

Credit: Tomorrow University

Revolutionizing learning: Tomorrow University launches immersive MBA in Sustainability, Leadership and Innovation with Apple's Vision Pro

2024-02-06

Europe's leading university in sustainable business management expands to the US with online MBA program accessible for Apple's Vision Pro

BERLIN, 6 February 2024: Tomorrow University of Applied Sciences – the impact-driven university – today announces the availability of the radically immersive edition of its flagship MBA in Sustainability, Leadership and Business Innovation in the US.

In response to the program's success in the EU and growing appetite for the MBA in the US, Tomorrow University now launches the special edition Impact MBA x Vision as a NATIVE app for the new Apple Vision Pro as part of an exclusive course iteration for the region. This launch is designed to equip future leaders with the most in-demand skills and drive meaningful impact, while connecting with the university's global professional network of sustainability and business experts.

Students will receive the headset as part of the learning program, delivered by academic and industry subject matter experts who are all actively contributing to a positive societal and environmental impact. The program's growing global community comprises learners and graduates from SAP, Climate-KIC, IBM, Mattel, Microsoft, Tesla and more.

With looming issues such as climate change, where global warming could pass 2.9°C this century, alongside the rapid growth of AI technology, in which market share is predicted to reach a staggering \$305.90bn in 2024, Tomorrow University's program is perfectly timed. It will support mission-driven individuals to gain future-ready skills like how to use tech to drive business transformation, lead organizations through the ESG landscape, and grow businesses sustainably.

Apple's Vision Pro headset – included in the tuition cost – will provide a fully immersive experience in which students can participate in hands-free learning, connect deeply with spatial audio and visuals, and benefit from shared virtual spaces for interactive studying. This creates a unique and social environment with peers, faculty and industry mentors. The online MBA program is also available without the headset.

Dr. Thomas Funke, Co-founder and Co-CEO of Tomorrow University commented, "I'm excited about how our Impact MBA is supporting professionals to innovate, lead, and drive sustainable change. To launch our NATIVE app and learning program in the US via the new Apple Vision Pro is a great honor. We want to give our students the opportunity to learn with the latest and best technology, and bringing our online community even closer is hugely important as we grow more internationally – the Vision Pro headset allows us to do just that.

We're certain of the potential of our focus on sustainability in business education, and going forward, companies that combine innovation with sustainability will outperform industry peers. The tides are turning, with businesses that focus on ESG being more than twice as likely to grow revenues by more than 10 percent. Sustainable, digital transformation is imminent, so our mission is to support business professionals in upskilling now with our MBA. I can't wait to meet the future leaders of the program."

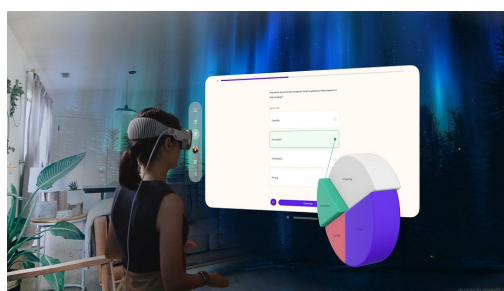
Kai Roemmelt, CEO at Udacity - the online technology learning platform - comments: "Tomorrow University's launch of the Impact MBA with Apple's Vision Pro underlines its dedication to redefining education and leadership within the business landscape. This initiative is a significant leap towards building a community of visionary leaders in the US, committed to sustainable innovation and ethical business practices. Incorporating the Vision Pro into the Impact MBA program will enrich this mission, providing students with an exceptional and interactive learning experience."

The MBA operates on a flexible learning model that offers specialized pathways across green energy, sustainable tech & AI, ESG management, sustainable brand building, climate leadership, new work, business innovation, and more. It consists of on-demand lessons combined with once-a-week breakfast or lunchtime sessions, perfect for professionals juggling work and life commitments. The Sustainability and Innovation MBA costs \$21,000 including the Apple headset. There are also Early Bird offers and scholarships available, with tuition starting at \$16,000.

To find out more visit: www.tomorrow.university/impact-mba-x-vision

You can download the app here: <https://apps.apple.com/us/app/tomorrow-university/id6476505451>

Media pack: <https://we.tl/t-DS2Yr9oE4m>



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About Tomorrow University:

Established in 2021, Tomorrow University of Applied Sciences (ToU) is an official German state-recognized university, dedicated to empowering the next generation of leaders and change makers. As a proud member of Leaders for Climate Action, ToU is on a mission to shape a more sustainable society, while driving economic growth and environmental sustainability. It's immersive learning technology facilitates a fully remote, yet highly connected, educational experience for respected entrepreneurs, academics, and subject matter experts.

ToU offers diverse degree programs including a Bachelor of Arts in Responsible Business Administration & Entrepreneurship, a Bachelor of Science in Artificial Intelligence & Sustainable Technologies, an Impact MBA in Sustainability, Innovation & Leadership, and a Master of Science in Sustainability, Entrepreneurship & Technology in partnership with Vienna University of Economics and Business.

ToU is honored to be recognized as the 'Top Innovative EdTech Institution in Europe and Globally' in 2021, 2022 & 2023.

For more information about Tomorrow University of Applied Sciences, please visit <https://tomorrow.university>

The press kit including images for editorial can be found [here](#).

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