SAP University Alliances Program:
Presentation at ASUG New England Meeting

April 14, 2011

SAP University Alliances
• John Baxter, Program Manager, Eastern U.S.

Bentley University
• Jane Fedorowicz, Professor of Accountancy and Information & Process Management
• Alina Chircu, Associate Professor of Information & Process Management

Western New England College
• David Russell, Associate Professor of Business Information Systems
Event Overview

John Baxter, University Alliances Program Manager for the eastern U.S. region, contacted the ASUG New England chapter in Q4 2010 and offered to introduce the University Alliances program at a chapter meeting. ASUG New England’s Chapter Chair, Denise DuPont, was enthusiastic about the opportunity for chapter members to learn about the University Alliances program, and offered the keynote presentation for the chapter’s April 14, 2011 meeting in Norwood (Boston), Massachusetts.

John invited faculty from two active University Alliances member schools to jointly present.

- Bentley University: Jane Fedorowicz, Professor of Accountancy and Information & Process Management; and Alina Chircu, Associate Professor of Information & Process Management
- Western New England College (WNEC): David Russell, Associate Professor of Business Information Systems

The goals of the joint keynote were two-fold:

- Introduce the ASUG members to University Alliances, and illustrate the benefits of the program for companies that run SAP or are SAP partners, and
- Share a call to action…to actively engage with University Alliances member campuses, providing curriculum guidance as well as internship and career opportunities for the graduates who are gaining hands-on experience with SAP as they learn the principals of business process management, business intelligence and analytics.
Sixty attendees representing SAP customers and partners attended ASUG New England’s April 2011 meeting.

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<td>Bentley University</td>
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University Alliances was hosted by the ASUG New England volunteer leadership team.

I to r: Cheryl Keenan, Chapter Communications Chair; Gregg Manley, Program Chair; and Denise DuPont, Chapter Chair
ASUG warmly welcomed University Alliances members Western New England College and Bentley University.

I to r: Cheryl Keenan (ASUG); Matthew Couture (WNEC student); David Russell (WNEC faculty); Gregg Manley (ASUG); Denise DuPont (ASUG); Alina Chircu and Jane Fedorowicz (Bentley faculty)
Bentley shared an overview of their school and University Alliances program…

- Business university integrating business, arts and sciences
  - Became Bentley University in 2008
  - Accredited by both US & international management education agencies
- Campus on 163 acres in Waltham
- 4,000 undergraduate and 1,300 graduate students (MBA, MS, PHD)
- Rankings (US News & World Report, 2011)
  - #4 in the Best Regional Universities-North category
  - #17 nationally and #2 in New England for Management Information Systems
- Member of SAP University Alliances since 1998
  - 20 faculty trained in SAP across Business and Information Systems programs, with typically about 6 teaching per semester
  - In 2010: 24 course sections with SAP content, and about 400 students gaining hands-on experience with SAP
  - SAP will be introduced to all undergraduate business students in a required course starting Fall 2011 – significant increase in SAP exposure
...their programs and courses with SAP content...

Undergraduate courses

Required Courses
- Business Processes and Systems (all business majors)
- Accounting Information Systems (all Accounting & IS Audit & Control majors)

Electives
- Decision Support and Business Intelligence
- Enterprise System Configuration for Business (required for ISAC majors)
- Advanced Accounting Information Systems (required for ISAC majors)

Graduate courses

Required Courses
- Business Process Management (all part-time MBA and MSIT students)
- Business Process Management Project course (all full-time MBA students)
- Business Processes and Systems Assessment (all MSA students)

Electives
- Enterprise System Configuration and Planning
- Advanced AIS: Modeling Effective Accounting Systems
...and the knowledge and skills their students could bring to an ASUG member.

**Student Knowledge and Skills**

- Business process philosophy and approach pervades all courses
- All students have strong IT and business skills
- ERP exposure from Peachtree through SAP
- Every student gets hands on experience using SAP
- SAP activity illustrates business theory
- Field project experience, group work and communication skills
- Varied career perspectives

Every day user | Configuration
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Reporting and analysis | Auditing
Western New England College shared a profile of their school and University Alliances program...

- Soon to be Western New England University
  - 2 Ph.D. programs added
- Located in Springfield, Massachusetts
- 3,700 students
- Accredited at the highest levels possible:
  - School of Business (AASCB)
  - School of Engineering (ABET)
- Innovative MBA and MSA programs – on-line with on-ground supplement
- Member of SAP University Alliances since 2006
  - 12 faculty trained in SAP across Business and Engineering programs, with typically about 6 teaching SAP per semester
  - In 2010: 23 course sections with SAP content, and about 1,750 students gaining hands-on experience with SAP
...their programs and courses with SAP content...

**Introductory course (sophomore year)**
- Life cycle approach of a large portion of business cycle

**Business Process Integration (junior year)**
- Configuration in which a company is built from the ground up

**Operations (late junior/early senior year)**
- Survey course in which increasing proportion of modules are taught in SAP
- Now MRP and PS/PM, soon to include SPC

**Business Intelligence (senior year)**
- Comprehensive Business Analytics course taught by working professionals

**SAP NetWeaver Portal class**
- Develops full-scale project
...and the knowledge and skills their students could bring to an ASUG member

**Business Life cycle perspective**
- Intro course and operational part of configuration course taught sequentially
- Start with procurement and end with Business Analytics

**Business Process perspective**
- We teach the “why” of the business process, not just the “how” of executing it

**Completion of configuration before operations**
- Configuration largely completed before running the business created

**Business Intelligence taught using experienced professionals and real data**

**Future extensions into CRM, HCM, SCM**
John Baxter of University Alliances shared a “call to action” for the ASUG members.

Campus engagement and advisement

- Speak to student organizations and classes
- Engage students in proof of concept or research projects
- Advisory Board contributions
  - skills important to your organization
  - curriculum reviews and changes

Recruiting

- University Alliances Career Center (www.uac.sap.com)
  - Post open jobs
  - Review student resumes
  - Chat/blog with students and faculty about ERP issues and opportunities
- Internships and full time jobs for graduates from University Alliances member schools
Attendees felt the session was very beneficial, and several offered to promote hiring from member schools as well as introduce SAP to prospective member schools.

“It’s great to see students at Bentley gain hands-on exposure to SAP. We have hired Bentley students for internships; knowing about University Alliances gives us further reason to seek out students from Bentley.” Michael Tierney, Jr., Principles Group

“Very glad to know about University Alliances and will introduce SAP to colleagues in the Philippines where our firm has our SAP center.” Paulo Sawada, Fresenius Medical Care

“As Analog Devices starts our SAP Upgrade project, we would now consider internships for SAP-literate students from University Alliances members including Bentley and WNEC.” Gail Luck, Analog Devices.

“Knowing that students gain exposure to SAP Business Objects through their college courses may open up internship opportunities at our firm.” Bhavin Shan, Lincoln Financial Group

“I was impressed to learn of the WNEC student’s SAP exposure; we plan to discuss an internship with him!” Matt Stanton, Kogent Corporation.

“I teach part time at Northeastern University and would happily introduce SAP to faculty so they can consider joining University Alliances!” Dave Boulanger, Principles Group.
Thank You!

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