

Enterprise TROOPERS

Primary School Competition



Lower Primary

Activity 6: What shall we call ourselves?

Learning Objective

- To encourage decision making and working with others.

Entrepreneurship Characteristics

Creativity

- Lateral thinking – ideas generation
- Innovation

Relationships

- Communication
- Working with Others

Organisation

- Decision Making

Learning activities

Using samples of well-known toys, foods, shops etc. provided by the teacher, ask the pupils to identify logos and names for products/companies.

In groups, pupils discuss what they think are good or poor names for products and why they like/dislike them.

Encourage pupils to generate ideas for names for their enterprise project.

Working in groups, pupils discuss the names, agree the name they like best and then work together to design a logo with their company name.

Each group presents their ideas to the class.

Ask the rest of the class to vote on the names chosen and finally decide on the name and logo for the class enterprise project.

Test this company name and logo out on other classes, making changes where necessary based on the feedback received.

Activity 6:

What shall we call ourselves?

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Learning outcome

Pupils will generate a range of simple ideas and begin to express opinions.

Resources needed

- Newspapers
- Magazines
- Packaging
- ICT

Curriculum for Wales

1. Areas of Learning and Experience

Expressive Arts

- Creating combines skills and knowledge, drawing on the senses, inspiration and imagination.

2. Cross-Curricular Skills

Literacy

Speaking

- Purpose
- Collaborative talk
- Questioning

Listening

- Listening for meaning
- Listening to understand
- Listening as part of collaborative talk

Digital Competence

- Sourcing, searching and planning digital content
- Creating digital content
- Evaluating and improving digital content

