Lesson Plan

Module: Big Data   Unit: Is your business ready for Big Data benefits?

Desired Core professional goal Learners will be able to: - Recognize both benefits and challenges of Big Data for SMEs - Determine if their SME is ready for the Big Data benefits	**Benchmark** Data volume Data value Data scalability Data security
Level Advanced	**Framework** Energise

Professional micro-learning outcomes Learners will determine if their SME is ready for the Big Data benefits
Micro-learning activities Learners will - View the relevant video available at https://youtu.be/CS9tqcqWLpY?si=mfZQfOgB6_ANhVNZ - Read the article: Are you ready for the era of 'big data'?, available at: https://www.mckinsey.com/capabilities/strategy-and-corporate-finance/our-insights/are-you-ready-for-the-era-of-big-data - You may discuss in the course forum sharing your opinion about an SME's readiness for the Big Data era. It is highly recommended to work collaboratively throughout the course.