

Lesson Plan

Module: E-commerce

Learning Unit: Take your business online

<p>Desired Core professional goal</p> <p>Learners will be able to:</p> <ul style="list-style-type: none"> - Plan the step for take their business activity on line, creating their own e-commerce activity 	<p>Benchmark</p> <p>e-commerce</p>
<p>Level</p> <p>Basic</p>	<p>Framework</p> <p>Energise</p>
<p>Professional micro-learning outcomes</p> <p>Integration</p> <p>Learners will:</p> <ul style="list-style-type: none"> - Recall all the knowledge and elements learned in the previous units (Empower) - Analyse their business and plan the steps to take it online according to the current status of digitalisation of their own business - develop an action plan with feasible steps to be undertaken 	
<p>Micro-learning activities</p> <p>Integration</p> <p><u>Title:</u> Build a Feasible plan to take your business online Expected time: 4 mins (video) + 15 to 20 mins exercise</p> <p><u>Scenario:</u> You can choose among 2 different starting scenario for developing this energise activity.</p> <ol style="list-style-type: none"> 1) Consider your own situation, the type of business, its size and the actual state of the art of your digitalisation process. Imagine you are willing to take your business online, developing an e-commerce strategy and 	

trying to put your catalogue on an e-selling tool.

- 2) Imagine to be the owner of a small clothing shop in your town which already has its own social media pages (Either Facebook and Instagram). You decide to give a turn to your business and to try the adventure of online selling.

Instructions (valid for both scenario 1 and 2)

- a) Make sure to have undertaken the Empower units of the module 2
- b) Have the chance to watch the proposed video for a quick overview on the exercise
Taking your business on line <https://youtu.be/aap5ciqwxfg>
- c) Following the given checklist (*link to be added*), write the steps you and your business should undertake to finalize the process of going online.
Remember to take into consideration all the tools presented during the Empower section, and to provide feasible activity to be developed.
Please note that, according to your starting scenario, some steps listed in the Checklist could be avoided, or some other could be added.
- d) After completing the checklist, try to estimate the costs for each activity (according to the tools and the expertise you need to hire)

Conclusion:

At the end of the activity, you will have your Action Plan with detailed costs and activities, for developing the “going online” process.

You can apply this tool directly to your actual situation, or you can use it as an exercise, for improving and better develop your digitalisation process.

You can also have the chance to submit the action plan to an digital transition expert, and to add or cancel some steps, if you deem it better according to your situation.