



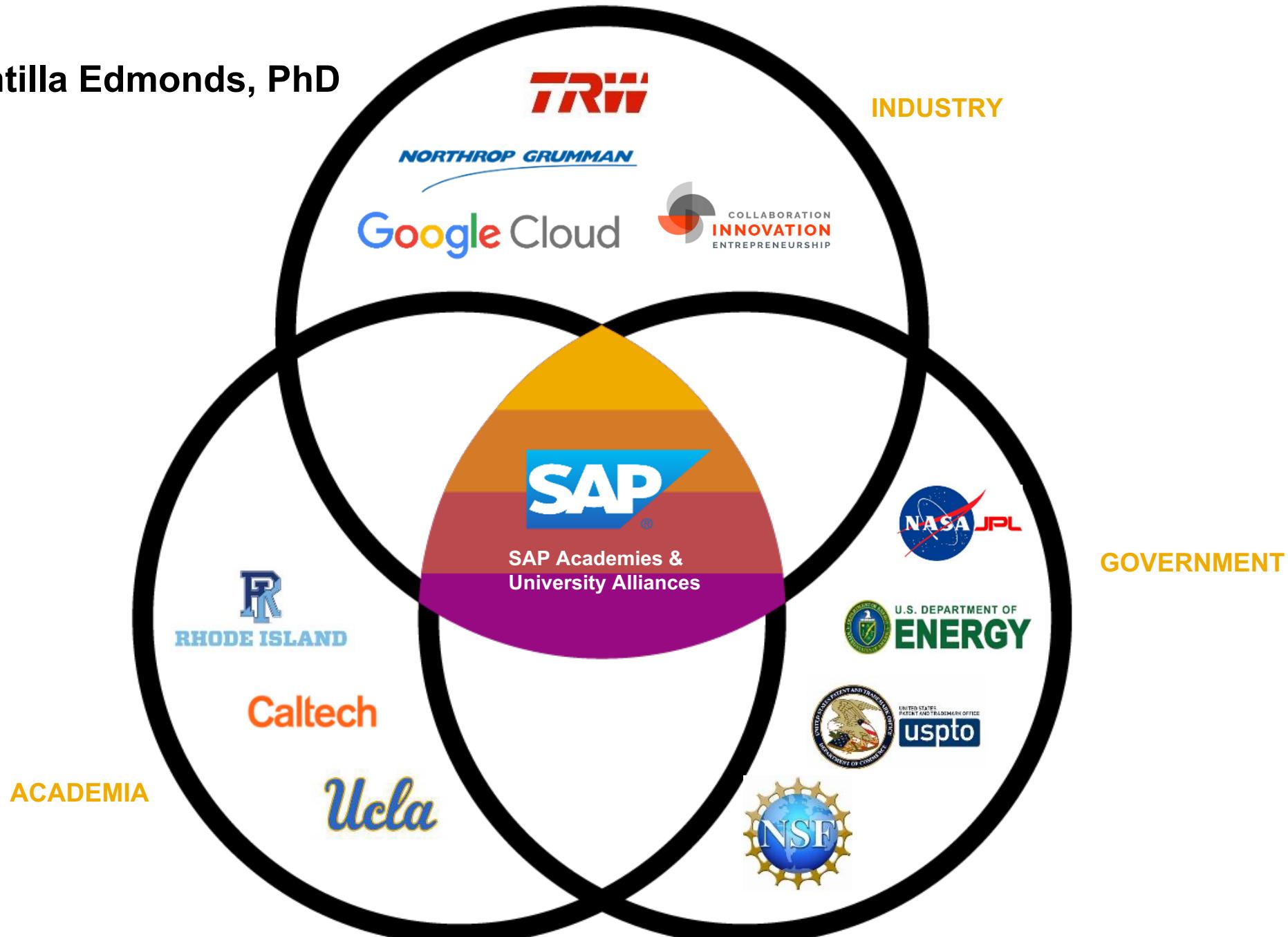
# University Alliances: Opportunities for Academia

## New Frontiers in Enterprise Systems Research and Practice Academic Community Conference 2021

Karina Edmonds, PhD  
SVP, Global Head of Academies and University Alliances

Katharina Schaefer, PhD  
VP, Head of University Alliances

# Karina Montilla Edmonds, PhD



# SAP Academies & University Alliances

## Our Vision

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SAP is recognized as the leader in end-to-end enterprise solutions with the best sales and engineering talent in the world



*Building brand recognition within the Academic community and training early talent*

# Our Strategic Priorities

## INSPIRE

Inspire young people about digital technologies



- **Inspire young people** at secondary and vocational schools and curious IT beginners to learn about computer and data science, as well as economy
- Provide **Learning Assets and Platforms** like Snap! or MicroBlocks
- Inspire with **workshops and events**, e.g. live, visual programming of microcontrollers
- Through our Academies, celebrate SAP's **engineering culture** and develop the best **sales associates**

## EDUCATE

Create awareness, great **experience**, and **enthusiasm** about SAP technologies



- Introduce students and faculty to SAP solutions by **providing networking and educational activities** to build digital skills
- Provide faculties access to **Teaching and Learning Environments for SAP solutions** e.g., SAP S/4HANA, SAP cloud solutions
- **Foster close partnership with academic community**, via regional academic boards
- **Enable the academic community** to teach SAP solutions and act as a multiplier

## CO-INNOVATE

**Collaborate** with universities and research organizations to jointly develop new technology



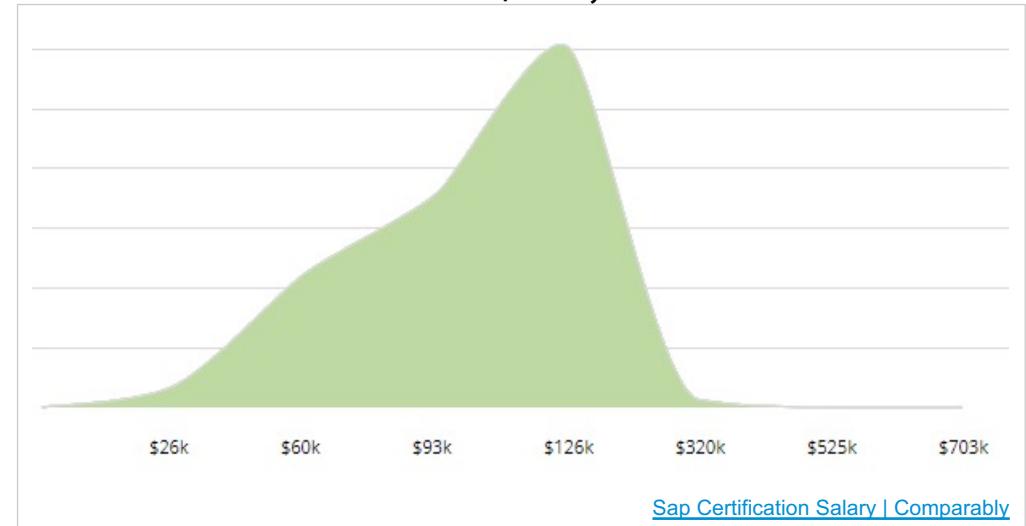
- **Support research engagements** within Public Funded Projects
- Operational management of **strategic research partnerships**, e.g. SAP & Fraunhofer collaboration
- Initiation of "**PhD@SAP Community**" to give PhD students at SAP a collaboration platform and administrative support (in alignment with HR)

# Influence the future

Making SAP Technology more appealing to a broader range of students

- Diverse teams deliver better results
- Job security
- Increasing talent pipeline
- Living wage
- Address pay gap
- Impact Sustainability
- Gender parity

Average SAP Certification in the US  
makes \$136,088



# Business Backs Education

## SAP's Learning for Life initiative

# SAP programs for building digital skills

Today's Workforce

Tomorrow's Workforce

The Underserved



Contact Us

## Tomorrow's Workforce

Equipping tomorrow's workforce to succeed requires ongoing collaboration between governments, educators, civil society, and businesses to build direct lines of communication and prepare the future workforce with both the hard and soft skills needed to capitalize on opportunities and thrive in a digital world.

# Our Vision

## SAP University Alliances

Students all over the world know SAP as the **innovative leader** in end-to-end enterprise solutions.

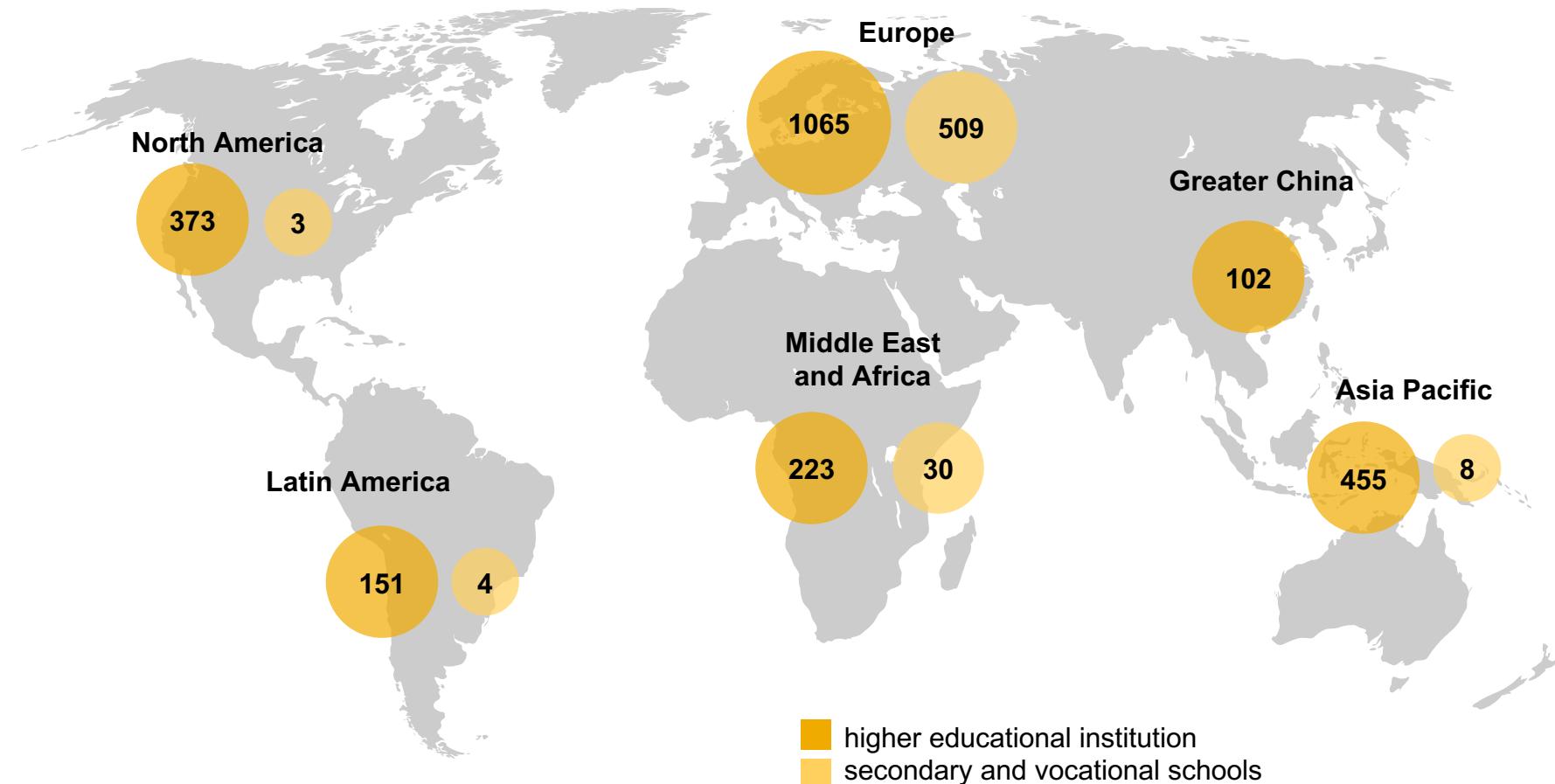
Students are **enthusiastic to use** SAP technology and work within SAP's ecosystem.



**SAP next-gen** ►

# SAP's community of educational institutions

Lecturers around the globe address SAP solutions in teaching the next generation



# SAP University Alliances - Regional Academic Boards

## Our sounding board



**Prof. Nitin Kalé**  
Professor at University of Southern California, Los Angeles, USA



**Michael Bliemel, PhD**  
Dean and Professor of MIS, Faculty of Business and IT, Ontario Tech University, Canada

Chair & Vice-Chair of North America Academic Board

Established in 2014



**Prof. Dr. Karin Gräslund**  
RheinMain University of Applied Sciences, Germany

Co-Chairs of the DACH Academic Board



**Prof. Dr. Dietmar Kilian**  
Professor at Management Center Innsbruck, Austria

Established in 2013



**Dr. Nikita M. Golovin**  
Head of SAP ACC in St.Petersburg Polytechnic University  
Chair of Academic Board CIS

Established in 2021



**Prof. Dr. S. Vijayakumar Bharathi**  
Professor at the Symbiosis Centre for Information Technology, Pune, India  
Board President of APJ+GC Academic Board

Established in 2020



**Dr. Rafael Monterde Díaz**  
Academic Director - Master's Degree in SAP Project Management, Universitat Politècnica de València, Spain  
Academic Board Iberoamerica

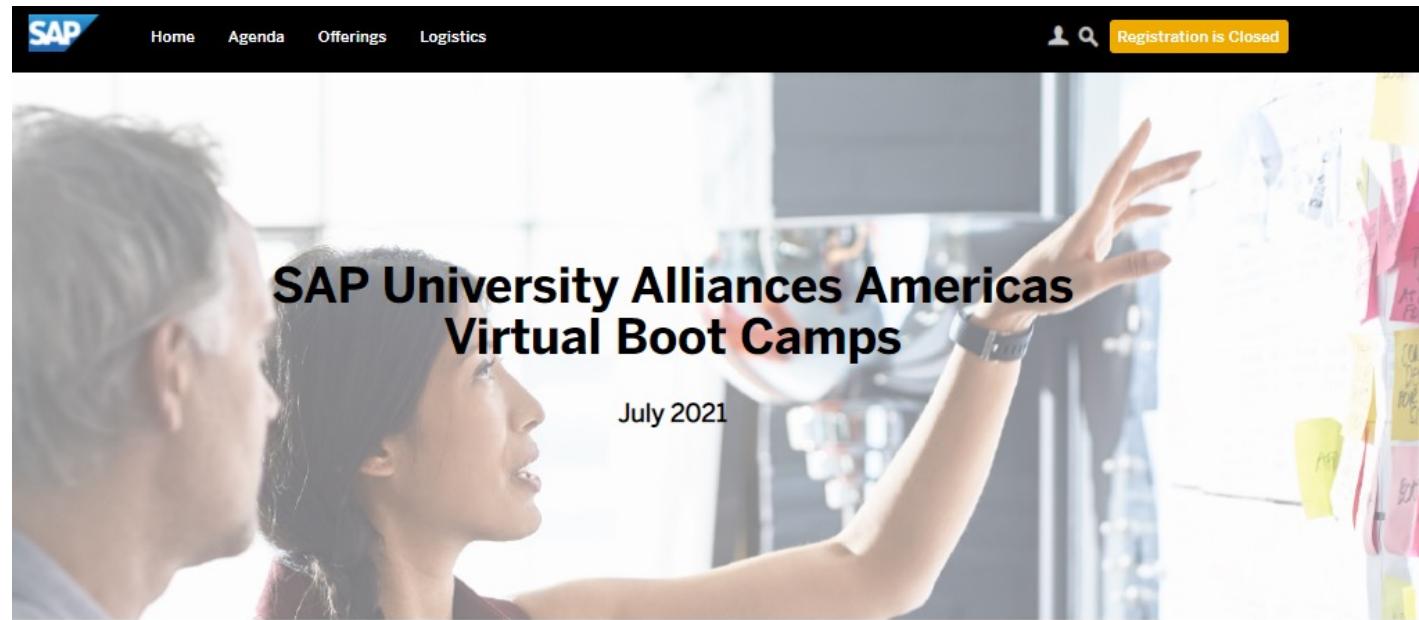
Kick-off  
Dec 14, 2020



**Prof. Lisa Seymour, PhD**  
Associate Professor, University of Cape Town, South Africa  
Chair of the African Board

Established in 2016

# Virtual Boot Camps 2020/2021



**SAP University Alliances Americas Virtual Boot Camps**

July 2021

Join faculty from the Americas to hear innovations in teaching with learning resources from SAP University Alliances, including the latest curriculum on SAP S/4HANA and certification opportunities for students and faculty.

Learn high impact practices for integrating SAP into classroom teaching, incorporate the latest technology developments into curriculum, and gain hands on experience with SAP software and UCC hosted systems & blended learning resources for successful classroom use.

Professors from SAP University Alliances/Next-Gen member institutions are invited to attend the SAP University Alliances Summer Boot Camps in July 2021. The Boot Camps are taught in train-the-trainer format to introduce participants to the latest SAP solutions and methodology-based curriculum as well as best practices for successful classroom use. **Please note that the bootcamps are for faculty only!**

Classes will run daily with a schedule set by your instructor. Instructors will send out instructions regarding the class schedule. The bootcamp will be conducted in a hybrid mode. There will be asynchronous, synchronous, as well as hands-on components throughout the week.

Please register early to secure a seat in the boot camp of your choice. To ensure a positive experience, **registration will close on June 18**.

**Event Information**

Calendar Week (28) Dates	Courses	Description	Prerequisites
(Mon-Fri) July 12-16, 2021	<b>Business Process Configuration with SAP S/4HANA</b>  Instructor: <b>Donna Mayall</b> or Georgia State University	This course is intended for faculty who have used SAP in the classroom. This course introduces participants to configuring key business processes in SAP S/4HANA. Specific topics include the following that will be included in the workshop: <ul style="list-style-type: none"><li>Introduction to configuration</li><li>Concepts and techniques in configuration</li><li>Hands-on practice of business processes in SAP S/4HANA</li><li>Best practices in teaching business process reengineering</li></ul>	
(Mon-Tues) July 12-13, 2021	<b>Introduction to University Alliances &amp; SAP Business Process Integration for New Faculty</b>  Instructor: <b>Tom Wilder</b> of California State University, Office	This course is restricted to faculty who have not participated in the previous introduction course. This introduction course introduces the faculty member to: <ul style="list-style-type: none"><li>SAP and the University Alliances</li><li>The SAP HANA Center (University Competence Centers or UCCs)</li><li>The SAP Learning Center</li><li>How to use SAP in the classroom</li><li>Hands-on practice with the Sales and Distribution module in SAP</li><li>Overview of curriculum and support materials available through the faculty</li><li>The SAP Learning Hub</li><li>How to grade student work</li><li>And much!</li></ul>	
(Mon-Tues) July 13-14, 2021	<b>ABAP on SAP/HANA</b>  Instructor: <b>Rosa Pignataro</b> of University of Massachusetts Lowell	This course is an introduction to the SAP Application Development on SAP/HANA curriculum. Topics covered will be a description of the curriculum, a brief introduction to ABAP development environment and first class ABAP development applications.	
(Wed-Thurs) July 14-15, 2021	<b>SAP Low-Code Development with Mendix</b>  Instructor: <b>Katina Wright</b> of Xavier University	This hands-on course: <ul style="list-style-type: none"><li>Promotion of SAP strategic partner, Mendix, a leader in high performance application development</li><li>Introduction to Mendix development environments: Mendix Studio and Mendix Studio Pro</li><li>Hands-on exercises will enable you to create mobile applications that can execute business logic and interact with responsive REST invocations.</li><li>Curriculum implications will be discussed.</li></ul>	
(Wed-Thurs) July 14-15, 2021	<b>SAP TSD40 Certification Course - What You and Your Students Need to Know</b>  Instructor: <b>Bob Zaymanoff</b> of University of South Carolina	This ten-day program focuses on several key areas concerning the SAP TSD40 certification: <ul style="list-style-type: none"><li>On the first day, we will address faculty questions about the different versions of TSD40 certifications as well as answer questions about how to prepare a successful certification program, including the use of the SAP Learning Hub.</li><li>On the second day, the program's focus will shift from administrative tasks to preparation and running the exam. You are encouraged to bring your own laptop for preparing you and your students to successfully pass the certification exam.</li></ul>	
(Fri) July 16, 2021	<b>Business Process Integration Refresher</b>  Instructor: <b>Tom Wilder</b> of California State University, Office	A little rusty on SAP? Want to know the best way to use SAP S/4HANA? The refresher course will guide you through this and more. A discussion-based course, we will explore successful ways to use SAP S/4HANA in the classroom. Expansion of topics such as grading, assessment, new curriculum will be covered.	
(Fri) July 16, 2021	<b>Introduction to Robotic Process Automation with Oracle</b>  Instructor: <b>Kristine Kaboth</b> & <b>Robert Love</b>	This will be a hands-on workshop which showcases common automation use cases in industry and how to automate them using Oracle Studio and StudioX. A review of the Oracle RPA platform will also cover the free resources available for teaching/educational use of the software.	Windows Machine

## July 2021:

- 11 offerings (DWC, SAC, S/4HANA, ...)
- Faculties from 250 universities attended
- 350+ faculties completed their courses

# NEW: Teaching and Learning Environment for SAP Data Warehouse Cloud

## First cloud-based curriculum for academia

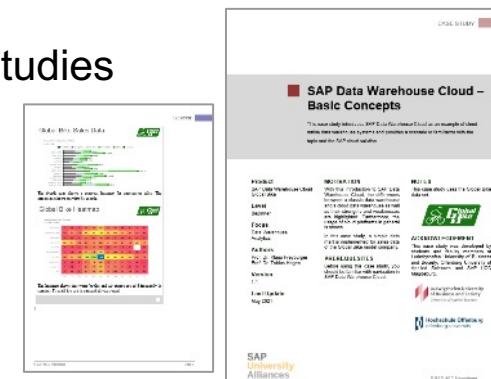
SAP Data Warehouse Cloud (DWC) **combines data management and advanced analytics**. With it you can teach how data can be analyzed and decisions can be made correctly.

### Learning Objectives:

- Creation of data models and data visualization
- Data analysis: Students learn how data is analyzed and how business decisions can be made correctly

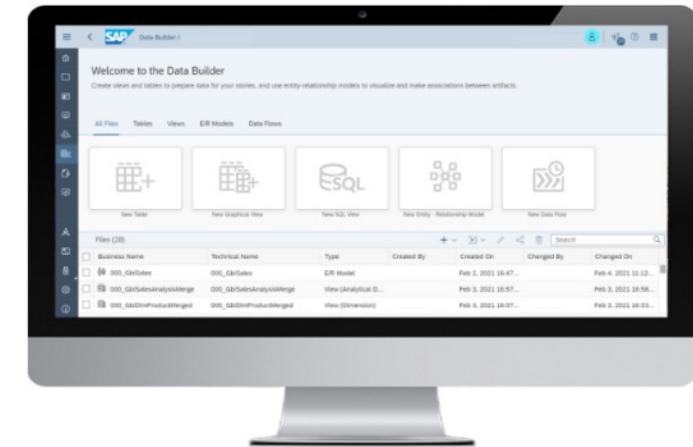
### Teaching materials:

- Slides, exercises, case studies and lecture notes



### System:

- practical curriculum using Global Bike model company

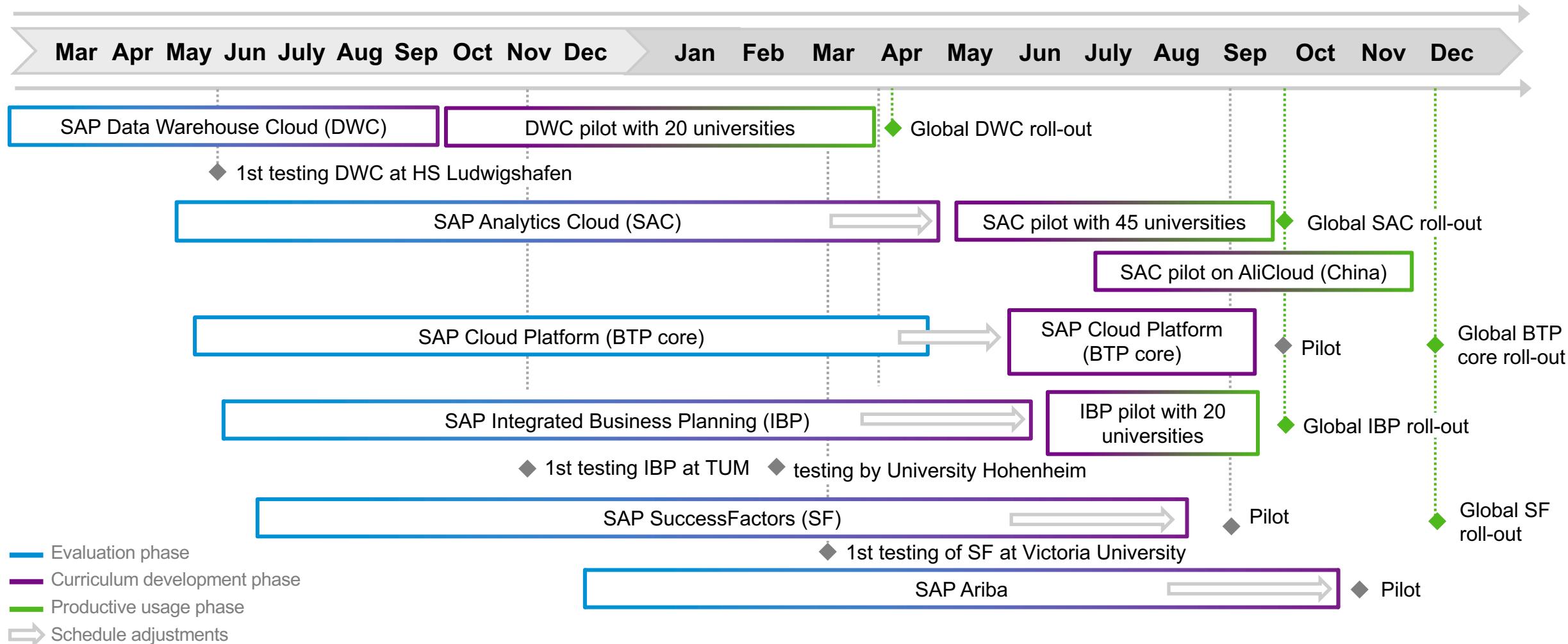


### Explore and Test:

- one-month free-of-charge trial accesses for SAP Data Warehouse incl. basic SAP Analytics Cloud tools for up to 3 faculty members of an educational institution
- If you are interested in a trial account, please contact [dwc@ucc.ovgu.de](mailto:dwc@ucc.ovgu.de) (UCC Magdeburg)

# SAP Cloud Solutions for teaching

## Timeline 2020/2021



# Quick Start Guides

- Start fast on SAP Cloud Solutions for teaching
- In few minutes you learn **WHAT** is the solution about **WHY** it is important **HOW** customers use it
- Discover simple step-by-step Learning Journeys and Additional Learning Resources
- Also for solutions where Trials are available

SAP University Alliances Learning Room

Within the SAP University Alliances Learning Room members get an overview via the curriculum program. Show more

Overview Overview Quick Guides Free SW Purpose S/4HANA Move Events Community UCC/ACC Books



**Quick Start Guides**

Start fast with these Guides on SAP Cloud Solutions for teaching. In few minutes learn **What** is the solution about, **Why** it is important, get inspired by **How** such SAP customers like Porsche, Cirque du Soleil or NHL use it, and discover simple step-by-step **Learning Journeys** and **Additional learning resources**.

Current list of Quick Start Guides include:

1. Business Apps Development with SAP BTP SDK for iOS
2. SAP Business Technology Platform: Introduction
3. SAP Analytics Cloud
4. SAP Integrated Business Planning
5. SAP Conversational AI for Chatbots
6. SAP Intelligent RPA (Robotic Process Automation)
7. SAP Experience Management: Qualtrics
8. SAP Data Warehouse Cloud
9. SAP SuccessFactors
10. SAP Data Intelligence
11. SAP S/4HANA Cloud

Please share with us your experience with the Guides. We do hope it will be useful for quick start to the SAP Cloud Solutions.

# SAP Learning Hub Edition for SAP Next-Gen

May 2021

- Eligible and designed for students & lecturers at member institutions within the SAP University Alliances community. Includes free access to:
  - 18 different SAP Learning Journeys for key SAP solutions for students
  - Related learning content and SAP Learning Rooms required for selected certifications
  - A student-specific SAP Learning Room for community collaboration
- Additionally, eligible students have access to certification opportunities, including a SAP Global Certification online exam attempt for students at an attractive price



**Prepare for a professional career in the SAP ecosystem. For free.**

Learn like SAP professionals do – but at no cost – with SAP® Learning Hub, edition for SAP Next-Gen. Gain valuable SAP software skills and stand out in the competitive job market with digital learning resources designed for SAP professionals.

**Why learn SAP software skills?**

**400K+** customers in over 180 countries use SAP

**22K+** partners offer SAP-related careers paths

**200M+** subscribers use SAP cloud solutions

**77%** of the world's transaction revenue touches an SAP system

# Global Knowledge Sharing & On-boarding Sessions

- Regular sessions for our Academic Community aligned with major SAP Events (open for faculties and students)
- Insights from SAP global announcements, SAP Developer community, etc.
- Updates on teaching assets within the SAP Learning Hub, Academic Edition and Edition for SAP Next-Gen
- Introduction to the SAP University Alliances community for professors who recently joined University Alliances

## Details:

- First Sessions on [Feb 22](#) (Katharina Schäfer and Igor Belousov) and [Jun 24](#) (Michael Nuernberg, David Chaviano, Igor Belousov)
- 160+ participants
- Next Session – after SAP TechEd (Fall 2021): stay tuned!



# WOMEN IN DATA SCIENCE

DATA SCIENCE FROM THEORY TO IMPLEMENTATION



## WOMEN IN DATA SCIENCE

EUROPE @ SAP

October 6 | 3:00 - 5:00PM CET

Register here

Opening by Karina Edmonds, Head of SAP Academies & University Alliances

Prof. Dr. Jana Rehse, University of Mannheim: Data Science Theory Deep Dive

Panel Discussion: Bias & Fairness in Data Science

- Dr. Ines Marusic, McKinsey & Company | Quantum Black
- Dr. Anne Lauscher, Bocconi University Milan
- Polina Mosolova, SAP Analytics – Infused Intelligence
- Moderator: Hannah Sperling, SAP Business Process Intelligence

Erica Ivarsson, SAP Signavio: Machine Learning in Process Mining

Vera Solomatina, SAP Human Resources: How to get into the Game – Recruiting Insights

Sonali Jha, SAP Analytics: Data Science Theory Deep Dive

Diana Nanova, Google Cloud Customer Engineer: Data & AI, Digital Natives

Networking Call – meet the industry's experts!

# Join SAP Next-Gen at the 35th WORLD EXPO DUBAI

## Bringing the World Together



1 October 2021 – 31 March 2022

### SAP House at EXPO

- 900 sqm dedicated to showcasing SAP's emerging technologies and innovations
- Focus Topics include Youth, Sustainability & Resilience
- SAP House includes: Events, Co-working, and SAP Innovation Showcase Spaces



### SAP Next-Gen and Partners

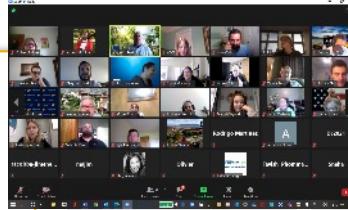
- Co-Creation of youth initiatives with our academic and innovation partners
- Topics to be highlighted:
  - **Future of Education and Work, Diversity & Inclusion, and Sustainability**

#### Planned activities:

- **Student & Faculty Innovation Tours, Student Innovation Challenges,**
- Thought Leadership Seminars & other Global Partnership Events

# ERPsim Competitions Around the World

**June 2021: NA Competition**  
50 students from 11 Universities from multiple states and Canada



**May 2021: Iberoamerica Competition**  
40 students (10 teams) from 7 countries



**March 2021: EMEA North Competition**  
75 students from 15 universities across 6 countries



**October 2021: EMEA South Competition**



**April 2020: China Competition**  
275 students from 34 Universities  
**Oct 2021: China Competition**



**Feb 2021: APJ Competition**  
105 students from 23 Universities from 8 countries  
**Sep 2021: APJ Competition 2021**

# SAP Next-Gen Projects



SAP Next-Gen projects **align academic education and practical experiences** to enhance the digital mindset.



Students work on **real business challenges** in cooperation with companies out of **SAP's ecosystem**.



By using innovative methods and SAP solutions, students create **high level prototypes**.



# SAP University Challenge 2021

## Industry Cloud for Revenue Growth Management

We invite your students to **join Mars and SAP for the university challenge in October 2021** and work together as a team to tackle a real-world challenge!

This challenge is a great opportunity for students who aim to put their analytical minds to the test **and learn about product management and cloud-native technologies.**

Find here all relevant information & registration form:

<https://events.sap.com/noam/university-challenge-na/en/home>

The **deadline** to register for the event is  
**October 8<sup>th</sup> 11:59 PM PST**



For more information:  
[sapuniversitychallenge@sap.com](mailto:sapuniversitychallenge@sap.com)

**MARS**  
Tomorrow starts today

THE BEST RUN **SAP**

# Roadmap 2021

## Focus

- » on academic community
- » on formats with greatest impact

## Scale

- » global rollout of best practices
- » virtualization

## Move

- » teaching to SAP S/4HANA
- » to upcoming SAP cloud solutions for teaching

**Together with our academic partners**



# MOVE to S/4 Experiences by lecturers teaching SAP S/4HANA



Takeaways from **Dirk-Jan Schenk**, Senior Lecturer at the University of Amsterdam, the Netherlands, on the power of SAP S/4HANA.  
*'We are preparing students for the business.'*



Teaching SAP S/4HANA since 2018, **S. Vijayakumar Bharathi**, Professor at the Symbiosis Centre for Information Technology in India highlights the new experience and functionalities as a "breakthrough for teachers" supporting the new ways of teaching and learning.  
*'It's an enriching learning experience for teachers and which is translational to my students in making their career.'*



**Rafael Monterde-Díaz**, Associate Professor at the Valencia University of Technology, Spain shares his experience of getting great support by UCC to move to SAP S/4HANA.

*'SAP S/4HANA is the best technology we have to teach students about digital transformation of companies.'*



**Prof. Dr. Karl Liebstückel**, University of Applied Sciences Würzburg-Schweinfurt in Germany recounts his good experience, added modules compared to SAP ERP and praises the great support by the UCCs with moving to SAP S/4HANA and encourages to get ready for the market.

*'Don't be afraid to switch from SAP ERP to SAP S/4HANA. The SAP market demands well trained SAP S/4HANA experts'*

>> More experiences by lecturers will be published ongoing.



Visit our **SAPNextGen** channel on YouTube:  
[https://www.youtube.com/playlist?list=PLZZumF9ACFnetSQh\\_QKFZdIWXcfGlmQL](https://www.youtube.com/playlist?list=PLZZumF9ACFnetSQh_QKFZdIWXcfGlmQL)

# Business Networks & Sustainability

## Drive Growth

“**It's time to build sustainability into the fabric of how we do business.** It's time to make sustainability a standard dimension of corporate management just like productivity or growth. [...]

The SAP community truly has the power **to protect our planet** and create a future our children want to be part of.”

**Christian Klein**  
SAP CEO



Thank you!





# sap.com/university-alliances

**Katharina Schaefer, Ph.D.**

Email: [katharina.schaefer@sap.com](mailto:katharina.schaefer@sap.com)

Twitter: [@aerokathi](https://twitter.com/aerokathi)

LinkedIn: [Katharina Schaefer](#)

**Karina Montilla Edmonds, Ph.D.**

Email: [karina.edmonds@sap.com](mailto:karina.edmonds@sap.com)

Twitter: [@dr\\_Karinae](https://twitter.com/dr_Karinae)

LinkedIn: [Karina Montilla Edmonds](#)