Using Video Case Studies in IB teaching

A newly-developed teaching format, using stand-alone video case studies, aligned with learning and communication patterns of the “digital” student generations Y and Z.

**Video Case Library for International Business (VCL4IB) and MNC whispering development process**

**OUTPUTS:** Textbook chapters are represented by *videos*, co-created by academics and manager but narrated by a company executive. They are complemented by *knowledge clips* that explain the theories and frameworks underpinning the case study. *Teaching notes* provide recommended and optional teaching strategies and supplementing material for students.

**The poll results from our AIB2020 Online session & post pandemic survey**

- + engagement
- + new learning space
- + learning outcomes - understand and remember theories better