

UPES, INSEAD XR partners to revolutionize MBA Education with Immersive XR Simulations

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The collaboration aims to provide students with an experiential learning environment that goes beyond traditional classroom settings, allowing them to face real-world business challenges in a multi-sensory virtual world.



The School of Business at UPES has collaborated with INSEAD XR to introduce an immersive Extended Reality (XR) Simulation session into its MBA curriculum. This makes UPES one of the first institutions in India to integrate XR into its business education, marking a significant milestone in shaping the future of management studies.

This forward-thinking collaboration aims to provide students with an experiential learning environment that goes beyond traditional classroom settings, allowing them to face real-world business challenges in a multi-sensory virtual world.



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The Groundbreaking XR Simulations: A Real-World Experience

During the pilot session, two advanced XR simulations were showcased: The Avocado Case, which focuses on strategic decision-making, and Mission to Mars, designed to enhance critical thinking and team collaboration.

Students donned virtual reality (VR) headsets to immerse themselves in high-impact environments. From negotiating on sunlit beaches in Zanzibar to making mission-critical decisions inside the command center of a Mars expedition, these simulations provided an unparalleled opportunity to interact with complex business scenarios. The dynamic, interactive setting closely mirrored real-world business dynamics, making the learning process both engaging and practical.

Experiential Learning That Goes Beyond the Classroom

The pilot session received a strong response from students, who were enthusiastic about how immersive technologies elevated their learning experience. These XR simulations, powered by INSEAD XR, offered more than just theoretical insights—they allowed students to step into complex scenarios, make decisions, and experience the consequences in a safe yet dynamic environment.

By integrating XR into the curriculum, UPES has taken a bold step in reshaping the traditional model of business education, offering students a hands-on approach that prepares them for the challenges of today's fast-evolving business world.

Future Integration into MBA Curriculum

Building on the success of the pilot session, UPES is set to formally incorporate XR simulations into the MBA program starting from the upcoming semester. This inclusion is part of UPES's broader mission to deliver advanced experiential learning that equips students with the skills needed to succeed in an increasingly digital and competitive global business landscape.

Vision for the Future of Business Education

Q: Which companies visited the UPES School of Advanced Engineering?	+
Q: What was the highest package offered at UPES School of Advanced Engineering?	+
Q: How are M.Tech placements at UPES School of Advanced Engineering?	+

Rahul Nainwal, Dean of the School of Business, UPES, spoke about the collaboration with INSEAD XR, saying, "At UPES, we are constantly striving to provide relevant, future-focused skills through advanced and experiential learning methods. This collaboration with INSEAD XR brings a transformative pedagogical approach into our classroom, equipping our MBA students with the tools they need to thrive in the fast-evolving world of business."