

# ERP SAP Simulation

... Where our ERP Students Put Knowledge into Action

## Our ERP Program is Unique...

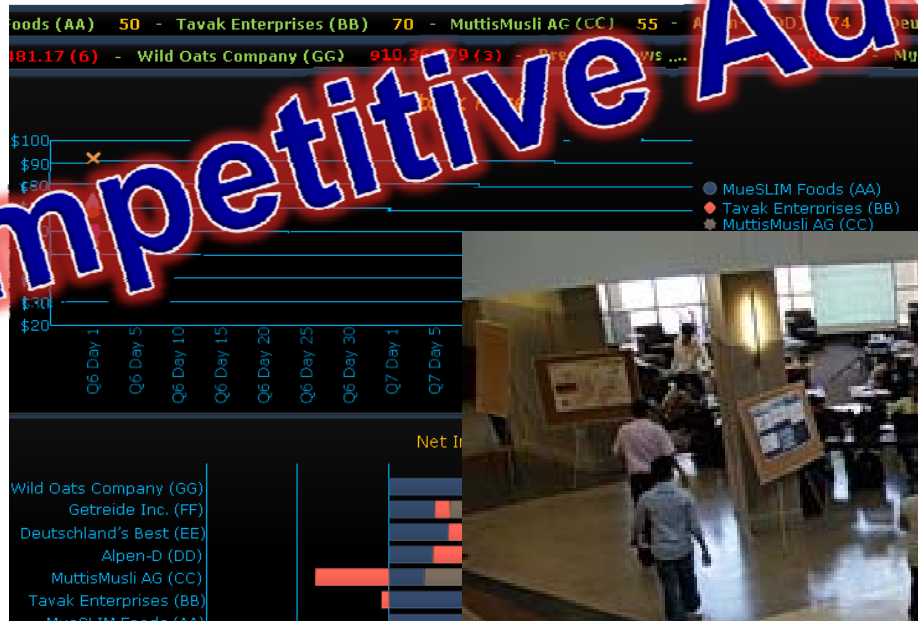
- ...in that it is technology based, combining business and technology in an Enterprise Resource Planning (ERP) environment.
- It is our goal that our ERP students understand how to **leverage the information technology** to **integrate knowledge** from different disciplinary areas to achieve a **competitive advantage** -- instead of just learning technology for the sake of learning technology.

Knowledge Integration  
Information Technology

ERP Agility

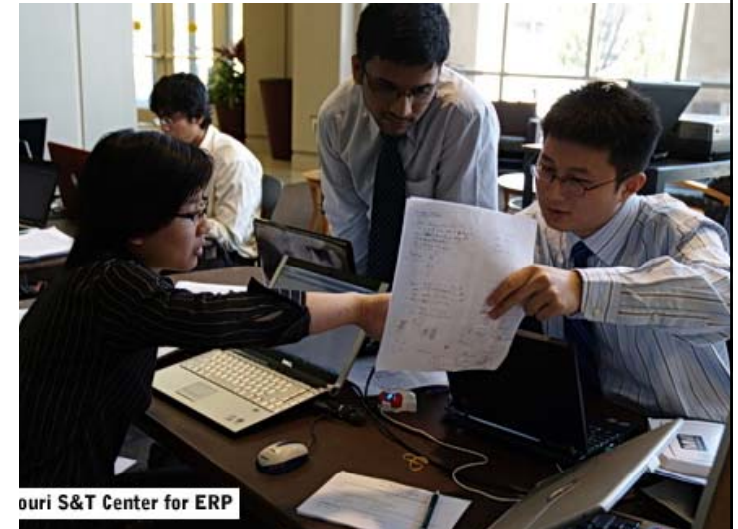
ERP SIMULATION GAME

Competitive Advantages



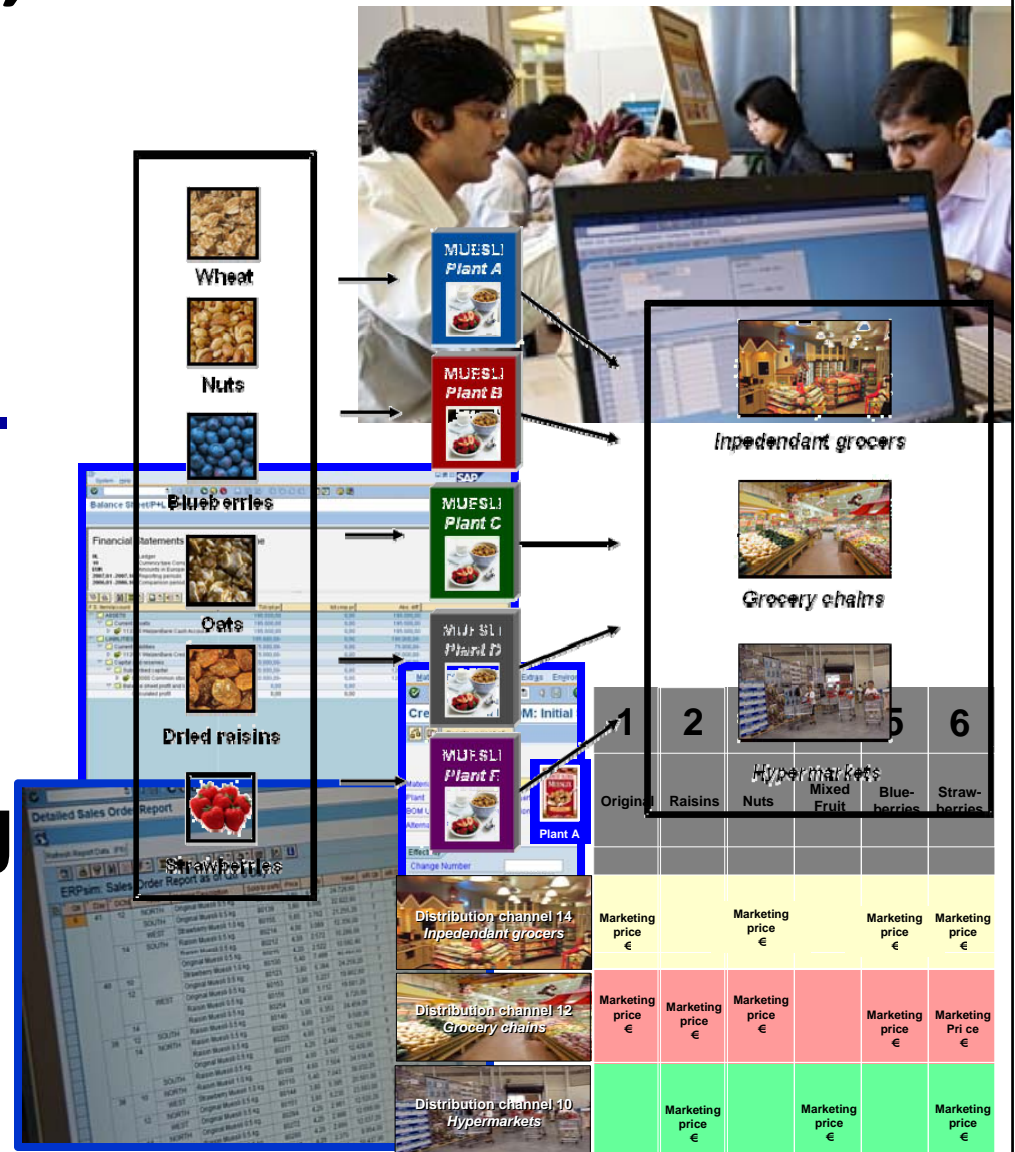
## Our ERP Students Gain Hands-on Experience ...

- ... by setting up and running a simulated company using **SAP**, a leading **ERP** System.



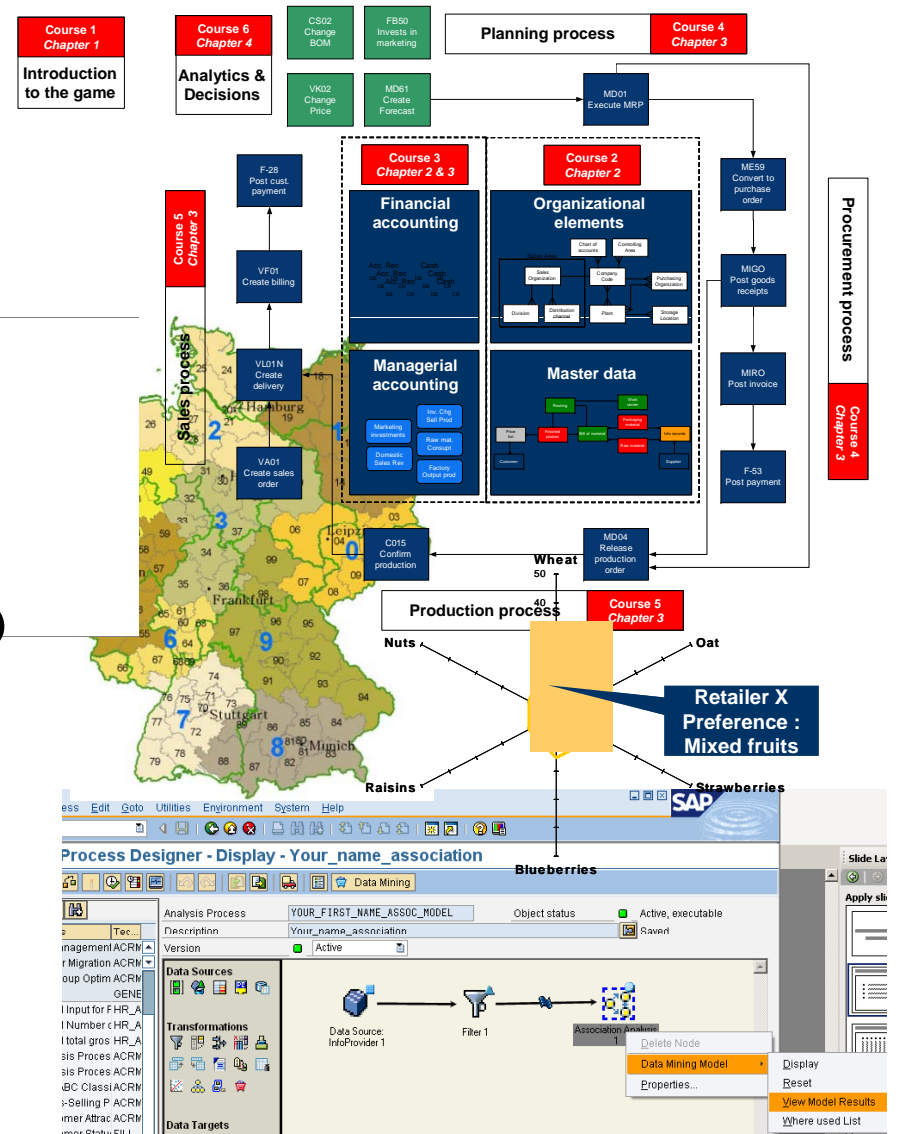
# To be successful, students need...

...to be proficient in **technical ERP** (e.g. SAP) operations in order to manage **end-to-end production** of products, from purchasing raw materials to choosing the distribution channel.



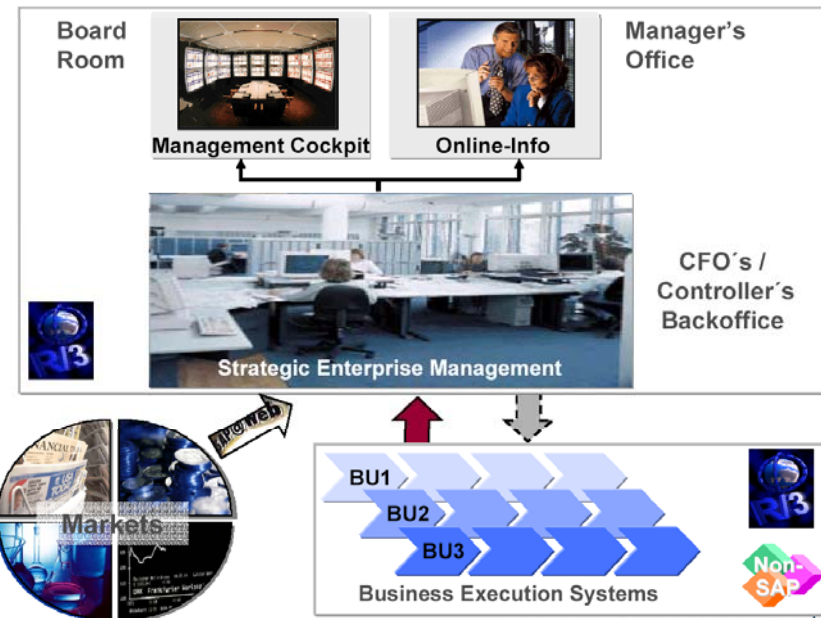
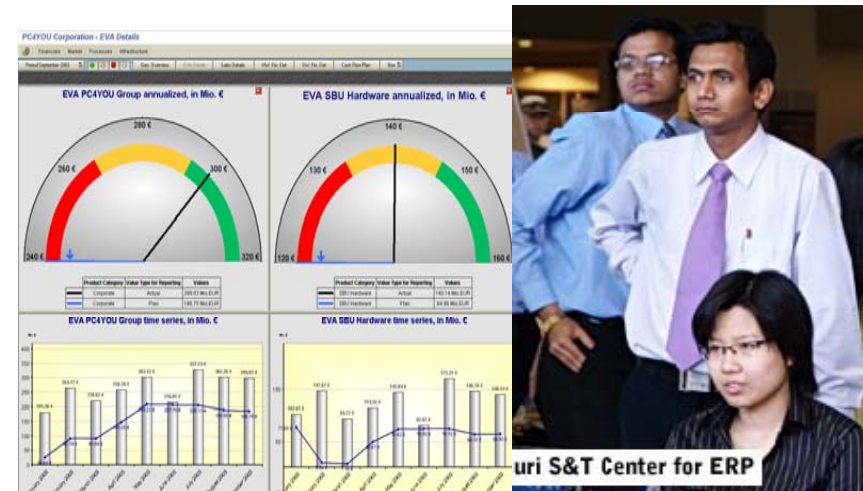
# To be successful, students need...

...to integrate knowledge from accounting, finance, operations, economics, marketing and management in order to evaluate market fluctuations, consumer behavior, and market reactions.



To be successful, students need...

... to master  
management  
skills, team work,  
and human  
behavior in order  
to have a well-  
coordinated high  
performance team



To be successful, students need...

... to  
understand  
**business ethics**  
in order to  
**manage changes**  
**within** and  
**outside** of their  
companies





To be successful, students need...

... to have good **oral** and **written** communication skills to **dissimilate** their performance results

