

## Lesson Plan

**Module: e-commerce**

**Learning Unit: The rise of e-commerce**

<p><b>Desired Core professional goal</b></p> <p>Overview on the elements facilitating the growth of e-commerce</p> <p>Main concept and characteristics of e-commerce</p>	<p><b>Benchmark</b></p> <p><b>e-commerce</b></p>
<p><b>Level</b></p> <p><b>Basic</b></p>	<p><b>Framework</b></p> <p><b>Enlighten</b></p>
<p><b>Professional micro-learning outcomes</b></p> <p><b>Foundational Knowledge</b></p> <p>Learners will:</p> <ul style="list-style-type: none"> <li>- Recognise the growth of e-commerce worldwide</li> <li>- Explore the opportunity to develop an e-commerce for their own company</li> <li>- Understand the complexity of the e-commerce sector</li> </ul>	
<p><b>Micro-learning activities</b></p> <p><b><u>Foundational Knowledge</u></b></p> <p>Have a look at the PPT presentation</p> <p>Have the opportunity to look at the video:</p> <p>Digital Transformation and Consumer Behaviour <a href="https://youtu.be/UeEBzHT992w">https://youtu.be/UeEBzHT992w</a></p> <p>Further Readings: the <a href="#">Digital 2022 Global Overview Report</a></p>	