

Member Success Story

SAP University Alliances

University of Texas
at Dallas

At A Glance

University:

University of Texas at Dallas

www.Jindal.utdallas.edu

College housing SAP: JSOM
School of Management

Member since: 1999

Challenges/Opportunities:

- Our specialization providing SAP ERP, BW, BOBJ, SCM, CRM, Business by Design and Business One courses are providing us with significant opportunities in recruiting the best student talent
- Our class sections are nearing 100 students creating an opportunity for our faculty to develop new approaches for students to work in teams
- We are reaching the limits of our current hosting model on days when assignments are due

Program Objectives:

- Provide SAP related courses at both the Undergraduate and Graduate levels
- Provide Certification in Terp10
- Provide SAP UA Student Recognition Award at the Graduate level
- Access to SAP course curriculum sources

Our program leadership at University of Texas at Dallas was encouraged to recruit faculty talent with significant experience in the SAP community.

SAP Faculty Team

- Lou Thompson joined the faculty in 2001 after working on SAP initiatives at Fujitsu Network Switching. Lou began teaching the first SAP ERP course in 2002. Lou currently teaches SAP Intro ERP, SAP Advance ERP, and TERP10 Certification. Lou previously developed and taught SAP BW.
Lou has over 25 years of experience in Software Development, Software Tools, Software testing, and Project Management prior to joining UTD in 2001.
- Hans-Joachim Adler joined the faculty in 2003. Joachim is currently working with SAP in the area of Business Transformation Management.
- Gene Deluke joined the faculty in 2005. Gene has over 30 years of industry experience in operations and supply chain management and is a former SAP senior educational consultant. He currently teaches courses in APO and SCM.
- Mary Beth Goodrich began teaching SAP to a corporate client in 2005, the same year she won On-line Instructor of the Year at the UTD School of Management. Mary Beth currently teaches a course for SAP FI.
- Judd Bradbury joined the faculty in 2010 after working on SAP implementations for 17 years. Judd currently teaches courses in SAP ERP, CRM, SAP BW, and SAP BOBJ.

Program Impact

- Daily inquires from local companies and UTD alumni requesting information on Terp10 and Student Recognition Award
- Over 100 students sign up every semester for Enterprise Resource Planning and Business Data Warehousing
- The demand for the Terp10 is greater than what we can supply even with 50 students
- Pass rate for last Terp10 offering was 85%
- Weekly inquires from both Consulting and Non Consulting companies requesting resumes of our students
- Provided student tours of local companies that use SAP
- Fully participated in all SAP University Alliances
- Workshops and Academic Conferences
- 16 companies provided fulltime employment for our spring 2012 Undergraduate students that graduated
- Companies provided fulltime employment for our spring 2012 Graduate students that graduated
- 41 companies consistently provided internships to our graduate student
- One UTD student received a SAP University Alliances Scholarship in Fall 2011



Our success as a program begins with a Dean that is active in the MIS community. This fundamental understanding of the IT Industry helps our faculty bring new SAP initiatives to fruition in a very short period of time.

Our academic perspective is alloyed with experienced voices from industry creating an MIS program that focuses on tracks of expertise in the demand driven areas of enterprise systems, business intelligence, information security, and management consulting. Our enterprise systems track utilizes SAP systems exclusively based on their dominance in the Fortune 1000 space. Our business intelligence track also leverages SAP products incorporating SAP BW, SAP BOBJ, Data Mining Workbench, and a new course under development for HANA.

Scott Albright, Vice President IT for Commercial and Latin American Beverages at Dr Pepper Snapple described our MIS program in the following way, "The University of Texas at Dallas SAP Program prepares students so that they understand the fundamental business processes underpinning each SAP Module, the key integration points of an Enterprise Resource Planning system, as well as how specific transactions are performed in detail. This provides each student with a strong foundation and a head start when entering the workforce."

At the undergraduate level, the MIS/ITM faculty improved the Introduction to MIS course used by all students in all majors at the Jindal School of Management. An SAP based textbook on business processes is used with an SAP simulator. This single decision has provided a great deal of exposure for the SAP ECC system across the 3,000 undergraduate students in the Jindal School of Management. A majority of these undergraduate MIS students pursue at least one additional advanced SAP course offering.

Similarly almost 95 percent of our graduate ITM students enroll in the Enterprise Resource Planning course using SAP ECC. This critical mass of demand provides an important ramp into other advanced SAP courses in FI-Accounting, Supply

Chain Management, Advanced Planning & Optimization, Customer Relationship Management, SD-Advanced ERP Systems, Business Warehouse/Business Objects. A majority of our graduate students take at least three SAP based courses receiving a certificate in SAP systems.



Our faculty and students have been deeply active in the SAP User Group community for a long period of time. On campus an SUG chapter meeting is held once a month with a full slate of active officers. Our faculty is also a long-standing partner with the DFW ASUG organization, frequently hosting the 200+ member meeting once a year. Two years ago we began supporting the local ASUG board with a contingent of students that volunteer in various roles at chapter meetings.

"UT Dallas SAP Program gave students not only class room but also hands on experience which gave them the skill to immediately add value to our organization. The program has been invaluable to ATCG Solutions not only as resource for SAP talent but also as a partner that help our business grow in new ways."

Maria Wei,
Partner of ATCG Solutions Corp

We view our SAP based curriculum as a fundamental way to assimilate our MIS students in one of the most important global business cultures. Our success is determined by the ability of our students to know that a customer is a business partner and the T-code is a path to prosperity. We take this education seriously as we know that our student's ability to master this culture is their ability to thrive in the global business community.

SAP Focused Courses:

Graduate SAP Related Courses

- Business Data Warehousing
- Enterprise Resource Planning
- Advanced ERP: Sales and Distribution and Configurations
- Accounting Systems Integration and Configuration
- Supply Chain Software
- Enterprise Systems and CRM
- SAP ABAP Programming

Undergraduate SAP Related Course

- Accounting Configuration and Control
- ERP for Small and Medium Enterprises
- Enterprise Data Warehouses
- Enterprise Resource Planning
- Integrated SCM Information Systems

Why SAP?

- SAP is the leading Enterprise Management System in the world.
- Provide a competitive edge in SAP training at UTD and employment opportunities for our students
- SAP University Alliances curricular materials enable our instructors to bring business process concepts to life for students and keep us consistent with other SAP UA Universities
- Students are able to develop first hand insights into ERP systems and the major business processes that they support.

The SAP University Alliances Program donates licenses to over 1,000 institutions of higher education around the world and fully outfits their professors to provide students in-depth, hands-on experience with SAP software and solutions. 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.

Would you like to learn more? Explore the University Alliances Community at www.uac.sap.com. You can learn more about SAP University Alliances and start participating today!

Is your campus ready to join the program? Connect with the SAP University Alliances team in North America at: UAP.NA@sap.com.

