In this paper, a novel software engineer education method for Project-Based Learning is proposed. Recently, industrial business models in information technology are changing rapidly. In Japan, so-called ‘User vs. Vender model’ is quiet common for Japanese traditional IT companies. On the other hand, there are a lot of companies who develop their software service through the dialogue with their customer directory. Such novel model shall be called ‘Co-Creative Software Development: CcSD’ model which derived from marketing field research. We propose a new PBL for educating the new engineers who can adapt to CcSD model.