

# ERP SAP Simulation

... Where our Students Put Knowledge into Action

**Our 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 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. The ERP SAP Simulation Game is used as one of many means to accomplish this goal.

**Our students gain hands-on experience ...**

... by running a simulated company using SAP, a leading enterprise resource planning (ERP) system that is used by many large companies worldwide. 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 integrate knowledge from accounting, finance, operations, economics, marketing and management in order to evaluate market fluctuations, consumer behavior, and market reactions.

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

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

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

**For more information...**

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	3	4	5	6
Original Raisins				
Nuts				
Mixed Fruit				
Blueberries				
Strawberries				
Marketing price €				
Distribution channel 12 Grocery chains				
Distribution channel 10 Hypermarkets				


