Lesson Plan

Module: Going Digital **Learning Unit: What is Zoom?**

Desired Core professional goal Learners will be able to — understand what Zoom is, its benefits, and how they can use it in their businesses.	**Benchmark** e-commerce
Level Basic	**Framework** Empower

Professional micro-learning outcomes

Learners will

- define what Zoom is and its benefits
- identify how Zoom can be used in their businesses
- demonstrate how to use Zoom for virtual meetings and webinars
- increase interest in using Zoom

Micro-learning activities

Learners will

1. watch the video Module 1: Going digital - Empower: What is Zoom? https://youtu.be/_HCeFxv7Ib8 (1:46)
2. Read the Zoom benefits infographic and the Zoom meeting Quick Guide (source) so as to have the option to do the following activity: Make a checklist with the potential uses of Zoom in your business 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 the option to check out more resources:
   a. Zoom how-to video tutorials by Zoom Support. This is a web page that offers a collection of short videos that show you how to use various features and functions of Zoom, such as joining and hosting meetings, sharing your screen, using breakout rooms, recording meetings, and more

b. Need Quick Info on [How to Zoom](#)? Check Out These New Videos by Zoom Blog. This is a blog post that introduces some updated tutorial videos for Zoom that cover basic and advanced topics, such as scheduling meetings, managing users, setting up managed domains, and more