SAP® UNIVERSITY ALLIANCES
EDUCATING FUTURE CORPORATE LEADERS
SAP values the essential role of higher education in advancing the future of information technology and business strategy. Since the company’s founding in 1972, SAP has supported leading universities in reaching their goals in teaching and research. In 1988 SAP formalized its higher-education classroom initiatives under the umbrella of the SAP® University Alliances program. Today, SAP University Alliances provides a wide array of benefits and opportunities to university professors and their students as well as to SAP customers and partners.

As market leader in enterprise application software, SAP (NYSE: SAP) helps companies of all sizes and industries run better. From back office to boardroom, warehouse to storefront, desktop to mobile device – SAP empowers people and organizations to work together more efficiently and use business insight more effectively to stay ahead of the competition. SAP® applications and services enable more than 109,000 customers to operate profitably, adapt continuously, and grow sustainably. For more information, visit www.sap.com.

“Incorporating SAP skills into our coursework and offering SAP certification has given our students an upper hand in the competitive African market. The IT field is growing, and there’s a demand for talented and knowledgeable employees. Our graduates enter the job market ahead of their peers in terms of their knowledge of ERP and business processes and have been able to take up positions as ERP consultants, business analysts, and functional leaders.”

Lisa Seymour, PhD, Senior Lecturer, Research Associate CITANDA (Centre for IT and National Development in Africa) Information Systems Department, University of Cape Town, South Africa

The SAP University Alliances program donates licenses to member universities and fully outfits their professors to provide students in-depth, hands-on experience with SAP software and solutions. The SAP University Alliances community site, an online environment utilizing the latest social media tools and technologies, provides academic resources to professors and students worldwide, facilitating professional opportunities. SAP customers and partners are invited to build relationships with participating universities for recruiting interns and graduates, enhancing the learning environment and project opportunities for students, and furthering professors’ research and publication efforts.

SAP University Alliances enhances the key academic and professional outcomes of higher-education degree programs worldwide, combining business process knowledge with enterprise software expertise to develop one of the most valuable skills portfolios in the market.

Empowering Tomorrow’s Workforce Through Education

SAP provides software licenses for SAP products and services for academic use to more than 1,000 leading institutions of higher education worldwide. SAP also provides free workshops and conferences to thousands of professors, supplying them with course materials and other instructional resources. Every year, hundreds of thousands of students at participating campuses experience firsthand how the fully integrated SAP enterprise information software systems operate.
They learn how these solutions support their future employers’ organizations in becoming more productive, profitable, and sustainable. Graduates of member institutions thus have a measurable competitive advantage when entering the job market, which stays with them for their careers. Professors regularly report that their students receive multiple job offers, including broader career options in business and IT, more opportunities to lead teams within organizations, and higher starting salaries.

Students at member universities use the same software solutions as SAP customers and partners. For example, they use SAP Business Suite software, which is powered by the SAP NetWeaver® technology platform, as well as the SAP Business ByDesign™ solution. These strategic enterprise management environments deliver support for the key business processes and management reporting found in virtually all functions across every conceivable industry, government, and not-for-profit segment. In addition, the SAP BusinessObjects™ portfolio of solutions – including business intelligence and analytical software tools – demonstrates how information is identified, acquired, organized, and analyzed to support critical strategic and operational management decisions. Students who want to further develop their skills, particularly those interested in becoming SAP professionals such as consultants, developers, and business process experts, successfully complete SAP certification courses during their studies.

For professors, participation in the SAP University Alliances program does not mean sacrificing scholarship in favor of becoming a software training organization. The offerings in SAP University Alliances are regularly updated in order that the latest SAP technology is used to reinforce the academic concepts that are integral to today’s most innovative degree programs. Through traditional as well as online delivery models – including demonstrations, simulations, exercises and problems, case studies, and research projects – students can put theory into practice. They can enhance their educational experience in areas such as enterprise resource planning, accounting information systems, supply chain management, customer relationship management, systems integration, programming, project management, and business intelligence.

“The SAP University Alliances program is of great value to Chevron. It provides us with a pool of applicants who already have fundamental knowledge in areas where Chevron needs those skills. In the SAP software support area, this has been very valuable in that it allows us to put new hires into meaningful roles much more quickly than they would if they started without the specific functional knowledge that the SAP University Alliances program brings.”

Mike Reddy, General Manager, Enterprise Business Solutions, Chevron Information Technology Company

“Through our membership in SAP University Alliances, we offer innovative degree programs where many colleagues have teamed to implement various SAP products in their teaching and lab exercises. This has attracted several large international SAP customers offering projects, internships, and careers to our students and donating financial support for university advancement.”

Dr. Peter Lehmann, Professor of Business Intelligence and Business Information Systems, Stuttgart Media University, Germany
**Program Benefits and Opportunities**

Institutions of higher education that wish to offer their students the opportunity to get hands-on experience with SAP software become a member of the SAP University Alliances program.

**Software licensing for academic purposes** – SAP donates software licenses to member institutions for broad academic use in for-credit degree and diploma programs and research projects.

**Curriculum content** – SAP supports the development of high-quality course materials by highly qualified academics and makes these resources available for download through the members-only area of the SAP University Alliances community. Professors can easily integrate SAP software-specific content into their required and elective courses in their existing degree programs. These course materials are available in a wide range of academic disciplines, and content typically includes classroom presentations, exercises, problem sets, case studies, and instructor notes. Several courses also include ready-to-use online demonstrations and videos. Member professors are free to employ their choice of resources from the program’s curriculum portfolio in order to support their individual educational objectives.

The SAP University Alliances team has partnered with member professors and SAP experts from around the world to develop “Global Bike Inc.” (GBI), a realistic company data set for use in various courses. Students work most effectively hands-on with the GBI data set because courses simulate the international manufacturing, distribution, and marketing of products familiar to students, such as touring and off-road bicycles and accessories. Additional data sets developed by member professors and SAP experts are also available to program members for use in teaching and research.

**Professional development opportunities for professors** – SAP provides free workshops for professors designed specifically to present the course content of the SAP University Alliances program. Sessions are delivered by experienced academics from member campuses and by SAP employee and partner experts. The workshops provide participants with a thorough understanding of the educational strategies and opportunities provided by SAP products and the respective curriculum resources.

SAP also sponsors academic conferences in the following regions: the Americas; Europe, the Middle East, and Africa; and Asia Pacific Japan.

These events further teaching and research while assisting member professors to build professional networks and connections.

Members meet at these and many other academic and industry events to further their professional development in teaching, research, publications, curriculum development, and inter-campus exchanges.

“SAP is undoubtedly the market leader when it comes to ERP systems. Thus, studying at a school that is a part of the SAP University Alliances program definitely gave me an edge over other candidates. Not only did I get hands-on experience working on SAP software, working on data sets like GBI gave me a better understanding of the immense capabilities of SAP software. It demonstrated how SAP solutions can be used to streamline and simplify many complex business processes and functions in many more ways than I could imagine otherwise. I feel this understanding of different business processes, and how SAP software works was a key factor in my recruitment and will help me throughout my career. I am very excited to use this knowledge in my future role as staff in the Information Technology Advisory function of Ernst and Young.”

**Dheera Anand, MS Engineering Management Student, University of Southern California, United States**
Industry experts say that increased requirements for a business- and IT-savvy workforce have created a critical skills shortage. More organizations are turning to their higher education partners to address this challenge. By helping students develop the skills demanded before entering the workforce, SAP University Alliances fills the skills gap for employers while increasing the chances for graduates to realize success early in their careers.

**Academic peer hosting services** – SAP partnered with institutions of higher education to establish University Competence Center (UCC) and Academic Competence Center (ACC) locations around the world. These centers provide highly reliable and economical peer hosting and professional support services to member campuses on a not-for-profit basis. Peer hosting gives professors the opportunity to use state-of-the-art technology in their classrooms and labs with support from like-minded academic colleagues who are also SAP University Alliances program members and SAP software experts. Members pay a fee that is only a small fraction of the cost of each center. Connections to SAP software are made through industry-standard Web browsers or through SAP user interfaces with easy access through a standard Internet connection.

**University Competence Center locations are:**
- California State University, Chico, United States
- Otto-von-Guericke-Universität, Magdeburg, Germany
- Queensland University of Technology, Brisbane, Australia
- Technische Universität München, Munich, Germany
- University of Wisconsin, Milwaukee, United States

**Academic Competence Center locations are:**
- Saint Petersburg Polytechnic University, Russia
- Technische Universität Wien, Vienna, Austria
- Fachhochschule Nordwestschweiz, Sierre, Switzerland

**Student certification academies** – In global cooperation with the SAP Education organization, SAP University Alliances offers students the opportunity to earn an SAP Certified Business Associate with SAP ERP certificate. This hands-on course provides students with a broader and deeper understanding of the key functional areas of the SAP ERP application. It allows students to fully appreciate the power of SAP solutions through the use of best-practice processes inherently supported by SAP ERP. The combination of an academic degree, SAP software expertise developed in the classroom, and an official SAP certification gives students a uniquely competitive set of qualifications for their future careers.
SAP encourages and supports professors to become certified instructors in order to lead this academy on their own campuses. By doing so, SAP makes this highly valuable certification more easily accessible and affordable to students.

An Interactive Social Network

The SAP University Alliances community is an advanced interactive Web portal that is freely available to all professors, students, and professionals with academic interests around the world. The community is a multifaceted online environment that delivers the latest academic resources, bringing real-life knowledge and skills in using SAP software to higher-education campuses. These resources include prerecorded demonstrations, Webinars, articles, white papers, exercises, and handouts to use in teaching, research, publications, and other education and training activities. A number of valuable SAP desktop software products can be licensed at no cost for academic use during a typical term. Blogs, forums, wikis, and other innovative components allow for interaction and engagement with professors and students worldwide (see the figure).

Professors at member institutions regularly report that their students receive multiple job offers, including broader career options in business and IT, more opportunities to lead teams within organizations, and higher starting salaries.

“We are pleased to launch the student certification academy at universities in India. This is a highly valued professional qualification that provides students with an opportunity to strengthen their university degree or diploma with an officially recognized SAP certification – a winning combination in today’s demanding job-search environment.”

S. Vijayakumar Bharathi, Associate Professor, Symbiosis Centre for Information Technology, India

“The SAP solutions have recently been introduced to undergraduate students, and the feedback was extremely positive. The students understand the relevance of these skills in today’s competitive market and nurture the will to develop their careers in the ever-fast-growing software industry. I am able to provide my students with basic knowledge about the corporate reality from the integrated systems perspective and develop their skills through practical exercises. Partnering with SAP University Alliances has provided a wealth of resources not only for me but also for my students.”

Ing. Damian Rabinovich, Professor, Universidad Tecnológica Nacional de Buenos Aires (UTN), Argentina
SAP University Alliances contributes actively in leading social networking sites including Facebook, Twitter, LinkedIn, and XING, providing even greater opportunity and global reach for participants of the community to connect and collaborate to further their careers and professional interests.

The SAP University Alliances community delivers the comfortable feel of a traditional college campus, complete with a career resource center, faculty club, student union, library, classrooms, and other similar facilities in a virtual community setting. Each area presents higher-education content supplied by SAP and community participants. The site facilitates faculty and student collaboration and contribution, as well as graduate job posting and search in the global SAP ecosystem. Skills acquisition and career development opportunities for university students, professors, and other community participants are the central focus of the site.

The community is built on the advanced technology of SAP Community Network, which also comprises the SAP Developer Network, Business Process Expert, and SAP BusinessObjects software communities, as well as SAP EcoHub solution marketplace. These communities offer active online collaboration and co-innovation opportunities to participants in the SAP University Alliances community through networking access to millions of SAP customers, partners, and employees. Professors in the SAP University Alliances program access exclusive content through a members-only collaboration workspace.

For More Information

SAP University Alliances has team members positioned in many countries around the globe who are dedicated to assisting campuses in achieving educational excellence with resources donated by SAP.

For information on membership in the SAP University Alliances program, please contact ua-support@sap.com.

Join the University Alliances community – one site for contacts, collaboration, curriculum, and careers for professors and students around the world: www.uac.sap.com.

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