SMEs Grow Digital

Erasmus+

Est. 2006
IME GSEVEE
Small Enterprises Institute
of GSEVEE

Lesson Plan

Module: e-commerce

Learning Unit: How to build your website

Desired Core professional goal Learners will be able to Discover the ways to build their own website for the company Understand how the website could support the digitalisation of the company	**Benchmark** e-commerce
Level Basic	**Framework** Empower

Professional micro-learning outcomes

Learners will

- Reflect on the utility of a website for the digital growth of a company
- Apply the knowledge for building a proper company website

Micro-learning activities

Learners will:

- Watch the video: 1. Empower_how to build your website
- Have an option to read the Guide How to build an E-commerce website (2023)
- Apply the knowledge, by performing the following activity: drafting of a tentative plan for building an e-commerce website for your company, following the proposed steps

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Cooperation for Innovation & the Exchange of Good Practices

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