

Lesson Plan

Module: B2B trade platforms

**Learning Unit: Procurement: Capitalising
on the power of crowd**

<p>Desired Core professional goal</p> <p>Learners will be able to</p> <ul style="list-style-type: none"> – implement an action plan for incorporating crowdsourcing in their procurement process – overcome any fear of technology and potential barriers to gain a competitive edge, increase profitability, and adapt to the rapidly changing business landscape – create a culture of continuous learning and improvement within their business 	<p>Benchmark</p> <p>e-platform</p>
<p>Level</p> <p>Standard</p>	<p>Framework</p> <p>Evolve</p>
<p>Professional micro-learning outcomes</p> <p>Learners will</p> <ul style="list-style-type: none"> – understand the concept of crowdsourcing as a type of e-procurement. – identify the benefits and potential drawbacks of crowdsourcing for their business. – develop an action plan for implementing crowdsourcing in their procurement process. – implement the action plan and assess its effectiveness through a self-assessment questionnaire. – assess their fear of technology and potential barriers to their digital transformation through B2B e-commerce marketplace platforms and e-procurement. 	
<p>Authentic assessment performance task</p> <p>Learners will</p> <ol style="list-style-type: none"> 1. watch the video Standard level: Module 2: Evolve: Procurement Capitalising on the power of crowd https://youtu.be/nlk5k479-Bg (2:44) 2. do the following authentic assessment performance task: 	

Use the Action Plan you developed in the previous lesson or follow the [Action Plan Guidelines](#) provided to you to develop a new action plan for your business, incorporating crowdsourcing as a procurement method. You may use the [Action Plan Template](#) to start implementing the steps for your business. Discuss your experiences and challenges with your team or other learners sharing the same needs with you using our course forum or our chatroom. You may introduce yourself to the course forum and make a team with other learners sharing the same interests and professional sector. We highly recommend working collaboratively throughout the course.

After completing this task do the [Self-Assessment Questionnaire Evaluating the Effectiveness of Your Action Plan](#) and/or the [Self-Assessment Questionnaire Implementing Crowdsourcing as a Procurement Method](#) and see your score on your effectiveness. Discuss your score with other learners and exchange feedback for collaborative and mutual improvement in low scores. If you cooperate with digital transformation consultants present them with your feedback to receive personalised and professional guidance and make necessary improvements for future planning.

3. Have the option to do the following activity:

Overcoming Tech Fear: Embracing B2B E-commerce and E-Procurement

Technology adoption can be intimidating for some, and there may be concerns or barriers that prevent businesses from fully embracing it. Some common fears include a lack of technical skills, security concerns, or resistance to change. This activity will help you address these concerns through case studies scenarios and provide guidance on how to self-assess your progress.

Listen to the Podcast: Case studies of successfully embracing B2B e-commerce and e procurement <https://youtu.be/nWl3UiX1kMk> (5:09)

Two SMEs describe the challenges faced by the business before adopting these technologies and the positive outcomes achieved after implementation emphasizing the transformative impact on the business, including increased sales, reduced costs, improved inventory management, etc.

Reflect on your experience during the development and implementation of your action plan on using B2B ecommerce and e-procurement technologies. Then rate your comfort level with them using the [Self-Assessment Questionnaire Overcoming Tech Fear Embracing B2B Ecommerce and E-Procurement](#). Discuss your score with other learners and exchange feedback for collaborative and mutual improvement in low scores.

4. have the option to check out more resources:
 - a. [10 Best B2B Courses Online \(Free & Paid\) \(reliablesoft.net\)](#): This webpage is a list of the 10 best B2B courses online for learning how to market and sell to other businesses. It covers topics such as social media marketing, lead generation, inbound sales, and business development. Each course has a brief description, price, duration, and link to enroll.
 - b. [Term: Power of the crowd - Crowdsourcing Glossary \(clickworker.com\)](#): The article is about the power of the crowd, which is the ability of many people to influence,

solve, or create things together. It gives examples of how the crowd can be used for good or bad purposes, and how platforms can benefit from crowdsourcing.

- c. [Procurement: Tapping Into the Power of the Crowd \(crowdstaffing.com\)](https://crowdstaffing.com): The article is about how Crowdstaffing, a new talent acquisition model, uses the power of the crowd to help procurement leaders achieve their goals. It explains how Crowdstaffing combines automated hiring technology, a network of independent recruiters, and dedicated account management teams to deliver fast, quality, and compliant staffing solutions
- d. [Crowdsourcing: Definition, How It Works, Types, and Examples \(investopedia.com\)](https://investopedia.com): The article is a comprehensive guide to crowdsourcing, which is the practice of obtaining work, information, or opinions from a large group of people online. It covers the types, benefits, challenges, and examples of crowdsourcing, as well as how it can be used for various purposes such as product development, research, problem-solving, and fundraising.