



## **SAP University Alliances Program**

### ***SAP Supports Education***

Business is changing, and to a large extent, software is driving the change. Whether an organization leads in its markets through innovation and driving change, or is an environment where rapid change is imposed, an educated workforce is fundamental for competitiveness and success. At regional and global levels, an educated workforce promotes stability and economic growth. Education acts as a cornerstone in building the future.

SAP, the world's largest business applications software company, not only understands the importance of education, but also takes its corporate citizenship responsibilities seriously by supporting education around the world. Through its University Alliances program, SAP provides its leading-edge business suite to hundreds of universities and technical institutes in more than 30 countries for use in business, information technology (IT), computer science, and engineering curricula. SAP strongly believes that this program offers significant benefit to students, educators and the business community.

The University Alliances program enables students at participating campuses to experience first hand how organizations operate, and how integrated systems can make organizations more successful. Students gain a real-life perspective on how business is done in the "real world" by using state-of-the-art technology in case studies and homework. Some have an opportunity to see the consulting / implementation process in action in a capstone course. Others choose to seek base-level certification. Students in programs supported by the SAP University Alliances not only gain valuable insight to how a business operates, but more importantly are able to provide a higher level of contribution to the company that hires them. The skills students develop offer them a distinct advantage in a competitive job market.

Organizations around the world recognize the benefits that the University Alliance program provides. There is strong demand at both SAP customers and partners for students who can bridge the gap between business and technology. Companies that hire graduates from successful member programs find that students often times require less initial training, are able to quickly contribute to their team, and have stronger critical thinking skills. In other words, it's one way to help lower the total cost of ownership – something SAP is deeply concerned with.

Educators have a powerful opportunity to develop the business leaders of tomorrow and support the business community's needs today, while at the same time opening a new avenue of research and publishing activities. None of these things are possible without dedicated faculty leading the way.



### ***Information technology goes beyond technology***

For decades, IT has been automating processes to enable faster, more efficient, and more accurate processing of business transactions. When the age of transaction automation moved into the age of information management, IT took on the role of capturing, communicating, and analyzing information to improve management decision-making and control.

Today, integrated business solutions are transforming the way business is done; organizational culture, structure, management capabilities, products, service offerings, and governance are all enhanced with software solutions. IT has become a critical component in organizational strategy and execution. The challenge businesses face is finding educated employees that have both the management and technical skills that can help drive change.

### ***Does implementing a cutting edge solution directly lead to success?***

Academic studies have shown that improved productivity and market share growth tend to accrue to firms that adapt advanced information technologies. The degree of success achieved is heavily influenced by additional factors, among the most notable of these are internal, core competencies, and the capability of the firm to learn. Through robust curricula and rigorous academic standards, universities and technical institutes develop highly qualified graduates who are eager to learn and who contribute to the core competencies of their organizations. In order to keep curricula and academic standards abreast of rapid changes in the business environment, many educational institutions are working with industry experts and advanced technologies. This is what the SAP University Alliances was designed to accomplish.

### ***How can the SAP University Alliances help?***

As part of its commitment to corporate citizenship, SAP supports educational efforts around the world, and the SAP University Alliances is the cornerstone of this support. Through University Alliances, SAP provides its platform and suite of business applications to universities, colleges, and other institutes of higher learning. Today, there are hundreds of member campuses around the world that make use of the SAP University Alliances opportunity to enhance their educational offering, and to develop more highly qualified graduates.



### ***Helping to prepare career-ready graduates***

Just as SAP enables organizations to integrate across departments and functions, and connect electronically with customers and suppliers, likewise the University Alliances provides the same opportunities to education. The University Alliances supports educational efforts in a broad range of disciplines, including accounting, finance, organization management, operations management, supply chain management, marketing, business strategy, computer science, and engineering. The concept of an integrated curriculum is taking hold in on many campuses, and some of our members are leading the way with innovative approaches that focus on business process and organizational/inter-organizational integration.

Participation in the SAP University Alliances does not mean becoming a software training organization however. Instead, SAP software and its concepts are used to reinforce the concepts that are already being taught. Through demonstrations; exercises and problems; case studies; and research projects, students are able to put theory into practice and enhance their educational experience.

Students that wish to build on the software expertise developed through classroom activities may choose to obtain an entry-level SAP certification.

- Accounting education goes beyond chalkboards and stand-alone applications to make use of SAP's fully integrated financials.
- Finance students assess the impact of restructuring, mergers, and acquisitions.
- Organization management students develop deep understanding of succession planning, workforce development, and compensation planning.
- Operations management programs include comparisons of planning methods, and integrate cost planning through the use of management accounting reports.
- Supply chain management students build supply networks and assess the impact of different configurations and sharing of information among partners in the supply chain.
- Marketing students develop programs and campaigns with fully integrated cost management and results analysis.
- Market research students make use of SAP's robust business informatics to do segmentation studies and detailed analyses.



- Capstone strategy and policy courses offer a robust, real-time business simulation competition among student groups – or between campuses.
- Computer science programs study the system architecture, use SAP's development workbench, and create advanced technology solutions.
- Engineering programs work with plant layouts, and make use of SAP's integration with CAD/CAM to develop an understanding of the integration between design engineering and manufacturing engineering.
- An integrated case study may be utilized across core courses allowing students to see the same "story" from many different perspectives, and gain an understanding of how each area within a business impact and interact with one another.
- After taking several courses utilizing SAP software, students may attend advanced software training (offered by SAP) and exam with the goal of obtaining an entry-level consulting "integrated business process" certification

Whether through an enhanced, discipline-focused approach, or through cutting-edge integrated curricula, SAP University Alliances campuses are leading the way in education.

The SAP University Alliances is dedicated to supporting the development of graduate and undergraduate curricula that promote the teaching and understanding of integrated processes. With SAP support through the University alliances, members are able to develop more sophisticated, market-ready graduates who are better able to understand and apply leading-edge knowledge and skills.

### ***State-of-the-Art Technology***

Faculty and students have the opportunity to use state-of-the-art SAP software to reinforce the concepts being taught in the classroom. Today, University Alliances members have access to the mySAP Business Suite running on the NetWeaver platform – the same software SAP customers are using around the world. Additional SAP products are added to the University Alliances product offerings based on faculty demand.

If your focus is business, it's important to note that this environment supports all key business processes and activities from day-to-day transactional activities through to management information reporting, decision support systems and strategic enterprise management. University Alliances provides environments that are ready to go day one, with no set-up required.



On the other hand, if you teach information technology, flexibility is the key. Educators have the SAP NetWeaver platform at their fingertips. Students can build web services using Java, develop portals that tie multiple software systems together, build a data warehousing environment ... or whatever makes sense in a technical program.

## ***University Alliances Program benefits and opportunities***

### **Hosting services**

SAP has established regional university competency centres (UCCs) around the world to eliminate the need for individual campuses to make an investment in a technical infrastructure. UCC's have the mySAP Business Suite available for faculty and provides a full-time systems administrator who monitors the SAP environment and provides technical support. Connections to the SAP systems at a UCC are over the Internet using standard browser software or the SAP GUI (graphical user interface). Via browser or GUI, access to SAP systems is possible from anywhere and at any time, providing flexibility for all.

A SAP higher education customer is additionally offered the opportunity to self-host SAP software. Self-hosting allows faculty to leverage the investment the University has made. This model is successful when there is a strong relationship between faculty and the campus implementation team. It's a powerful relationship that benefits all parties. Faculty have easy access to their support team and they have the opportunity to observe the implementation process in action. Students have an opportunity for on-campus educational opportunities. The implementation team has additional resources available to them.

### **Professional development opportunities**

Each year, SAP sponsors a range of events for University Alliances member campuses. These events bring together academics from around the world to exchange ideas, explore educational innovation, and present research on new directions in business and technology. At venues around the world, University Alliances events offer workshops, discussion groups, and focus sessions organized around a variety of themes and discipline-related areas.

SAP encourages collaboration to improve education and research at member campuses. University Alliances members build professional networks and connect with colleagues at SAP-sponsored events such as the annual Congress in North America, and the annual user-group meetings in Europe. With hundreds of member campuses actively involved in the University Alliances, the collaborative opportunities are extensive. Members work together on such undertakings as research; publishing; curriculum development; and inter-campus business simulations.



The SAP Curriculum Congress is held each spring and brings together educators from around the world for four days of product and curriculum focused workshops, round-table and panel discussions, and focus group sessions - all focused on the innovative use of technology in the classroom. Additionally, a research track and associated monograph publication allow faculty to share their latest ERP related research.

### **Faculty education**

SAP provides workshops designed specifically for the University Alliances. Sessions are delivered by experienced facilitators from University Alliances campuses, or by SAP's own experts. The workshops provide participants with a thorough understanding of the educational strategies and opportunities within the University Alliances, application-specific knowledge transfer, and robust curriculum content suitable for lectures, labs, student assignments, or case studies. Through the workshops, participants are able to determine which aspects of SAP are most fitting for their own educational goals. It is also possible to attend SAP customer training courses where appropriate.

Workshops are offered in North America during the spring and summer.

### **SAP Innovation Watch**

SAP Innovation Watch is the portal where program members can find the latest information on SAP-hosted events, research, and curriculum materials. Also included are presentation materials and research papers from SAP-sponsored events such as the Curriculum Congress and workshops.

### **Curriculum content**

To help jump-start curriculum initiatives, SAP funds the development of course materials, and makes these available by download from the Innovation Watch web site. Developed by members with significant program experience, these course materials are available in a range of academic disciplines. Curriculum content typically includes classroom presentations, exercises, problems, student handbooks, and instructor notes. Members are free to use and/or alter the materials to support their own educational objectives.

### **Research and publishing**

The influence of information technology has been paralleled – and in many cases, led – by an impressive body of scholarly research. There are extensive research opportunities making use of information technology in a broad spectrum of IT-related journals and colloquia; but the opportunities go beyond technology-related disciplines.



Today, researchers in marketing, finance, accounting, and organizational theory, among other disciplines, are studying the impacts of advanced technology, and developing opportunities for future directions in research and practice alike. Membership in the SAP University Alliances helps these researchers to stay connected with others with similar research interests, and to keep abreast of the latest developments in their disciplines.

To enhance research and publication opportunities for members at University Alliances campuses, the annual Curriculum Congress includes a research track from which selected papers are published annually. SAP also provides funding for academic events and journals.

### **Annual Membership Fee**

In the United States, membership in the SAP University Alliances Program is \$8,000 per calendar year. For this annual fee, an unlimited number of faculty and students from a single campus may use the mySAP Business Suite in for-credit courses that are part of an undergraduate or graduate degree program.

SAP will waive the annual membership fee for SAP Higher Education customers that wish to self-host.

### ***Responsibilities of the University***

Joining the University Alliances program requires the commitment of time and energy. It also requires strong support from both faculty and administration. Schools wishing to be considered for membership will submit a comprehensive curriculum plan outlining how SAP software will be used across the curricula.

As the curriculum plan is implemented, the campus is expected to keep their curriculum current, collaborate and share with like-minded faculty at other member campuses and to participate in SAP events such as the congress and workshops.

### ***For more information...***

SAP has University Alliances team members in many countries. Team members are dedicated to assisting campuses in achieving educational excellence. The Director of the U.S. University Alliances Program is Heather Czech Matthews. ([heather.czech@sap.com](mailto:heather.czech@sap.com)).