

Europe Influencing the World: Tomorrow University launches one-of-a-kind MBA in the US

Tomorrow University of Applied Sciences announces the availability of its flagship MBA, Impact MBA x Vision, in Sustainability, Leadership and Business Innovation in the US, as a NATIVE app for the new Apple Vision Pro.

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To form today's generation is to assure humanity's better future.

Education is always subject to change because so are culture, history and knowledge. However, many education systems struggle to deal with the challenges brought by a 21st century full of exciting innovations and changes.

The solution might lie in the bustling country of Germany. This European figurehead, well-known for its state-of-the-art and constantly moving approach to culture, technology and education, is often influencing other countries when it comes to innovation.

It's in this spirit that *Tomorrow University of Applied Sciences* announces the availability of the radically immersive edition of its flagship MBA in Sustainability, Leadership and Business Innovation in the US.

Equipping future leaders with cutting-edge

skills

Established in 2021, *Tomorrow University of Applied Sciences (ToU)* is an official German state-recognised 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.

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.

Answering Earth's most pressing issues

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 £243.43B 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 organisations 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.

"To launch our NATIVE app and learning program in the US via the new Apple Vision Pro is a great honour. 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." says Dr. Thomas Funke, Co-founder and Co-CEO of Tomorrow University

The MBA operates on a flexible learning model that offers specialised 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 £16.7K including the Apple headset. There are also Early Bird offers and scholarships available, with tuition starting at £12.73K.

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