

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.

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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						