

Lesson Plan

Module: Crowdsourcing

**Learning Unit: New business models for
a changing world**

<p>Desired Core professional goal</p> <p>Learners will be able to</p> <ul style="list-style-type: none"> - evaluate their current level of competence in using crowdsourcing and crowdfunding for their business - prepare them for the next module - 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"> - summarize the key concepts and skills of crowdsourcing and crowdfunding - reflect on how they have applied or can apply crowdsourcing and crowdfunding to their business - assess their strengths and weaknesses in using crowdsourcing and crowdfunding - identify the benefits and challenges of new business models for smart workplaces - motivate themselves to learn more about new business models for smart workplaces 	
<p>Authentic assessment performance task</p> <p>Learners will</p> <ol style="list-style-type: none"> 1. watch the video Standard level: Module 3: Evolve: New business models for a changing world https://youtu.be/cSBiRhc8brQ (3:04) 2. listen to the Podcast: New business models for a changing world <ol style="list-style-type: none"> a. Podcast: Smart workplaces benefits and challenges 	

<https://youtu.be/xDjXY0W0Db4> (1:38)

b. Podcast: Why learning about smart workplaces

<https://youtu.be/wV3RpWsh9h8> (1:44)

3. do the following authentic assessment performance task:

The authentic professional task for this lesson is to create a short presentation (5-10 slides) that showcases how you have used or plan to use crowdsourcing and crowdfunding for your business. You should include the following elements:

- A brief introduction of your business and its context
- A description of the problem or opportunity that you addressed or want to address with crowdsourcing and crowdfunding
- A summary of the process and outcomes of your crowdsourcing and crowdfunding initiatives (if applicable)
- A reflection on the benefits and challenges of using crowdsourcing and crowdfunding for your business
- A conclusion that highlights the main points and lessons learned.

If you have not used or plan to use crowdsourcing and crowdfunding for your business you may look at the [scenarios that simulate real life situations where crowdsourcing or crowdfunding](#) is needed and use these scenarios for your presentation.

You will present your slides to the course forum and receive feedback on your work from your peers. You can use the feedback you received to revise your plan and make it more appealing and convincing. You may also provide feedback to other learners on their presentation. You may do this activity either individually or collaboratively with your team or other learners discussing and exchanging ideas. 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.

4. have an option to do the following activities:

a. **Reflecting on your crowdsourcing and crowdfunding implementation**

Reflecting on your implementation of crowdsourcing and/or crowdfunding can help you assess how these methods have been applied in your business. The [Self-assessment for your crowdsourcing and crowdfunding implementation](#) will give you insights on how to improve and optimize their use. You may check out these [sample answers](#) to help you with your reflections.

b. **Evaluating your strengths and weaknesses in using crowdsourcing**

and crowdfunding

Reflect on your understanding and implementation level of crowdsourcing and crowdfunding you learned in this Module. Then take the [Self-assessment for your crowdsourcing and crowdfunding strengths and weaknesses](#) to rate your performance. 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.

5. have an option to see more resources:
 - a. [Information Systems: Technology and Business | Free Course | Alison](#): This free course introduces you to the various information systems strategies and technology infrastructures used by organizations today. Topics covered include the alignment of IT with business objectives, a paradigm shift to cloud computing, virtualization and various eCommerce models. You will also gain critical organizational alignment skills and master the process of selecting a cloud vendor.
 - b. [What Is Crowdsourcing? | How to Use it for Business Growth & Examples \(patriotsoftware.com\)](#): The article explains what crowdsourcing is and how it can benefit businesses in various ways, such as raising funds, getting feedback, finding talent, and solving problems. It also compares crowdsourcing with crowdfunding and lists some pros and cons of using crowdsourcing.
 - c. [Report: 5 key insights on the future-readiness of SMEs | World Economic Forum \(weforum.org\)](#): This article provides insights on the future-readiness of SMEs and discusses the role of crowdsourcing.
 - d. [TechInnovation 2021: Crowdsourcing @ TechInnovation \(ipi-singapore.org\)](#): This webinar discusses how crowdsourcing offers companies and organizations an open platform to engage the audience from the industry and R&D partners to seek solutions, technologies, and partnerships for innovation and growth.
 - e. [Crowdsourcing the Future of SME Financing \(ifc.org\)](#): This report discusses the future of SME financing and the role of crowdsourcing.
 - f. [Crowdfunding Webinars For Organizations - Crowdfund Better](#): Crowdfund Better offers options from crowdfunding basics to specific strategies for crowdfunding success. Individual webinars are designed to be 1-hour in length and can be combined to create a tailored webinar series for your organization.