SAP® UNIVERSITY ALLIANCES PROGRAM – EUROPE, THE MIDDLE EAST, AND AFRICA

For faculty and universities, the SAP® University Alliances program provides a multitude of benefits and opportunities. Universities offering hands-on experience with SAP software help increase graduate recruitment rates, making member institutions hubs for the new talent needed in today's global workforce. For students, a deeper understanding of SAP software can jump-start their careers by combining business process knowledge with enterprise software expertise to develop the most valuable skills portfolio in the market today.

Empowering Tomorrow's Workforce Through Education

Career-ready graduates, as part of an educated workforce, are fundamental for competitiveness and success in today's global business environment. At regional and global levels, a combination of business and information technology (IT) skills, as well as industry expertise, promote stability and economic growth.

However, with the increased need for a business- and IT-savvy workforce, caused in part by the accelerated need to innovate in business, industry experts foresee a skills shortage in the coming decade. Helping students develop 21st-century skills prior to entering the workforce is critical and provides the opportunity for institutions of higher learning to offer tailored curricula to build careers.

In fact, in a recent national poll in the United States,[1] 80% of registered voters queried said they believe that schools can and should incorporate 21st-century skills – such as those involving computers and technology, critical thinking, problem solving, communication, and self-direction – into the curriculum. Computer and technology skills ranked second in importance only behind reading comprehension.

The SAP University Alliances Program Helps Develop Highly Skilled Graduates

SAP, the world's largest business applications software company, supports education around the world in many ways. Through advanced curricula and academic research, the SAP University Alliances program is helping to align the next generation of business and IT

leaders, ready to take on new technology and business model innovation. To accomplish this, SAP provides its business software suite to hundreds of universities and technical institutes in more than 30 countries, for use in disciplines such as business, IT, computer science, and engineering.

By providing advanced technologies, such as those supporting next-generation IT architectures around key business processes, the SAP University Alliances program helps universities and technical institutes develop highly qualified graduates who contribute to the core competencies of their future employers.

1. National poll conducted by Public Opinion Strategies and Peter D. Hart Research Associates on behalf of the Partnership for 21st Century Skills (www.21stcenturyskills.org).

The program enables students at participating campuses to experience firsthand how organizations operate, and how integrated systems can help organizations become more efficient, productive, and profitable. Students in courses supported by the SAP University Alliances program gain hands-on experience and valuable skill sets. In fact, graduates of these courses have a competitive advantage in the job market – including multiple career options in business and IT, more managerial opportunities to lead across organizations within companies, and higher salaries.

From a salary perspective, according to a U.S. Hewitt Associates LLC survey, ". . . [P]ay levels for SAP-skilled individuals have increased significantly in the past 6 and 12 months. . . . As individuals skilled in SAP [software] continue to receive pay increases and premiums which outpace the market, Hewitt will continue to follow the pay trends of these highly sought after individuals."[2]

"The SAP University Alliances program benefits a variety of stakeholders. It gives students an advantage in the job market and higher salaries, and it offers SAP customers and partners an excellent source of business process and IT talent. Also, it connects university faculty and administrators with a world-class organization and provides faculty without IT/SAP expertise an opportunity to apply their subject-area knowledge into the program."

Dr. Raymond Boykin, Associate Dean, California State University, Chico

SAP Curricula Offered Across Disciplines, Focused on Business Processes

The SAP University Alliances program supports educational efforts in a broad range of disciplines, including accounting, finance, organizational management, operations management, supply chain management, marketing, business strategy, information systems, computer science, and engineering. In addition, the program facilitates an integrated curriculum – an innovative teaching approach that focuses on business processes and international organizational and interorganizational integration and collaboration. With SAP support, member campuses can develop more sophisticated, market-experienced graduates who are better able to understand and apply best-practices knowledge and skills in today's global economy.

Participating in the SAP University Alliances program does not mean becoming a software training organization, however. Instead, SAP software is used to reinforce the concepts that are already being taught. Through traditional as well as digital delivery models, including demonstrations, simulations, exercises and problems, case studies, and research projects, students can put theory into practice and enhance their educational experience. Consider the following examples:

2. "2007 SAP Skill Compensation Survey – Fall," Hewitt Associates LLC, August 1, 2007.

- Accounting education goes beyond chalkboards and stand-alone applications to make use of SAP's fully integrated offering for financials.
- Finance students assess the impact of restructuring, mergers, and acquisitions.
- Organization management students develop a deep understanding of succession planning, workforce development, and compensation planning.
- Operations management programs include comparisons of planning methods, and integrate cost planning by using 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 analytics to conduct segmentation studies and detailed analyses.
- Capstone strategy and policy courses offer a robust, real-time business simulation competition among student groups – or across multiple campuses.
- Computer science students study system architecture, use SAP's development workbench, and create advanced technology solutions.

- Engineering students 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.

Students in SAP University Alliances–supported programs use the same software that SAP customers use around the world – the SAP Business Suite family of business applications running on the SAP NetWeaver® technology platform. This environment supports all key business processes from transactional to management information reporting, business intelligence and analytics, and strategic enterprise management. Students who are keen to further develop their skills, particularly those interested in becoming SAP consultants, can take SAP certification courses.

Effective in 2008, SAP will offer a certification academy (TERP10) that will serve as the global baseline certification standard for the SAP University Alliances program. This will be available to all students at SAP University Alliances member schools in all regions at a low cost to the student.

This hands-on baseline certification will provide students with more breadth and a deeper understanding of all functional areas within SAP software. While the certification academy allows students to appreciate the software's power through the use of processes supported by best practices, it also introduces the software's flexibility, which allows businesses to configure their software systems to meet their needs.

"When determining what our faculty teaches and what hiring companies need, it's not about technology alone. It's about understanding the business process to achieve competitive advantage through IT. The SAP University Alliances approach addresses this reality in a very practical way."

Dr. Jörg Becker, Professor, European Research Center for Information Systems (ERCIS)

SAP University Alliances Program Benefits and Opportunities

The program delivers benefits and opportunities to faculty, universities, and students, including the following.

Faculty Education
SAP provides workshops designed specifically for the SAP University Alliances program. Sessions are delivered by experienced facilitators from member campuses or by SAP topic experts. The workshops give participants a thorough understanding of the educational strategies and opportunities within the program, application-specific knowledge transfer, and robust curriculum content suitable for lectures, labs, student assignments, and case studies. Participants can determine which aspects of SAP software are most fitting for their own educational goals. Attendance at appropriate SAP customer training courses also is possible.

Curriculum Content
To help jump-start curriculum initiatives, SAP funds the development of easy-to-use, high-quality course materials and makes them available for download. As a result, faculty new to the SAP University Alliances program can easily create SAP-specific content for courses. 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. Many courses also include ready-to-use online demos and content lectures. Members are free to use or modify the materials to support their own customized educational objectives.

Research and Publishing
Today, researchers in marketing, finance, accounting, and organizational theory, among other disciplines, are studying the impacts of advanced technology and trailblazing new directions in research and practice alike. Membership in the SAP University Alliances program helps these researchers stay connected with peers with similar research interests and keep abreast of the latest developments in their disciplines.

To enhance research and publication opportunities, for instance, one annual event includes a research track from which selected papers are published. SAP also provides funding for academic events and journals.

Faculty Professional Development Opportunities
Each year, SAP sponsors a range of events for member campuses. These events bring together academics from around the world to exchange ideas and best practices, explore educational innovation, and present research on new directions in business and technology. At venues in multiple countries, the events feature workshops, discussion groups, and focused sessions organized around a variety of themes and discipline-related topics and issues.

SAP also encourages collaboration to improve education and research, helping members build professional networks and connect with colleagues at SAP-sponsored events such as the annual Curriculum Congress in the Americas, the annual user group meetings in Europe, and the Curriculum Congress in Asia. With hundreds of member campuses actively involved in the SAP University Alliances program, the collaborative opportunities are extensive. Members work together on such undertakings as research, publishing, curriculum development, and intercampus business simulations. As a result, students from different campuses around the globe have opportunities to collaborate on virtual team projects.

Educational Hosting Services

SAP has established university competency centers (UCCs) around the world to eliminate the need for individual campuses to make large investments in technical infrastructures and operational staffing. Connections to SAP software systems at a UCC are made through Internet browsers or the SAP graphical user interface (GUI). Program members can easily access SAP software systems via a browser or the GUI from anywhere and at any time.

Innovation Watch

SAP offers a portal called "Innovation Watch" where program members can find the latest information on research, curriculum materials, and SAP-hosted events. Included are presentation materials and research papers from SAP-sponsored events. This also is the place where faculty can download course materials and view or download ready-to-use online content.

For More Information

The SAP University Alliances program has team members positioned in many countries around the globe who are dedicated to assisting campuses in achieving educational excellence. For more information about the SAP University Alliances program, please send an e-mail to innovation.watch@sap.com.

SAP® University Alliances Program Offerings for the EMEA Region

SAP offers free software licenses to institutions in the Europe, Middle East, and Africa (EMEA) region. For hosting services, schools pay an annual hosting fee depending on the SAP® solutions they select. Hosting sites and university competency centers are located at Magdeburg, Germany, at Otto-von-Guericke-Universität Magdeburg (Prof. Dr. Claus Rautenstrauch) and Munich, Germany, at Technische Universität München (Prof. Dr. Helmut Krcmar).

Regional events include the SAP Field Kick-Off Meeting, January 22–25, 2008, in Barcelona, Spain; Learntec, January 29–31, 2008, in Karlsruhe, Germany; MKWI, February 26–28, 2008, in Munich, Germany; CeBIT, March 4–9, 2008, in Hannover, Germany; net'swork, 2008 (dates to be decided), in Bad Salzuflen, Germany; the SAPPHIRE® conference for EMEA, May 19–21, 2008, in Berlin; and SAP University Alliances User Group Meeting, September 11–12, 2008, in Heidelberg/Walldorf, Germany.

Collaborative research projects with universities include work with SAP products such as the SAP for Media solutions, the SAP Solution Manager application management solution, and the SAP NetWeaver® Master Data Management component, as well as erp4school and pilot projects in which new SAP products are implemented for research and educational purposes. Other collaborative efforts include the development of curricula such as doctoral programs with research centers at Universität Magdeburg, TU München, and HPI Potsdam.

The program has representatives in Germany, Russia, Scandinavia, the United Kingdom, Ireland, the Netherlands, Switzerland, Austria, South Africa, and Israel. The program also has a presence in eastern Europe, Romania, and Bulgaria.

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