



SAP North American Academic Community Newsletter

May 2025 Newsletter

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From The Chair, Fawzi Noman

Hello everyone! As we wrap up another productive and rewarding spring semester, I know many of you are knee-deep in grading and final exams. Hang in there—the finish line is in sight, and summer is just around the corner! We've got a lot to look forward to in the coming months, and I wanted to take a moment to share some exciting updates and opportunities.

First, the ERPSim International Competition 2025 finals will be online on June 5. Teams who have already triumphed in regional competitions will come together for this high-energy global event. It's always a highlight of the year, and we're excited to see what this year's finalists will achieve.

Also coming up in June is the Month of Learning, a series of weekly workshops that spotlight different disciplines and topics. More information and a full schedule are coming soon, but I encourage everyone to participate and help make this initiative a success.

We're also thrilled about the upcoming SAP Academic Community Conference – North America, which will be held at SAP America, Inc. in Newtown Square, PA. This year's conference promises to be an engaging and collaborative event, with opportunities to present research papers and TRED Talks, join hands-on workshops, attend dynamic sessions, and reconnect with colleagues from across the network. Be sure to check the newsletter for information about registration, submission deadlines, and travel logistics.

Behind the scenes, the SAP North America Academic Community (SAPNAAC) Board has been actively working on initiatives to better support faculty and students. Our board includes representatives from academia, SAP University Alliances, industry partners, and the University Competency Centers, and we've had several meaningful discussions this year about the challenges and opportunities we all share. At a recent global meeting in Germany with academic board members from around the world, we collaborated to brainstorm solutions to common issues and brought back updates about new educational tools, including additional games in the Business Builders series and the launch of SAP Learning Hub – Student Edition. We'll be sharing more about how to access and use these resources in the coming months.

As part of our planning for the coming year, Faculty Coordinators should keep an eye on their inboxes—an email will soon be sent out requesting nominations for the SAPNAAC Board. That email will also include a brief survey, which takes just a few minutes to complete. Your input will help guide our initiatives, and the results will be shared at the Academic Conference as we chart the course forward together.

On a more personal note, I want to thank each of you for your hard work and dedication to our students. You make a huge difference, and it's inspiring to see. As we head into summer, I hope you find time to relax and enjoy the season. And remember, if you see any of the SAPNAAC

Board members at the conference, feel free to say hi—we will be the ones running around frantically attending to last-minute details.

Don't miss this incredible opportunity to connect, learn, and contribute to our community. Register for the conference, submit your research papers, and consider joining one of our committees. Your involvement makes a difference!

My deepest and most sincere thanks for all you do, and see you in Newtown Square!

Fawzi Noman

Chair, SAP North America Academic Community

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Sam Houston State University

SAP Academic Community Conference: North America 2025

A Save the Date for this year's conference was recently sent out, but as a reminder, the conference will be held in Newtown Square, PA, on July 15-17. We're excited to announce that registration is now live! [Please register HERE](#) to sign up today.

The conference will focus primarily on growing this amazing program, both to new members but also within your own university. Sessions will be very interactive, with plenty of time to work together, brainstorm new ideas, and share successes. We're excited to bring this community together once again in person at our Americas headquarters! If you have any questions or concerns, please contact evan.sevits@sap.com

Call for Papers: The conference planning committee invites submissions for the research track including: full research papers, research-in-progress abstracts, and TRED Talks (Teaching, Research, Education & Diversity). Accepted paper presentations, which are part of the SAP University Alliances Conference, offer a venue for educators and researchers to share, showcase, and discuss their research and current work. Selected contributions will be included in the post-conference book. Please log into EasyChair.org and submit your paper for the Research Track of the Academic Community Conference 2025 (ACC 2025).

Meet Sandy Mollberg, UW - Milwaukee UCC

Sandy Mollberg's journey from social work to IT is a testament to her adaptability and dedication. Transitioning from helping others and social services to becoming an essential part of the team running the SAP UCC in Milwaukee, Sandy's path was anything but straightforward.

After 20 years of contract processes, program implementation, management and direct services in juvenile justice and child welfare, Sandy made a career change to IT and enrolled in the UW-Milwaukee MS in ITM program. This introduced Sandy to SAP and ERP coursework. After completing her MS ITM degree, Sandy hit the ground running in her new role at the UCC, and the rest is history. Sandy was hired under Dave Haseman, becoming UW-Milwaukee's UCC 4th full-time team member and worked alongside Jerad Lumina and Atis Purins. Sandy now has 12 years' experience at the UWM UCC. She has paved a unique path within the team, ensured program services during staff turnover and assisted with transitioning the UCCs and faculty to S/4 HANA and cloud products.

At the UWM UCC, Sandy is one of the first people you meet and is considered a friend to many in our UA community! She excels in onboarding, advising, and supporting members. Sandy is also deeply involved in curriculum development, SAP system preparation, user authorizations and the fulfillment and troubleshooting of SAP products. Sandy manages many of the help tickets or coordinates ticket management among our students and team members. Sandy's attention to detail ensures the UWM team is proactive and seeks to identify and resolve issues as much as possible before faculty even encounter these issues. Sandy has been a leader within the UWM team and assisted new students and staff. Her role on the SAPNAAC Faculty Coordinator Committee further showcases her dedication to this community.

Faculty Coordinator Connection

Faculty Coordinator In-Person Breakfast: Save the Date

- **When:** July 16, 2025

Join your fellow Faculty Coordinators and the Faculty Coordinator Committee for breakfast during the SAP Academic Community Conference: North America. We'll discuss the results of the Faculty Coordinator survey and use them to spark meaningful discussions.

Faculty Coordinator Spotlight: Dr. Douglas Battleson, PMP

Doug Battleson has 27 years of experience in SAP technologies and methodologies. Before joining East Tennessee State University (ETSU) in 2023, he was a U.S. Army officer serving in Germany during the Cold War and forward deploying to Desert Storm, has 20 years in industry, including 16 years with SAP America Delivery Services, and then recruited into higher education in 2014. Since then, he has been the Faculty Coordinator at multiple universities using the SAP University Competence Center (UCC) services.

One of the key challenges at these universities is working to implement these systems and services into additional departments and curriculums beyond the information systems courses. Doug noted, "Though the SAP UA ecosystem is strong and friendly, I've been fortunate enough to continue working with the University of Wisconsin- Milwaukee (UWM) UCC where I enjoy a trusted and enjoyable relationship. The trust I have in the UWM UCC leadership and staff frees me up to focus on challenges and opportunities to grow these services in my university."

Doug's academic and research interests include the intelligent enterprise, de-escalation of information systems projects, sensemaking, and dynamic capabilities. He has contributed to initiatives such as establishing a M.S. in Information System Enterprise Systems concentration, generating \$5.5 million of top line growth from 2016 to 2018, and a B.S. in Business Administration Intelligent Enterprise degree leveraging the SAP University Alliances program. Such innovative initiatives led to the MSIS Top Professor Award, the Dr. Lars Mathiassen Decade Impact Award nomination, and most recently the Outstanding New Faculty Award nomination in the College of Business & Technology at ETSU.

Founded in 1911, East Tennessee State University (ETSU) serves around 14,000 students in the Appalachian Highlands region with a mission to improve quality of life locally and beyond. The Department of Computing, established in 1977, offers four ABET-accredited programs—computer science, cybersecurity and modern networks, information systems, and information technology—making ETSU the only university with all four accreditations. A member of the SAP University Alliances for 16 years, ETSU integrates SAP tools such as S/4HANA, Signavio, and ERPsim into four courses across multiple programs, engaging four faculty and over 500 students in 2024. These tools support instruction in areas including Business Process Integration, Configuration, and Enterprise Programming (ABAP). Several courses are offered in the M.S. in Information Systems, with new options for Master of Accountancy students beginning Fall 2025.

When asked about the biggest challenge of being a Faculty Coordinator, Doug shared, "Keeping up with the incredible pace of new technologies from SAP University Alliances and ERPsim Lab—like SAP Signavio, SAP Analytics Cloud updates, ERPsim Business Builders, the Manufacturing Sustainability game, and competitions—is a wonderful challenge to manage and implement." He's also focused on expanding faculty engagement across the College of Business & Technology, including accounting, finance, supply chain, and pedagogy, where colleagues increasingly recognize the value of information systems and SAP.

Despite the demands, Doug finds the role deeply rewarding. "My favorite part is living the three Es from my 1998 SAP bootcamp: Educate, Empower, and Exit—let students stand on their own. I strive to bring the best technologies and teaching methods to the classroom, colleagues, and industry partners to help build the next best future," he said.

Faculty Opportunities & Events:

- The University Alliances North America ***Month of Learning Workshops*** will take place virtually from **June 2–27**
 - **ERPSim International Competition 2025** finals will be online on **June 5**. Teams who have already triumphed in regional competitions will come together for this high-energy global event.
 - **SAP Academic Community Conference: North America - July 15-17, 2025**, Newtown Square, PA
The 2025 SAP North America Academic Community Conference will occur from July 15-17 at SAP Americas Headquarters in Newtown Square, PA. This conference is an excellent opportunity for networking, learning, and engaging with peers in the SAP academic community.
 - **Faculty Coordinator In-Person Breakfast, July 16, 2025** Join your fellow Faculty Coordinators and the Faculty Coordinator Committee for breakfast during the SAP Academic Community Conference: North America.
 - **ERPSim User Group Meeting - August 11-13, 2025**
Save the date for our next User Group Meeting, taking place from August 11-13, 2025. This annual event brings together our community to share experiences, offer feedback, and collaborate and learn from each other.
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SAP North American Academic Board Highlights

Academic Board Notes

The SAPNAAC Board has several committees: Communications and Public Relations, Curriculum, Elections, Events, Faculty Coordinators, Partnership, and Research. If you're coming to the conference in July, you'll hear all about what we have been busy working on. Plus, you can meet the people behind the scenes and maybe even join one of these committees. I am happy to report several faculty joining us on these committees this year and they have all rolled up their sleeves and pitched in to help move the entire organization forward. They will be available during an evening poster session at the conference. It's a great way to give back to the community, and you don't have to be a board member to serve on these committees.

SAP University Alliances Community Meeting & Research Day 2025

Seventeen North American faculty joined over 100 educators and SAP colleagues from more than 20 countries for the 2025 SAP University Alliances Community Meeting (UA-COM) and [Research Day](#). Held as a hybrid event, this year's gathering featured impactful keynote sessions, a BarCamp-style exchange of ideas, hands-on workshops, and a full day dedicated to research and innovation.

Key Themes from UA-COM and Research Day 2025

- *Innovative Teaching Formats & Tools* – From [Business Builders games](#) developed by HEC Montréal to the unveiling of the [SAP Learning Hub, student edition](#), educators explored new content and technologies for bringing SAP into the classroom.
- *Expanding the SAP Teaching Community* – Discussions highlighted global collaboration, interdisciplinary approaches, and making SAP more accessible across institutions.
- *Inspiring the Next Generation of SAP Lecturers* – Through mentoring, shared content, and real-world use cases, attendees explored how to engage and develop future faculty.

UA-COM kicked off with a dynamic lineup of keynotes and workshops that encouraged peer-led learning and open dialogue. Faculty exchanged strategies for curriculum development, experiential learning, and embedding SAP into business, technology, and analytics courses.

With strong momentum from this year's events, the SAP University Alliances community continues to lead innovation in SAP-integrated education. Stay connected, explore new tools, and help shape the future of enterprise technology learning.

SAP University Alliances Updates

Introducing Émie Vézina, New Program Manager – Canada

The North America University Alliances team is thrilled to welcome Émie Vézina as our newest team member, based in Montréal, Canada. In her new role, Émie will oversee the University Alliances program in Canada and lead data analytics initiatives for our Global University Alliances Team. Originally from Trois-Rivières, Quebec, Émie brings a strong academic and professional background to the role. She holds a bachelor's degree in Business Technology Management from the University of Sherbrooke and is currently pursuing a master's in Business Intelligence Strategy. Her expertise in information technology is matched by her passion for inclusion and diversity, with research focused on how IT can support neurodivergent individuals—particularly those with ADHD—in hybrid work environments. Prior to joining SAP, Émie worked as a business intelligence consultant for an accounting firm and presented her insights at a BI conference hosted by *Les Affaires*. A dedicated advocate for education and technology, she's excited to bring her experience and energy to the University Alliances community.

June Month of Learning

Save the Date! The University Alliances North America *Month of Learning Workshops* will take place virtually from **June 2–27**—and we’re shaking things up this summer! Each week will spotlight a specific teaching discipline, with all workshops thoughtfully tailored to support courses in **Accounting, Analytics, Supply Chain, and Information Systems**. Whether you're looking to enhance your curriculum or explore new teaching strategies, these sessions are designed with you in mind. **Registration opens soon—stay tuned!**

New Student Zone and Learning Hub Student Edition

We are thrilled to announce that **SAP Learning Hub, student edition**, is now live, and you can be among the first to access this powerful, no-cost resource designed to prepare students for in-demand careers in the SAP ecosystem. With technology reshaping the job market, your role as an educator is more vital than ever in helping students build the skills and certifications they need to succeed. The student edition offers **ready-to-use learning materials, practical learning** tied to the **latest SAP cloud technologies**, expert-led **live sessions**, and **two free SAP certification exam attempts annually**. Additionally, academic lessons that link academic concepts to SAP-developed learning content are available to help you easily integrate this content into your curriculum—whether in class, for homework, or in labs. [Student Zone](#) has been refreshed and the new [Lecturer Zone](#) has launched. Academic lessons are published on the [UA Global Community](#).

Please encourage students to sign up at learning.sap.com/students. Register for your free lecturer access at learning.sap.com/lecturers, and join the conversation by sharing your feedback and experiences. For any questions, contact universityalliances@sap.com. Thank you for leading the way with SAP Learning Hub, student edition!

Certification Updates

As discussed over the last year, the Integrated Business Processes with SAP S/4HANA (TS410) offering through University Alliances is sunsetting on June 30th. Please work directly with your UCC if an already announced course has been scheduled. The [End-to-End Business Processes for the Intelligent Enterprise](#) course is its successor. The course has been completely redesigned to focus on key business processes in SAP S/4HANA Cloud Public Edition and introduces the suite of SAP solutions that come together to support a company. *Hint: The new [certification exam](#) requires completion of the end-to-end process learning journey PLUS the two-hour [Managing Clean Core with SAP S/4HANA Cloud](#) learning journey. Exam questions come from both sources. These learning journeys are showcased on Student Zone.*

TS410 reminders: Once your student completes the Learning Hub, student edition subscription process they can use their free certification attempt(s) for this exam. Students must book the **C_TS410_2022** exam as it aligns with content you are teaching and the SAP S/4HANA version your UCC provides. Students will go to the general [TS410 certification](#) page, choose the link “**previous exam version C_TS410_2022**” and follow the prompts to verify availability of the

exam attempt and schedule. If your students completed the self-paced course available from SAP then the default “2504” exam is appropriate.

ERPsim Lab Announcements

ERPsim User Group Meeting – August 11th-13th, 2025

Save the date for our next User Group Meeting, taking place from August 11-13, 2025. This annual event brings together our community to share experiences, offer feedback, and collaborate and learn from each other.

ERPsim North America Competition 2025 – Results

A big thank you to the 23 participating universities for their enthusiasm and strategy throughout the competition. Congratulations to the top three teams advancing to the ERPsim International Competition on June 5th, 2025:

- San Diego State University.
- Université de Sherbrooke.
- Missouri University of Science and Technology.

Business Builders News

We’re thrilled to announce exciting updates to Business Builders.

<https://businessbuilders.games>

- Self-paced online faculty training: Educators can train online, earn a digital badge and certificate, and quickly become ready for classroom integration
 - Additional sets of questions for all existing scenarios, now contextualized to offer a more engaging experience
 - New community-driven game scenarios will be unveiled this summer
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Stay Connected

Stay informed by connecting with us on LinkedIn and with our bi-annual newsletter, sent in December and May, where we share exciting updates, community stories, and valuable resources.

LinkedIn: <https://www.linkedin.com/company/sapnaac/>

Email: community@sapnaac.org

Website: <https://sapnaac.org>

Academic Board: <https://sapnaac.org/academic-board/>

Committees: <https://sapnaac.org/committees/>

Communications Committee: Mike Lee (Chair), Jerad Lumina, Meagan Luttenton-Knoll, Fawzi Noman, Tom Wilder