

Learning Activities



Learning Activity 1

Have the students form groups of maximum 5 members. Then, advise them to follow these next steps:

- 1- Create (describe the idea) a product or a service within the scope of CCIs
- 2- Point out its strengths and weaknesses regarding consumer acceptance
- 3- Change the ideas between the groups.
- 4- Improve the other groups ideas, by co-creating the product or service idealized
- 5- Share with the class the finished co-created product or service.

Answers:		



Learning Activity 2

Consid	der the ca	se study re	egarding Val	ue creatio	n in the	CCIs.	Advise	the	student	s to	write an
essay	debating	the topics	addressed	and justif	y their	opinior	n with	the	support	of	scientific
literatu	ıre.										

Answers:	