

Lesson Plan: Enterprise (age 14 – 16) – Innovation.

Lesson Overview

1. Connect the learning

Recap on any previous learning on innovation and design.

2. The big picture

The lesson explores recent innovations and whether they were successful or not.

3. The learning outcomes

By the end of the session, students will identify recent innovations and reasons for their success.

Resources required:

- Computer with data projector and / or IWB.
- Alternatively an OHP with OHT of the 'Item' worksheet.
- Hard copies of the student sheet.

4. Introduction 15 minutes

Group activity. Working in groups of four or five, students compile a list of products that didn't exist 20 years ago.

Display Items worksheet on the IWB or OHP. Each group is asked for their items. If the group name an item that is on the list, then mark the grid with a cross. This gives a visual cue to not only the articles selected, but also how many groups identify each product.

Discuss how many of the groups came up with the same items and whether this is a good thing for the companies that are developing these products.

The discussion should also bring out the changes in the way people are working that has helped to the success of the items. For example, consumers have more disposable income and more leisure and free time.

5. Activity 25 minutes

Students work with a partner to develop a description of an electrical gadget that they think the 'market' needs. Students write a specification for what the product will do and who they think will want or need it. Remind students that their new gadget could be developed from one that currently exists.

6. Demonstration 15 minutes

Select some of the partners to inform the rest of the class about the product. The remainder of the specifications could be displayed for others to see and read.

7. Review and preview

Research a brand new domestic electrical product that is actually being launched. Identify who the product is designed to appeal to, and how the product is being marketed. Would you market it the same way? You can find out more about electrical gadgets and useful links by going to www.230volts.org.uk.

Student sheet: Enterprise – Innovation.

Session Objectives

By the end of the session you will have identified recent innovations and reasons for their success.

Gadgets galore

Group activity

Work with the members of your group to write a list of products that are around today that did not exist 20 years ago.

Think about what you have learnt already – for example, economic and technical change has affected what is produced today.

If you are struggling, think what types of products you and your family buy. Would your grandparents or parents have bought the same when they were young?

When you are asked, enter your group's ideas onto the class list. How many groups have come up with the same items?

Why do you think this is the case?

Partnered Activity

Work with a partner to develop a description of an electrical gadget that you both think the 'market' needs. Write a specification for the product. i.e. state what it will do and who will want or need it.

Remember!

A new gadget could be developed from one that currently exists – remember that the wheel has continuously developed!

Finally

When asked, tell the rest of the class about your product. Remember, they didn't know they needed or wanted it, so make it convincing. Display your specification with the others.

Extension activity (optional)

Create an advertising poster for your electrical gadget. You can find out more about electrical gadgets and related links going to www.230volts.org.uk .

Worksheet: Enterprise – Innovation.

Items	A	B	C	D	E	F
DVD Technology						
Camera phones						
The internet						
MP3 Players						
Games consoles (Nintendo or Playstations)						
Dyson vacuum cleaner						
Digital camcorder						
LCD TV						