

## UPES Collaborates with INSEAD XR to Pioneer Immersive Learning for MBA Students

### Brings in the New Era of Experiential Learning

**Dehradun, 16 May 2025:** Today, in a pioneering step that reinforces its commitment to experiential learning, the School of Business at UPES successfully conducted a groundbreaking Immersive XR Simulation session, in collaboration with INSEAD XR, one of the world's leading centres in immersive educational technology. With this, UPES has become one of the first institutions in India to integrate Extended Reality (XR) into its MBA curriculum, setting a new benchmark in management education.

The pilot session featured two cutting-edge XR simulations – *The Avocado Case*, focusing on strategic decision-making, and *Mission to Mars*, aimed at enhancing critical thinking and team collaboration. Donning virtual reality headsets, students were transported into immersive, high-impact environments—from negotiating on the sunlit beaches of Zanzibar to making mission-critical decisions inside the command centres of a Mars expedition. These simulations provided a unique opportunity for students to interact with complex business scenarios in a multi-sensory setting that closely mirrors real-world dynamics.

The initiative drew strong participation and enthusiasm from students, as students experienced first-hand how immersive technologies can elevate business education beyond traditional classrooms. These simulations, powered by INSEAD XR, offered more than just insight—they offered immersion, allowing students to step into complex business challenges and develop practical, decision-making skills in a controlled yet dynamic environment.

Following the success of this pilot, UPES will formally integrate XR simulations into the MBA program from the upcoming semester. This structured inclusion is part of a broader effort to deliver advanced, experiential learning that prepares students to navigate the realities of today's fast-evolving business landscape.

Speaking about the INSEAD XR initiative, **Rahul Nainwal, Dean, School of Business, UPES**, said, *"At UPES, we are constantly striving to deliver relevant and future-focused skills to our students through advanced and experiential learning methods. This collaboration with INSEAD XR is a step in that direction—bringing a transformative pedagogical approach and immersive technology into the classroom to better prepare our MBA students for the complex, fast-evolving world of business."*

As the University of Tomorrow, UPES is dedicated to developing well-rounded professionals through a blend of global exposure, technological innovation, and industry-aligned learning. With such initiatives, UPES is actively shaping students' competencies in areas such as leadership, adaptability, collaboration, and digital fluency—traits essential for success in the modern business world.

This partnership with INSEAD XR further elevates UPES's academic proposition, affirming its role as a leading innovator in Indian higher education. By embedding world-class experiential tools into its curriculum, UPES continues to redefine the future of business education—globally relevant, deeply immersive, and purpose-driven.

For more details, please visit <https://www.upes.ac.in/>

**About UPES**

Established through the UPES Act, 2003, of the State Legislature of Uttarakhand, UPES is a top-ranked, UGC-recognised, private university. As per the National Institutional Ranking Framework (NIRF) 2024, the Ministry of Education, Government of India, UPES has been ranked 46 among universities, with a rank of 28 in Law, 41 in Management, and a rank of 42 in Engineering. As per the Times Higher Education (THE) World University Rankings 2025, UPES now stands in the 501-600 band globally and 7th in India, with a leap of over 300 ranks from 2024. In addition to this, the university has been ranked the No.1 private university in academic reputation in India by the QS World University Rankings 2025. It is among the top 2% of universities in the world.

UPES has also been accredited by NAAC with a grade 'A' and has received 5 stars on Employability (placements) by globally acclaimed QS Rating. The university has had 100% placements over the last five years. Forty-six (46) faculty members of UPES are among the world's top 2% researchers as per Stanford University list.

UPES offers graduate and postgraduate programs through its seven schools: School of Advanced Engineering, School of Computer Science, School of Design, School of Law, School of Business, School of Health Sciences & Technology, and School of Liberal Studies and Media with 16,000+ students and 1,500+ faculty and staff members.