

# Enterprise TROOPERS

Primary School Competition



Foundation Phase

## 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 teacher provided samples of brands for well-known toys, foods, shops etc. pupils identify logos and names for products/companies.

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

Encourage pupils to generate ideas for names for their 'company' / enterprise project.

Working in groups, pupils discuss the names and agree the name they like best.

Pupils design a logo or badge with a company name.

Each group reports their ideas to the class.

Ask the rest of the class to vote on the names chosen and decide on the name for the class idea/'company'.

# Activity 6: What shall we call ourselves?

## Foundation Phase

### Learning outcome

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

### Resources needed

- Newspapers
- Magazines
- Packaging
- ICT

### Curricular links

#### 1. Foundation Phase Framework for Children's Learning

##### Knowledge and Understanding of the World

- Thinking about questions and then asking them and listening to the answer.
- Identifying what they want to find out and how to do it.

#### 2. Literacy and Numeracy Framework

##### Literacy – Oracy across the curriculum

Developing and presenting information and ideas;

- Listening;
- Collaboration and discussion.

