

## “学生公司”项目

为了使更多中国青少年具有企业家精神,认识到商业的重要性并充分理解商业在社会中的作用,波音(中国)投资有限公司向国际青年成就中国部 (Junior Achievement China) 2005-2007年度“学生公司”项目捐款10万美元,并提供了来自波音志愿者的积极帮助。

通过“学生公司”项目,高中的学生有机会学习到企业的基本规则,制订出他们自己的可行性商业计划。他们出售股票、举行股东会议、选举管理团队、生产和销售实际产品或服务、记录存档、并且对业务进行资产清算。他们了解到领导能力、沟通能力、有效管理和团队合作对于公司成功的重要性。同学们还从波音志愿者那里得到大量帮助,学习到丰富的专业知识。

在项目实施的第一年,360名来自北京和上海的学生参加了这项活动。JA中国部计划在2006-2007学年拓展项目规模,增加至少16个班和480名学生。超过60名来自不同公司的志愿者和教师将接受培训,以协助课程的开展。

第一学期结束后,参加“学生公司”项目的中学生参加了一项JA中国部商业计划比赛。2006年1月21日,来自7所北京和上海 JA 学生公司的21名中学生在比赛中陈述了他们的商业计划。四个获奖团队(在下面以星号表示)分别获得了价值4,000元(500美元)的种子基金,借助这笔基金,他们得以在第二学期将商业计划付诸现实。

2005-2006年度国际青年成就中国部“学生公司”项目的参与学校如下:

北京  
\* 人民大学附属中学  
\* 陈经纶中学  
北京师范大学附属实验中学  
北京师范大学附属中学

上海  
曹杨第二中学  
\* 格致高中  
\* 华东师范大学第二附属中学  
复旦大学附属中学

### 在中国关于企业社会责任其它方面的努力

- 金钥匙工程陕西项目—帮助中国西部视障儿童教育
- 菲利普海德基金会廊坊儿童村项目—帮助80多个孤儿和残障儿童
- 云南省德宏自治州乡村教育活动室项目—帮助当地村民抗击毒品和艾滋病
- 北京打工子弟学校项目—帮助打工子弟教育

## Junior Achievement China Student Company Program

Boeing China has provided a USD 100,000 grant and Boeing volunteers to implement the Junior Achievement (JA) China Student Company Program from 2005 to 2007 to promote entrepreneurial spirit among Chinese young people and help them appreciate and better understand the role of business in society.

In the JA China Student Company Program, high school students study the basic rules of the enterprise system and make their own feasible business plans. They sell stock, conduct stockholders' meetings, elect officers, produce and market real products or services, maintain records, and liquidate the business. They learn how leadership, interpersonal skills, effective management, and employee teamwork are critical to the success of a business. Throughout the program, they benefit greatly from the attention and expertise of Boeing business volunteers.

During the first year of the program, 360 students from Beijing and Shanghai participated. In the 2006-2007 school year, JA China plans to expand the program, adding a minimum of 16 classes with an additional 480 students. More than 60 business volunteers and teachers will be trained to assist these classes.

After the first semester, a JA China Business Plan Competition is arranged for high school students in the JA China Student Company Program. On January 21, 2006, 21 high school students from seven JA student companies in Beijing and Shanghai presented their business plans at the competition. Four winning teams, denoted by asterisks below, were awarded RMB 4,000 (USD 500) each in seed money to implement their business plans during the second semester.

JA China Student Company Program 2005-2006 participating schools:

Beijing  
\*Secondary School Attached to Renmin University  
\*Chen Jinglun High School  
Experimental High School Attached to Beijing Normal University  
Secondary School Attached to Beijing Normal University

Shanghai  
No. 2 Caoyang High School  
\*Gezhi High School  
\*No. 2 High School Affiliated with East-China Normal University  
High School Affiliated with Fudan University

### Other CSR efforts in China

- Golden Key Shaanxi Project for the education of visually impaired children in western China
- Philip Hayden Foundation Langfang Children's Village Project for the care of more than 80 Chinese orphaned and special needs children
- Village Educational Activity Rooms (VEAR) Project in Dehong, Yunnan Province
- Migrant Workers' Children School Project in Beijing



### 波音(中国)投资有限公司

核心业务：航空航天产品和服务  
进入中国时间：1972  
全球雇员数：153,000  
中国雇员数：170  
网址：www.boeing.com

### BOEING (CHINA) CO., LTD.

Core business: Aviation and aerospace products and services  
Year of China market entry: 1972  
Employees worldwide: 153,000  
Employees in China: 170  
Website: www.boeing.com