

UPES collaborates with INSEAD XR for Immersive Learning for MBA students

DEHRADUN: To enhance experiential learning, the School of Business at UPES conducted an Immersive XR Simulation session in collaboration with INSEAD XR, one of the world's leading centres in immersive educational technology. The university officials said that the session has helped UPES 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. A large number of students participated and experienced first-hand how immersive technologies could elevate business education beyond traditional classrooms. Speaking about the INSEAD XR initiative, the dean, School of Business, UPES, Rahul Nainwal said that this collaboration with INSEAD XR would bring a transformative pedagogical approach and immersive technology into the classroom to better prepare our MBA students for the complex, fast-evolving world of business.