



Press release

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FOME alliance pioneers VR innovation in management education

The Future of Management Education (FOME) alliance has successfully launched its first co-developed virtual reality (VR) module, marking a significant step forward in the evolution of immersive learning in business education. The project focused on leadership and crisis management and brought together a coalition of leading business schools from across the globe: EDHEC, ESMT Berlin, HKUST, Imperial College Business School, Ivey Business School, Johns Hopkins Carey Business School, Luiss Business School, and Vlerick Business School.

By pooling the resources and expertise from alliance members, the initiative addresses common challenges in VR adoption for education, such as high development costs and lack of in-house technical expertise. The module provides a device-agnostic, 3D and 2D-accessible VR experience, enabling immersive learning opportunities for students and executives worldwide. As part of the module, a 20-minute pilot scenario allows users to engage in crisis management exercises, honing their soft skills through interactions with a digital counterpart (avatar). By uniting under a shared mission, individual alliance members' investment was reduced by more than 85 percent compared to pursuing the project independently.

The VR module was built in partnership with [Cornerstone](#), and key milestones included:

- Development and training on a no-code VR authoring tool that enables project members to independently create and expand their own scenarios in the future
- Collaborative fine-tuning of learning objectives and avatar performances
- Iterative feedback rounds leading to a polished and impactful learning experience

Starting in 2025, the partner schools will conduct institutional pilots that will be accompanied by a shared evaluation framework. Feedback will inform future VR module iterations and potential content expansion. With plans to commercialize these modules, alliance members aim to solidify FOME's position as a leader in management education innovation.

"Through this collaboration, we are not only equipping students with critical soft skills, but also setting new standards for experiential learning in business education," said FOME alliance chair Professor Steve Muylle, Vlerick Business School. "As the FOME Alliance explores additional opportunities to co-develop and license VR content, this initiative exemplifies the potential of alliances to shape the future of education."

"The idiom, "practice makes perfect" is difficult to apply day to day in business and academia, because educators or managers are limited in their time and ability to support scaling practical applications, until now," said Stephen Fromkin, Head of Immersive, Content Strategy & Partnerships at Cornerstone Immerse. "Immersive learning experiences and AI-response experiences help individuals practice, build confidence, and develop skills faster in real-world-like training modules. The FOME Alliance is prioritizing the accessibility and scale of proficiency across their coalition with this initiative and we're very excited to support them in this mission."

About FOME

The FOME Alliance comprises 13 of the world's top business schools. It aims to transform management education through digital tools and pedagogical innovations. Created in 2018, FOME is a global leader in developing and delivering immersive and highly engaging online and hybrid business education experiences. For more information about FOME, please visit

<https://fomealliance.com/>.

About ESMT Berlin

ESMT Berlin is a leading global business school with its campus in the heart of Berlin. Founded by 25 global companies, ESMT offers master, MBA, and PhD programs, as well as executive education on its campus in Berlin, in locations around the world, online, and in online blended format. Focusing on leadership, innovation, and analytics, its diverse faculty publishes outstanding research in top academic journals. Additionally, the international business school provides an interdisciplinary platform for discourse between politics, business, and academia. ESMT is a non-profit private institution of higher education with the right to grant PhDs and is accredited by AACSB, AMBA, EQUIS, and ZEvA. It is committed to diversity, equity, and inclusion across all its activities and communities. esmt.berlin

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