USE CASES:

Skema Business School is reinventing learning with Virtual Reality

skema BUSINESS SCHOOL

MATTS DIGITAL

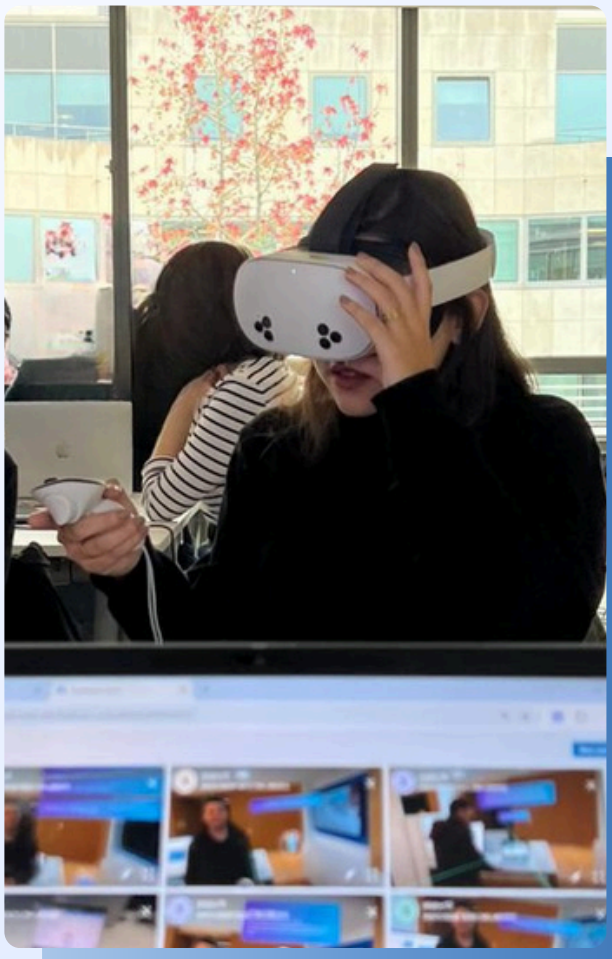
INTRODUCTION

In a world where digital technologies are transforming learning methods, higher education institutions face a major challenge: innovating their teaching methods while preparing students for the realities of the professional world. The digitization of learning pathways, the emergence of artificial intelligence, and the growing need to stimulate learners are pushing institutions to rethink their traditional methods.

In this environment, Skema Business School stands out as a forward-looking academic institution. Created from the merger of two leading business schools, Skema is now an internationally renowned institution. The school places innovation, technology, and change management at the heart of its educational strategy.

To structure and coordinate all these digital initiatives, Skema has launched the "Digital Hub" project, a space dedicated to immersive technologies, designed as an educational laboratory for both students and teachers. The objective is clear: to democratize the use of virtual reality within the school, raise student awareness of these emerging technologies, and provide teaching teams with new resources to enrich their teaching practices.

In this context, virtual reality (VR) is emerging as a strategic educational tool. By offering immersive and interactive environments, it allows us to go beyond the limitations of traditional formats and place students at the heart of their learning experience. It is with this in mind that Skema Business School has chosen to integrate VR. Through this use case, we will discover concrete applications of virtual reality at Skema.



To support the rollout of this ambitious project, Skema Business School chose to work with an expert capable of securing and facilitating the use of virtual reality on a large scale. On Meta's direct recommendation, the school turned to Matts Digital, a technology partner specializing in immersive solutions. This use case presents how Skema and Matts Digital built a comprehensive system designed to combine educational innovation, technological performance, and ease of use on a daily basis.

This collaboration marks a key milestone in Skema Business School's innovation strategy and illustrates how virtual reality can become a real driver for transforming learning.

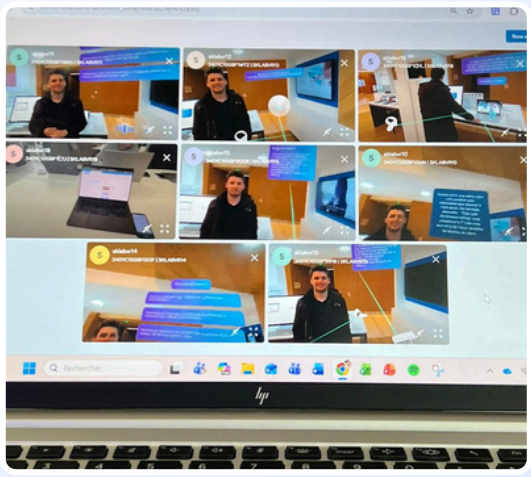
PART I - ESTABLISHING THE PARTNERSHIP

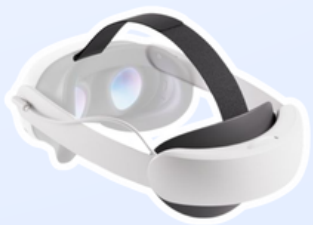
Created from the merger of two leading business schools in 2009, Skema has established itself in just a few years as a world-class institution. With 10 campuses across several continents and a community of more than 12,000 students, the school has developed a teaching approach designed to meet the economic, technological, and societal challenges of tomorrow.

Skema's approach is based on constant support for change, where digital tools are not seen as mere aids, but as real levers for educational transformation. The aim is to offer students more engaging and interactive learning experiences that are in line with the skills expected in the professional world. This ambition is already being realized through a number of innovative initiatives: the school has deployed educational chatbots, organized virtual events, and set up support programs around Microsoft Copilot, enabling students to explore new uses of artificial intelligence in higher education.

To implement its innovation strategy, Skema Business School has set up a comprehensive virtual reality program. This is where the "Digital Hub" was born, an educational laboratory open to all students from noon to 2 p.m. on the Paris and Lille campuses, with a rollout soon to follow in Sophia Antipolis. This space allows students to discover the possibilities offered by VR, while providing teachers with an environment to experiment with new teaching methods.

Each campus has around ten Meta Quest headsets (2, 3, 3S), accompanied by MDM management systems and accessories that enhance the use of the headsets, such as Elite straps, disinfection cabinets, and BoboVR accessories. One of the strengths of the MDM system is mirroring, which allows teachers to view what students are experiencing in VR in real time, facilitating facilitation and educational monitoring.





PART I - ESTABLISHING THE PARTNERSHIP

The project is part of a co-creation approach to content. The school is not only a user of VR but also a content creator, working with UPTALE to design and produce immersive experiences tailored to their courses. This collaboration ensures that each VR experience meets specific learning objectives and enriches the existing academic program.

The partnership between Skema and Matts Digital has made it possible to secure the technical deployment, optimize the use of headsets, and train teaching teams, thus ensuring the smooth and sustainable integration of VR into education.

As a technology partner specializing in immersive solutions, Matts Digital supported Skema Business School at every stage of the virtual reality rollout. This collaboration made it possible to structure an optimized logistics process to meet Skema's specific needs.

PART II - CONCRETE EXAMPLES AND RESULTS

L'intégration de la réalité virtuelle chez Skema se traduit par des projets pédagogiques concrets, immersifs et innovants, permettant aux étudiants de vivre des expériences d'apprentissage inédites.

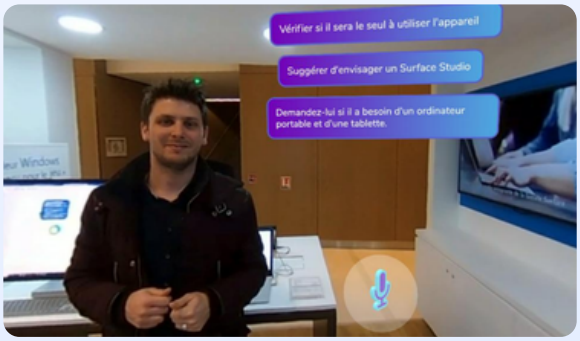
Since the launch of the partnership with Matts Digital, VR has served three fundamental purposes:

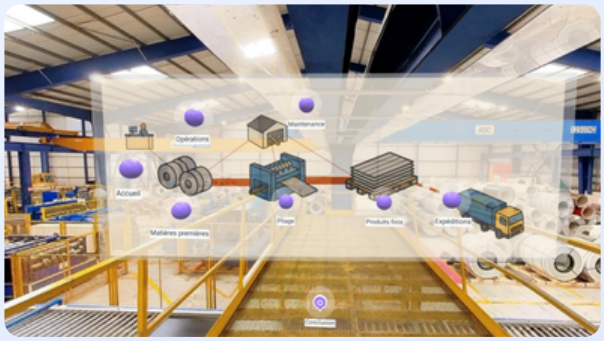
- Maximize student engagement and information retention
- Empower students to take control of their education by replacing lectures with interactive, hands-on experiences.
- Personalize learning by combining virtual reality with artificial intelligence to deliver adaptive, realistic simulations.

This approach is particularly well illustrated by a project carried out on the Paris campus. As part of a master's degree course, students were introduced to the benefits of virtual reality and artificial intelligence for businesses, before taking part in two complementary immersive experiences.

La première portait sur une formation à la vente intégrant un dispositif de reconnaissance vocale. Grâce à la combinaison de la VR et de l'IA, les étudiants ont pu s'entraîner à des situations de négociation et d'échange commercial dans un environnement réaliste, interactif et sécurisé. Cette expérience permet de multiplier les mises en situation, d'analyser les réponses et d'améliorer les compétences comportementales, tout en renforçant la confiance des apprenants.

The second experiment offered a virtual tour of an industrial site, accompanied by an interactive quiz. Students were able to explore the different areas of the site, understand the production processes, and test their knowledge in real time. This immersion provides a more concrete understanding of industrial environments, without the logistical and financial constraints associated with physical travel.





PART II - CONCRETE EXAMPLES AND RESULTS

This 1.5-hour session concluded with a group discussion, during which students were able to share their perceptions and views on the value of virtual reality in their academic careers and future professional lives. Feedback from students has been particularly positive. Immersive experiences encourage strong engagement, spark curiosity, and leave a lasting impression.

Numerous studies show that VR improves engagement and information retention, particularly thanks to the ability to repeat actions at no extra cost, and these benefits are confirmed in the uses developed at Skema. Immersive learning promotes up to four times greater concentration and five times greater engagement, with a knowledge retention rate of between 70 and 90%, compared to only 10 to 30% for traditional teaching methods. (Source: PWC 2020 VR learning study & The Cone of Learning Edgar Dale).
The impact of these devices is assessed through discussions with students and satisfaction questionnaires, allowing the experiences offered to be continuously adjusted.

CONCLUSION

In short, the Digital Hub project demonstrates the success and smooth running of the partnership with Matts Digital. The integration of virtual reality at Skema Business School is a concrete example of the transformation of teaching practices in higher education.

By providing technical, logistical, and educational expertise, Matts Digital has enabled Skema to secure the use of VR on a large scale, facilitate its adoption by teachers and students, and ensure the sustainable and consistent integration of virtual reality into the curriculum.

The results observed confirm the relevance of this approach. The school reports increased student engagement, improved knowledge retention, and more active teaching methods, in line with the expectations of the professional world. By combining virtual reality and artificial intelligence, Skema is also paving the way for personalized and scalable learning paths that can be adapted to the needs and skills of each learner.

Skema Business School is thus positioning itself as a pioneer in immersive learning, demonstrating that virtual reality is much more than just an innovative tool: it is a strategic lever for academic success, employability, and the training of tomorrow's managers.

"As part of the rollout of our fleet of VR headsets across our French campuses, Matts Digital provided us with highly professional support, from choosing the equipment to getting it up and running. Their expertise in configuring HMS licenses, preconfiguring headsets, and deploying experiences saved us valuable time. A reliable and efficient partner, who greatly facilitated the adoption of VR by our teams."

Denys GIORDANO
Digital Project Manager (Innovation & Learner Experience Department - SKEMA)

Skema Business School is an international business school that trains managers and entrepreneurs capable of meeting the economic, technological, and societal challenges of tomorrow. With 10 campuses across several continents and a community of more than 12,000 students, Skema offers a variety of programs ranging from Bachelor's degrees to Doctorates, including specialized Master's degrees and continuing education courses. The school stands out for its innovative approach to teaching, integrating immersive technologies, virtual reality, and artificial intelligence to offer engaging, personalized learning paths focused on the employability of its students. Skema also collaborates with companies and academic partners to develop concrete educational projects and prepare students for the realities of the professional world.

To learn more about Skema Business School, visit their website: https://www.skema.edu/fr

Matts Digital is a value-added distributor specializing in Virtual Reality (VR) and Augmented Reality (AR) solutions. We offer a comprehensive range of headsets, peripherals, accessories, and hygiene products, as well as unique professional services in this field. Our significant industrial and logistical capacity allows our customers to confidently plan the large-scale deployment of their ARVR projects, both in France and internationally.

To learn more about Matts Digital, visit our website: https://www.matts-digital.com/fr

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