
Organic Farming @School

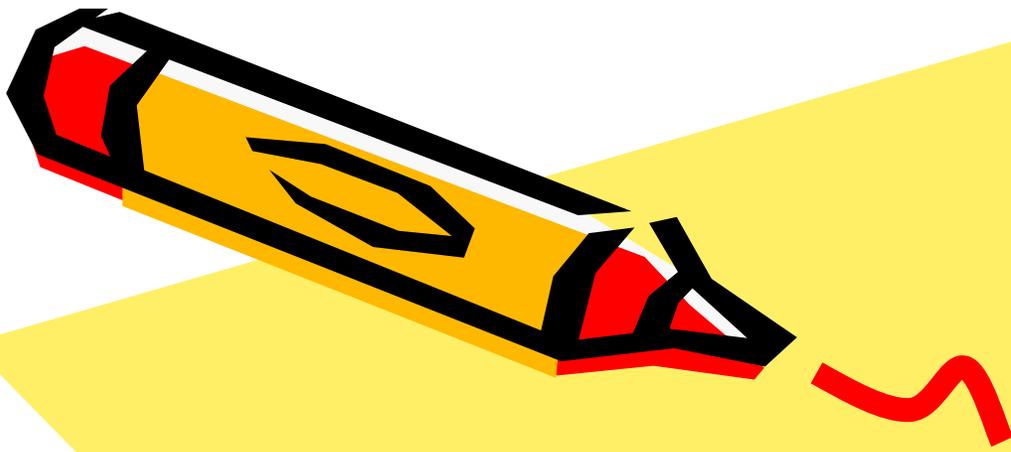
Form 1 -3



Organic Farming @School

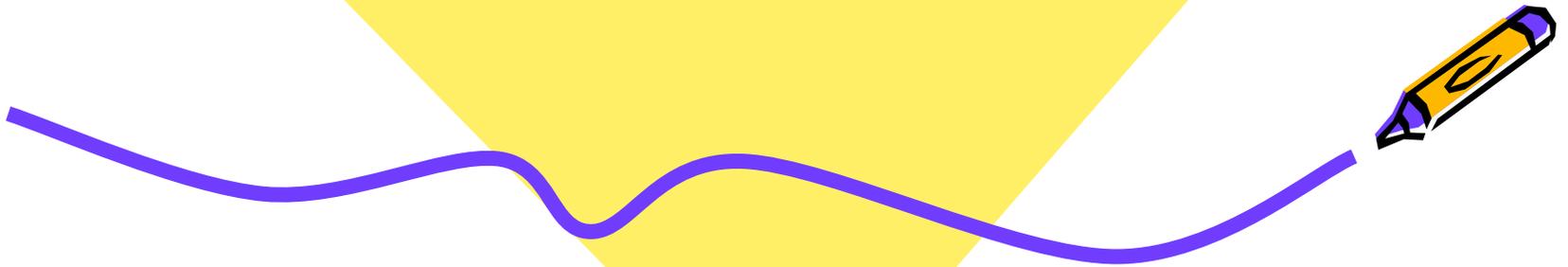
- Knowledge Contexts
 - Business Environments, Operations & Organizations
 - Resources Management
- Preparation for NSS BAFS
 - Business ethics and social responsibility





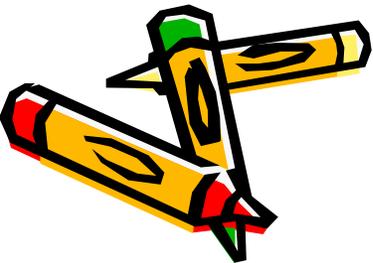
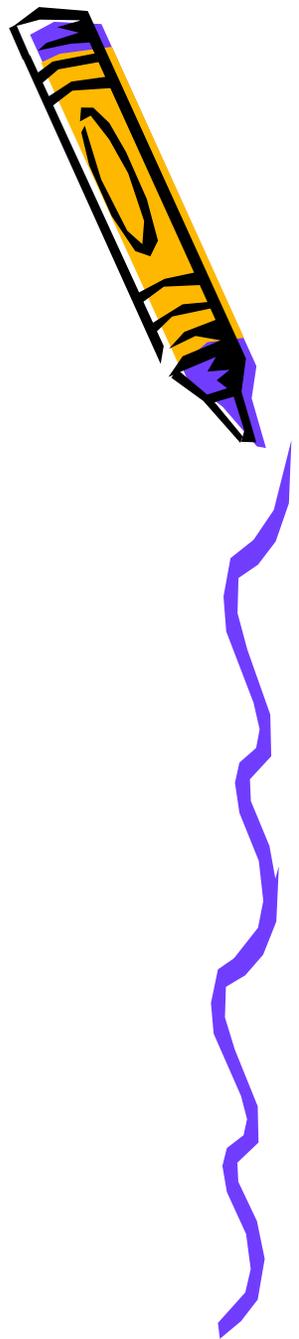
Superb Business Ideas

Form 1 - 3



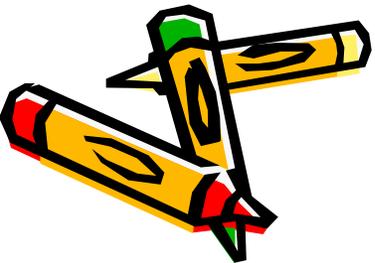
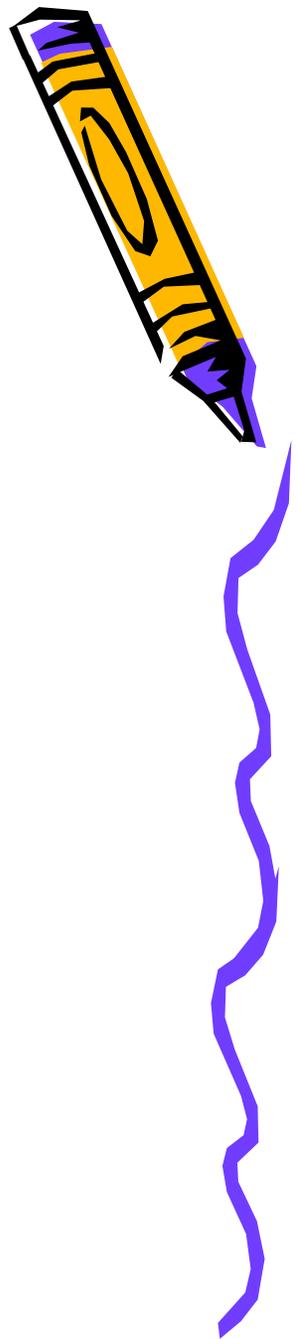
Superb Business Ideas

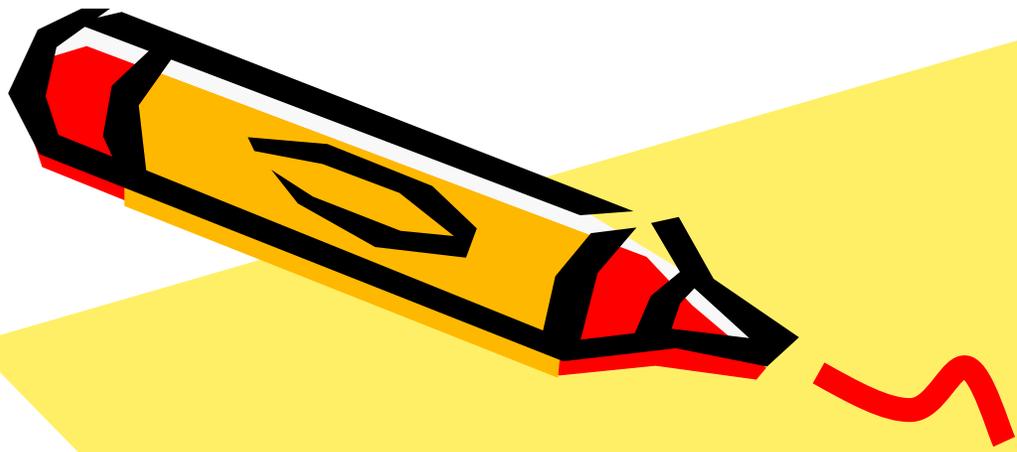
- Knowledge Contexts
 - Business Environments, Operations & Organizations
 - Marketing
- Preparation for NSS BAFS



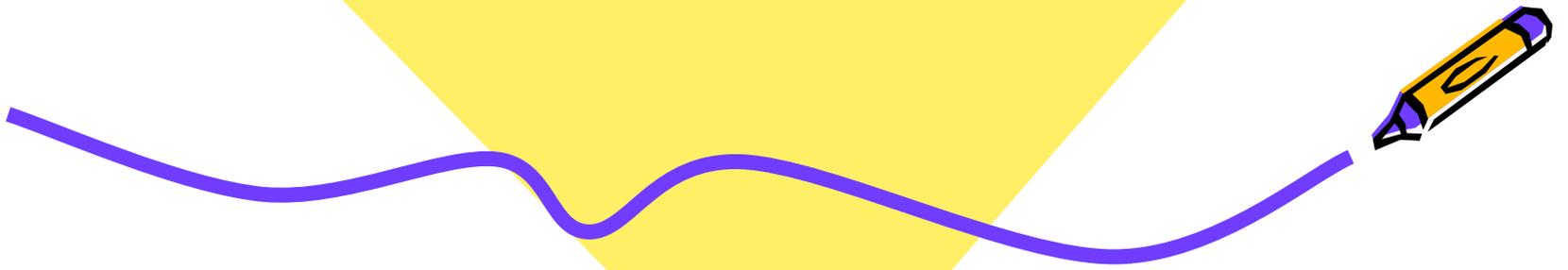
Piloting

- Conduct the try-out
- Support from the EDB
- Data collection
- Sharing/Idea exchange
- PDP on lesson planning (2010/11)



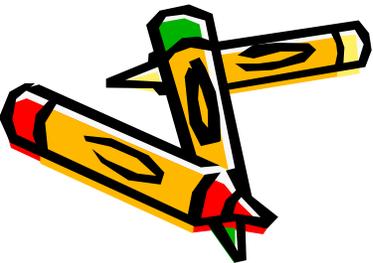
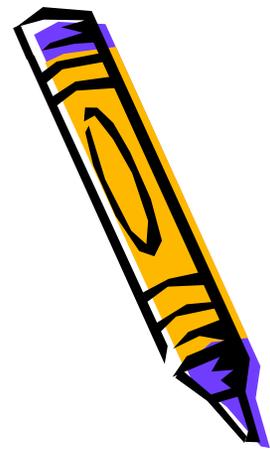


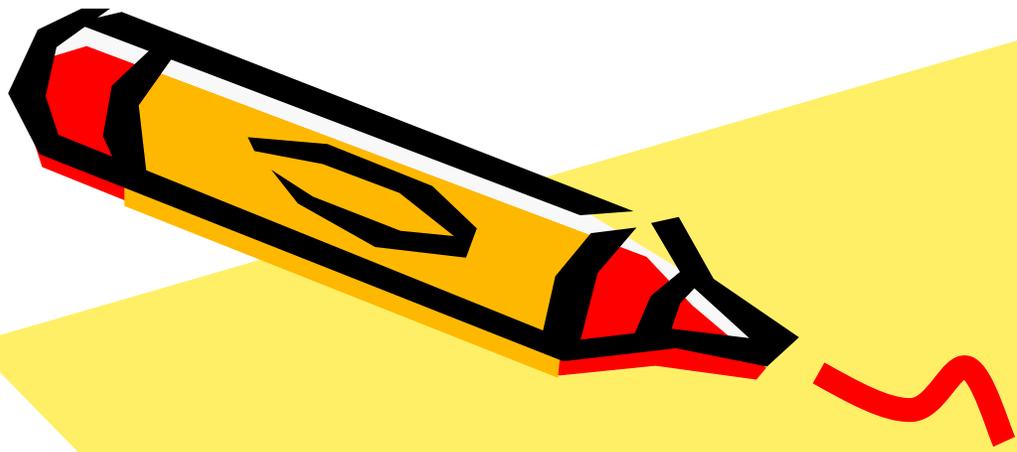
Reading to learn



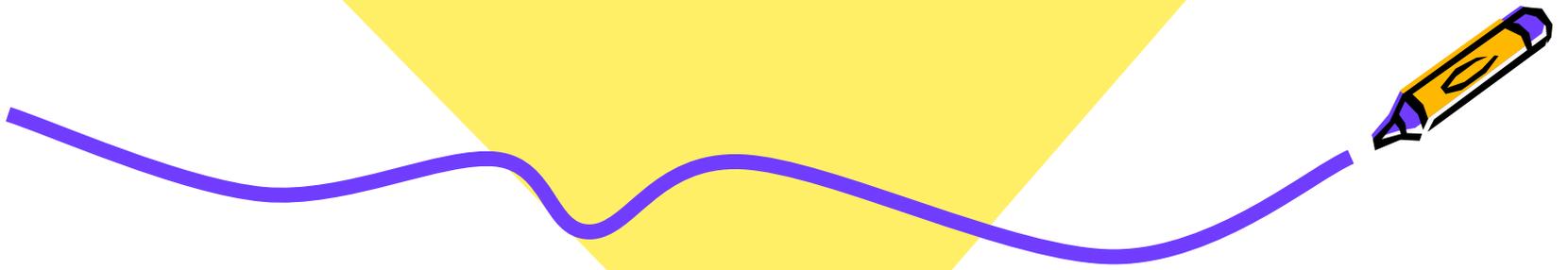
Reading to learn

- Promote independent learning capabilities
- Not confined to storybooks but embrace different text-types

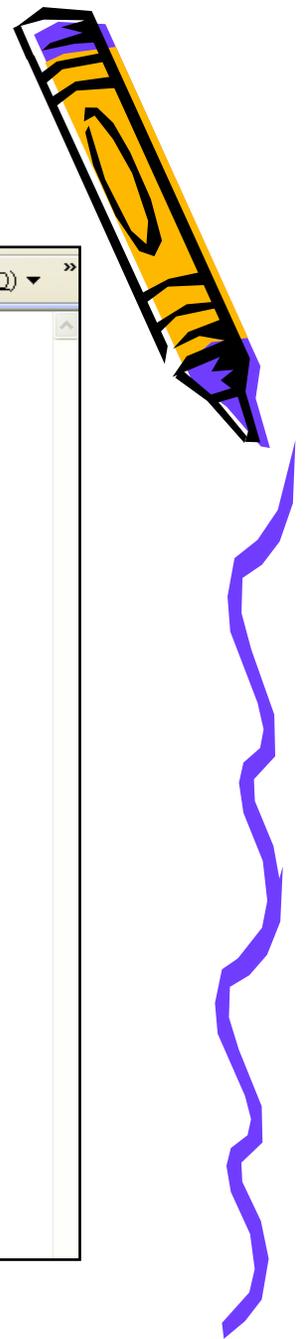




Activities



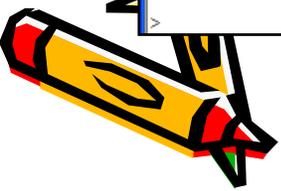
Junior Achievement Hong Kong



The screenshot shows a web browser window with the address bar displaying 'Junior Achievement Hong Kong : Lower...'. The website header includes the JA logo and navigation tabs: 'About JA', 'Programs', 'Volunteers & Teachers', 'Students', 'News & Events', and 'Get Involved'. Below the header is a banner image of students. The main content area features a sidebar with links: Home, About JA, Calendar, Our Programs, Our Partners, Our Students, Forum, Gallery, Get Involved, Resources, and Contact JA. The main heading is 'Junior Secondary Programs'. Below this is a table with the following data:

	Program	School Application Status	Volunteer Recruitment Status
	JA It's My Business!	OPEN	CLOSE
	JA Personal Finance 個人經濟學	OPEN	CLOSE
	JA New Leaders Programme 新領袖計劃	OPEN	OPEN

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香港小童群益會-未雨行動



未雨行動

未雨生涯 未雨學院 未雨點滴 未雨智慧 未雨留言 未雨新聞

您當前的位置：未雨生涯>未雨日誌

最新消息：

邀請參與「財商教案」2010版應用工作坊事宜

「未雨行動」乃由本會主辦，香港保險業聯會協辦的兒童理財社區教育計劃。自2007年起，**每年均舉辦「財商教案」應用工作坊**，藉此協助老師於課堂中指導學生制訂目標，管理風險。總結過往經驗及學校意見，是年推出全新「財商教案」2010版，新課程濃縮為四課，每課70分鐘，合共280分鐘。課程除了具備時事元素外，亦會運用網上流行資訊作教材，以緊貼社會時勢需要。現誠邀閣下出席「財商教案」應用工作坊，學習使用本教案，並在貴校實踐。詳情如下：

小學： [\(詳情請按此\)](#)

日期：11/6(星期五)，5/7/2010(星期一)

地點：香港灣仔駱克道三號香港小童群益會總部607室

中學： [\(詳情請按此\)](#)

日期：18/6(星期五)，6/7/2010(星期二)

地點：香港灣仔駱克道三號香港小童群益會總部502室

時間：下午2時30分至下午5時正

對象：小學/初中教師（特別是任教通識、生活教育、經濟科、基本商業、會計與財務科等老師）

講者：黃惠娟小姐(未雨行動計劃專業培訓導師) / 施炳銓先生(未雨行動計劃項目經理) / 陳樹鴻先生(未雨行動計劃助理項目經理)

內容：1. 從遊戲中體驗和了解「財商教案」的理念，推行方法，以及課程剪裁意見等。

2. 簡介在學校實踐「財商教案」的合作和應用細則。

費用：全免

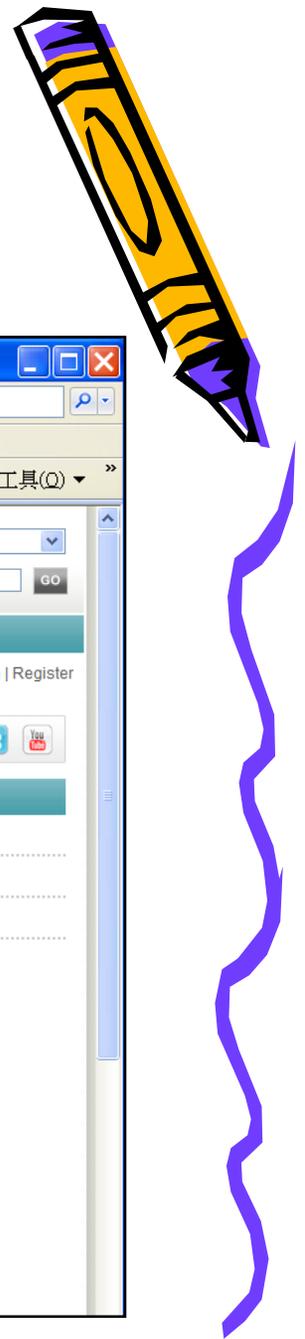
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Lessons: Teens

Financial literacy is a skill essential to future success and should be given the same weight in school as English or math. High school and middle school educators striving to augment their own financial literacy curriculum will find a wealth of material in these teacher's guides, student activities, and presentations. [Log in](#) or [register](#) to download the lessons.

Teens (Grades 7 - 12)

Teacher's Guides	Student Activities	Presentations	Title
			Lesson 1: Making Decisions
			Lesson 2: Making Money
			Lesson 3: The Art of Budgeting
			Lesson 4: Living on your Own
			Lesson 5: Buying a Home
			Lesson 6: Banking Services
			Lesson 7: Credit
			Lesson 8: Credit Cards
			Lesson 9: Cars and Loans

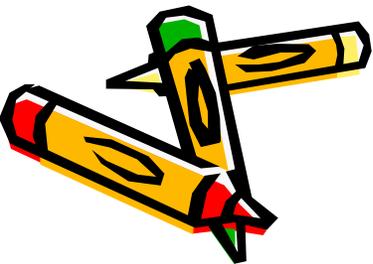
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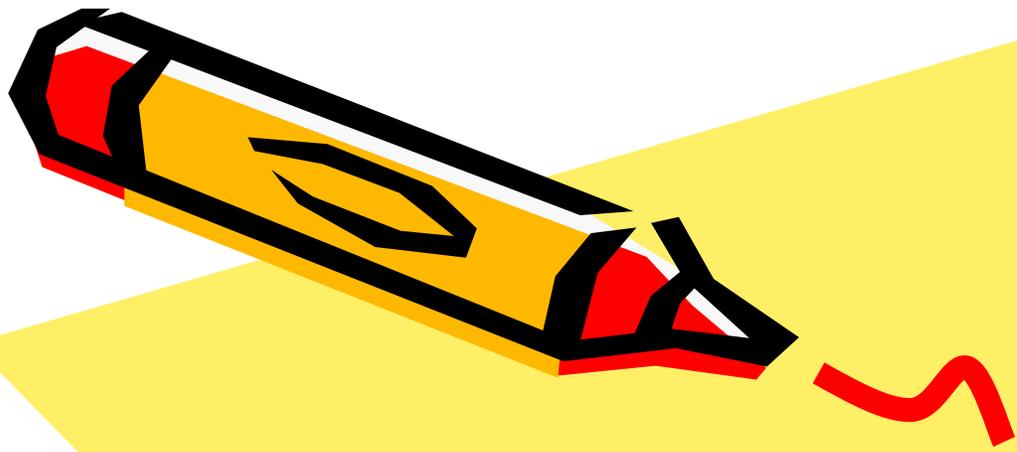
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Thank you!!!

