Lesson Plan

Module: Going Digital   Learning Unit: Ready to turn your business digital?

Desired Core professional goal	**Benchmark**

Learners will be able to
 	
  – consolidate what they have learned in Module 1
  – transfer new knowledge and skills to their business operations
  – create a culture of continuous learning and improvement within their business
	e-commerce

Level	**Framework**
Basic	Evolve

Professional micro-learning outcomes

Learners will

– demonstrate proficiency in using remote collaboration tools and technologies to launch a new product/service
– apply critical thinking skills to troubleshoot and solve problems that may arise when using remote collaboration tools and technologies
– develop and implement a plan for launching a new product/service using remote collaboration tools and technologies
– create a culture of continuous learning and improvement within their organization.
– embrace digital transformation as a long-term strategic initiative for their business.

Authentic assessment performance task

Learners will

1. watch the video Module 1: Going digital - Evolve: Ready to turn your business digital? https://youtu.be/mJLgCNj3_kA (1:35)
2. do the following authentic assessment performance task:
Launch a new product and/or service for your business applying all you have learned in Module 1. Collaborate remotely with your colleagues using the tools and technologies you

have learned so far through the following steps:

- Step 1: Create a Zoom account using the secure password practices you have learned and schedule a meeting with your team to brainstorm ideas for the new product.
- Step 2: Create a Google Workspace account using the secure password practices you have learned and set up a shared folder for your team to store and access all the files related to the new product.
- Step 3: Create a Google Doc and write a draft of the product description. Share it with your team and invite them to collaborate and provide feedback.
- Step 4: Create a Google Sheet and enter the budget and revenue projections for the new product. Share it with your team and invite them to review and comment.
- Step 5: Create a Google Slide and design a presentation for the new product. Share it with your team and invite them to suggest edits and improvements.
- Step 6: Create a Slack account using the secure password practices you have learned and create a channel for the new product. Invite your team members to join the channel and communicate with them about the project updates, questions, issues, and suggestions.
- Step 7: Create a Trello account using the secure password practices you have learned and create a board for the new product launch. Add lists for each stage of the launch process such as planning.

Submission

Learners may submit a checklist of steps accomplished, problems they may have faced in each step and how they resolved them.

Instructions for assessment:

They can either self-assess their performance or ask for peer assessment by their team and discuss their performances together. The authentic assessment performance task can be evaluated based on the quality of accomplishment for each step.

Grades

The whole activity has 100 grades allocated as such:

65 grades for the submission

35 grades for the quality of accomplishment for each step allocating 5 grades for each step ranging from 1 for poor performance to 5 for excellent performance.

3. have the option to check out more resources:
   a. "Digital for SMEs" (D4SME) webinar on SME Digitalisation & Sustainability: The Twin Transition. This is a webinar which was held virtually on 11 May 2021 by the OECD Centre for Entrepreneurship, SMEs, Regions and Cities (CFE) in collaboration with Business at OECD. The webinar discussed how digitalisation can enable SMEs to be more sustainable and achieve environmental goals and what policy solutions can governments deploy to help SMEs improve their sustainability practices whilst simultaneously transforming digitally.
   b. SME experience. This is a section of the OECD Digital for SMEs Global Initiative website, which showcases stories of SMEs that have successfully adopted digital technologies and practices to enhance their productivity, competitiveness and resilience. You can filter the stories by sector, country, technology or challenge to find relevant examples for your needs.