

Learning Activities



Learning Activity 1

Have the students form pairs. Then, advise them to follow these next steps:

- 1- Describe an idea that they already have for 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 elements of the pair.
- 4- Improve the other person's idea, by poiting out its strengths and weaknesses, while co-creating the product or service idealized
- 5- Share, with the class, the other person's idea. Open space for discussions and improvements between all.

Answers:	



Learning Activity 2

Consider the case study regarding Value creation in the CCIs. Give the following guidelines to the students:

- 1) View the case study (to continue using it as class material),
- 2) Identify the main issues (the most relevant issues addressed by the actor in each video) to discuss in class with colleagues; and
 - 3) Prepare at least one solution to prevent or improve those main issues

In this way, we encourage the students to develop their problem-solving skills, while they tackle those issues in a collaborative and proactive way.

Answers:		
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