

Lesson Plan

Module: Going Digital

Learning Unit: Why should my business go digital?

<p>Desired Core professional goal</p> <p>Learners will be able to</p> <ul style="list-style-type: none"> – explain the importance and contribution of Digital Transformation (DT) for their companies – value the impact of DT on their business 	<p>Benchmark</p> <p>e-commerce</p>
<p>Level</p> <p>Basic</p>	<p>Framework</p> <p>Enlighten</p>
<p>Professional micro-learning outcomes</p> <p>Learners will link DT engagement with professional benefits</p>	
<p>Micro-learning activities</p> <p>Learners will</p> <ol style="list-style-type: none"> 1. watch the video Module 1: Going digital - Enlighten: Why should my business go digital? https://youtu.be/Je5k61Eluao (2:43) 2. have an option to read this article “The Importance of Going Digital for SMEs” and do the following activity: Check out in any search engine “Why digital transformation is important for SMEs?” and make a checklist with the benefits either individually or collaboratively with other learners. You may introduce yourself to the course forum and make a team with other learners sharing the same interests and professional sector. We highly recommend working collaboratively throughout the course. 3. Have an option to see more resources: <p style="text-align: center;">TikTok Success Stories: 9 Small Businesses That Went Viral</p>	