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**Press release**

**GEM** Alpine  
Business  
School

## **GEM INAUGURATES ITS XR LAB: WHEN VIRTUAL REALITY TRANSFORMS LEARNING**

GEM inaugurates its **XR Lab**, a new immersive platform at the heart of **GEM Labs**, its innovation campus dedicated to experiential learning. Within the XR Lab, virtual reality and extended reality become powerful pedagogical tools to train students to act, decide and interact in the complexity of today's professional environments.

At GEM, this training-by-doing approach goes far beyond a technological tool. It is part of a broader action-based learning philosophy, supported by a set of experimental learning platforms (Playground, TIM Lab, Biz Lab, etc.). Between September 2025 and January 2026, **more than 1,600 students have already taken part in these immersive learning experiences**, now structured and further developed with the opening of the XR Lab.



*"You have secured an interview with a major company. You know the role, the name of your interviewer, the context. Thanks to the XR Lab, you can train for that interview as if you were really there: test your message, your posture, your ability to convince. The virtual becomes a very concrete way to prepare for the real. This is the level of rigor and preparation we want to offer our students,"* highlights **Fouziya Bouzerda**, Director General of GEM

### **FROM LECTURE HALLS TO GROUNDS: PREPARING FOR INTERVIEWS BEFORE THE BIG DAY**

With the XR Lab, learning becomes **experiential and embodied**. Students are immersed in realistic professional situations: negotiation, public speaking, job interviews, pitching, management or handling high-pressure situations. This approach is fully aligned with GEM's **60-20-20 pedagogical model: 60% in-person learning, 20% virtual learning within GEM Labs, and 20% learning beyond the classroom**.

The XR Lab perfectly embodies this model, allowing students to train in near-real conditions, test and refine their decisions and posture, and progress through immediate, structured feedback.

### **CONCRETE APPLICATIONS EMBEDDED IN ACADEMIC PATHWAYS**

Within the Grande École Programme, **the Odyssey** pathway fully illustrates this immersive pedagogy.

Students present their projects in immersive settings in front of virtual professional stakeholders, refine their proposals through personalised feedback, and then face a Business Angel-type scenario in which they must convince several virtual investors.

The XR Lab is also used to develop key transversal skills, such as practising foreign languages in professional contexts, managing intercultural interactions, and adapting to diverse environments, all experienced through immersion, as close as possible to real-world professional situations.



*"The XR Lab is designed as a true pedagogical training space. It represents another way of teaching management: more concrete, more demanding and more engaging,"* explains **Philippe Monin**, Academic Director of GEM.

With the XR Lab, GEM takes a new step in the deployment of its pedagogical journey, placing experimentation at the very heart of learning. An approach that confirms the school's positioning as a leading player in pedagogical innovation, serving employability.



**Inauguration of GEM's XR Lab : a symbolic bridge between real and virtual**

**ABOUT GEM :** Founded in 1984, GEM Alpine Business School is a triple-accredited institution (AACSB, EQUIS, AMBA) recognized for its academic excellence, technological DNA, and international outlook. As the first French business school to adopt the "Société à Mission" status, GEM places innovation, sustainability, and societal impact at the core of its strategy. Through its EAGLE 2030 strategic plan, GEM is scaling up to become a pioneer in sciences, immersive learning journeys, and the major transitions shaping the 21st century. The school trains agile, hybrid profiles capable of thinking and acting in a rapidly changing world. Each year, 7,000 students embark on a transformative learning journey across GEM's campuses in Grenoble, Paris, and Lyon, supported by immersive pedagogy and a network of more than 230 academic partners worldwide.

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