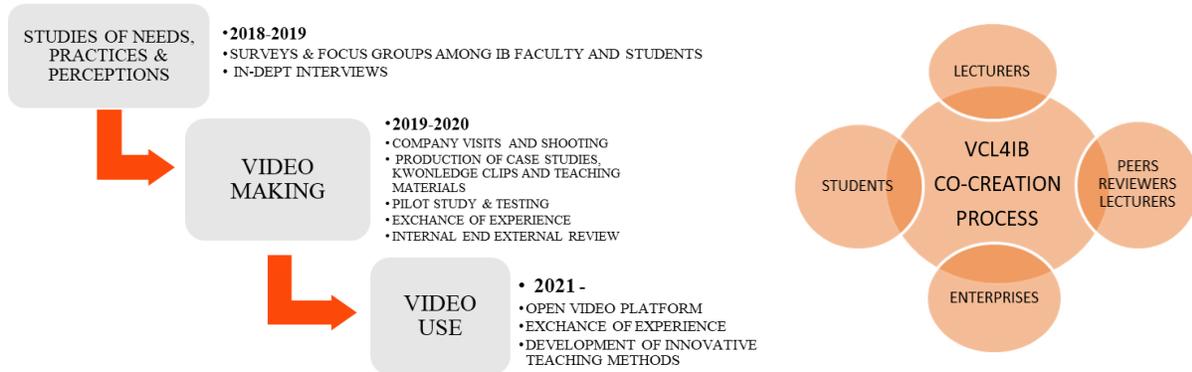


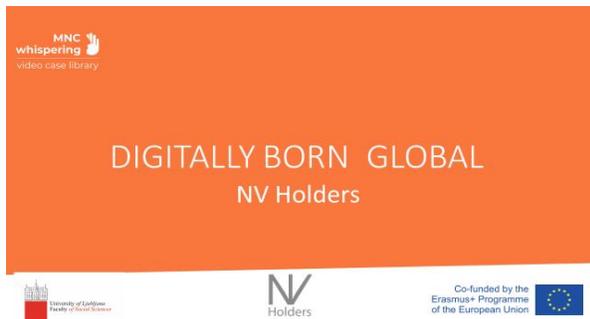
Using Video Case Studies in IB teaching

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.

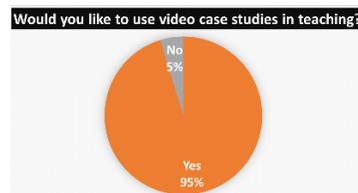
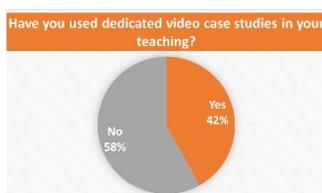
Video Case Library for International Business (VCL4IB) and MNC whispering development process



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