

Lesson Plan

Module: B2B trade platforms

Learning Unit: Easy network & trade

<p>Desired Core professional goal</p> <p>Learners will be able to</p> <ul style="list-style-type: none"> – understand the benefits of using B2B trade platforms and be motivated to start their digital transformation by utilizing such platforms. 	<p>Benchmark</p> <p>e-platform</p>
<p>Level</p> <p>Standard</p>	<p>Framework</p> <p>Enlighten</p>
<p>Professional micro-learning outcomes</p> <p>Learners will</p> <ul style="list-style-type: none"> – understand, the concept of B2B trade platforms and their role in facilitating business transactions between micro and SME owners. – identify the benefits of using B2B trade platforms for micro and SME owners, such as expanding business networks, increasing sales, and streamlining procurement processes. – gain knowledge of best practices for using B2B trade platforms, such as maintaining a professional online presence 	
<p>Micro-learning activities</p> <p>Learners will</p> <ol style="list-style-type: none"> 1. watch the video Standard level: Module 2: Enlighten: Easy network & trade https://youtu.be/d3_MJ1IQBF8 (2:58) 2. have an option to do the following activity: <p>Exploring B2B Trade Platforms</p> <p>Conduct a web search to find and explore at least two articles or resources that provide best practices for using B2B trade platforms. Focus on topics such as maintaining a professional online presence, verifying the credibility of</p>	

potential partners, and managing customer feedback. Take notes on key points and strategies that you find valuable and be prepared to share your findings with the class. You may follow the [Guidelines for Conducting a Web Search on Best Practices for Using B2B Trade Platforms](#). After completing the activity you may check out the [Feedback for Best Practices for Using B2B Trade Platforms](#) and compare with your findings.

3. have an option to see more resources:
 - a. [What is B2B Ecommerce? Types + Examples \(shopify.com\)](#) This article is a comprehensive guide for B2B ecommerce, covering its definition, benefits, challenges, types, examples, best practices, and trends. It also provides tips on how to start a B2B ecommerce company, how to choose a B2B ecommerce platform, and how to learn from successful B2B ecommerce cases.
 - b. [How to Increase Your Productivity at Work \(liveabout.com\)](#) This article is a comprehensive guide for improving productivity at work by replacing bad habits and reactive patterns with good habits that make us proactive¹. It covers 10 tips on how to increase productivity, such as finding your peak time, avoiding multitasking, focusing on the important tasks, delegating properly, exercising regularly, being optimistic, sleeping well, and taking care of yourself
 - c. [Platform-to-business trading practices | Shaping Europe's digital future \(europa.eu\)](#) This webpage is about the EU Regulation on platform-to-business relations (P2B Regulation), which aims to create a fair, transparent and predictable business environment for smaller businesses and traders on online platforms¹. It also provides guidelines, Q&A, and related documents on the implementation and enforcement of the P2B Regulation. Additionally, it features some news and events on the digital single market strategy and the online platform economy.
 - d. [Best Practices For Using APIs To Integrate Your B2B Ecosystem \(forbes.com\)](#) This article is about how to use APIs to integrate your business ecosystem with your partners and customers¹. It provides some best practices for creating, organizing, enabling, and measuring the success of your APIs. It also explains how APIs can help you grow and optimize your business in the digital age.
 - e. [The New Rules of B2B Lead Generation \(hbr.org\)](#) This webpage is a summary of an article that discusses the new rules of B2B lead generation in the digital age. It provides a five-step process for creating and distributing outcome-based content that can help salespeople find and engage potential customers online. It also shares a real-life example of how a global technology company successfully implemented this approach

and the challenges and benefits it faced.