



Recruit the right people for the right jobs



Online Assessment System for New Business Starters (NBS) Firstly Launched in Shanghai

Jun., 9th, Shanghai (People.com.cn). The Shanghai Municipal Bureau of Labor and Social Security (SHMLSS) has recently launched China's first online assessment system for business starters. The system can help potential new business starters recognize whether they are qualified to start new businesses, thus increasing success rate. Also it informs existing business starters of their personalities and abilities to reduce considerably business risks.

NBS, jointly developed by SHMLSS, Manpower Caden (China) and CareerHarmony, is a customized online assessment system. The System is applicable for every variety of business starters and can provide detailed reports to a wide range of potential and existing business starters, pioneering China's development of such assessment systems.

The System is reported to have three characteristics

- ① The "Three-Step" diagnosis. It provides accurate diagnosis results through positioning test takers' abilities and qualities required for new business by means of three tests: Business Starting Competence, Personality and Simulation. The first test, Business Starting Competence, tests relevant skills such as language, calculation, analysis and problem solving. The second test, Personality, evaluates the candidates psychological profile, willpower and perseverance.

The third test, Simulation, examines a test taker's behavioral abilities through simulating real business in order to reveal possible problems in business start-up.

- ② Comprehensive report. According to test results, the system automatically generates individual "diagnosis report". Each tester receives four scores based on four items, respectively "Competence for Business Start-up"--overall abilities to start new businesses; "Competence for Training"--psychological features to achieve in business and training; "Information Demands"—degree of desires to obtain relevant information; "Training Demands"—degree of desires to study business starting related knowledge through training.
- ③ On-site consulting, full-time tracing, and creating "business starters' profiles". After the test, each tester will access to a free "one-on-one consulting service" by business starting consultants. Professionally certified consultants are available in every district of Shanghai, and they will provide personalized guidance, solutions, and pertinent training suggestions based on test results. Meanwhile, testers can build up a personal "business start-up profile" at in local New Business Start-up Service Centers, to gain free consulting in the whole entrepreneurship.

Since the launch of the System, there have been 5,565 testers who received a detailed "profile". The report shows the majority of testers are young-middle aged, among whom, people aged from 16 to 35 are most passionate taking up 36.9% of all testers. About 87.4% of the test takers are competent of starting businesses, while 91.6% of them are eligible for business starting training.



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