



Wirtschaftsinformatik  
Information Systems



Hochschule der Medien Stuttgart  
Studiengang Wirtschaftsinformatik  
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## SAP AG and Stuttgart Media University Piloting SAP for Media in Higher Education

In collaboration with SAP AG, the business administration and computer science degree program of the Stuttgart Media University (HdM) is developing a learning and demo scenario for using the SAP for Media set of solutions in higher education teaching. The joint initiative was announced at SAP TechEd '07 Munich.

The SAP for Media solution portfolio covers the requirements of all areas of the media, such as newspaper and magazine publishers, book publishing companies, printers, and broadcasters.

The first pilot project will investigate new methods for the advertising business of newspaper and magazine publishers, examining their effects on processes in advertising management. The new methods will be incorporated in the curriculum in a pilot study. The collaboration between SAP and Stuttgart Media University will generate modern, practical solutions for use in higher education and training to educate specialists for employment in the media industry. Through an SAP University Competence Center, these solutions will be provided to international institutions of higher education. Initial results will be announced at CeBit 2008.

Major partners from the media industry will contribute to the teaching case study.

“We are very pleased that Stuttgart Media University will increase its use of SAP solutions in its teaching. There is pressing demand for university graduates who have both theoretical and technical knowledge. Knowledge of SAP solutions is a huge benefit because global enterprise such as ours use SAP to a great extent,” says Hans-Dieter Siegfried, head of trade press at Heidelberger Druckmaschinen AG.

Thomas Dinkel, IT manager of Kanradin Publishing Group, adds: “For publishing companies that operate complex enterprise software such as SAP applications, it is especially important that the job market offers highly capable employees with industry experience. We are therefore very pleased with the joint initiative of SAP and Stuttgart Media University.

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Stuttgart Media University is the only educational institute in Europe to cover every media field and regards itself as a full-service university for the media industry. The business administration and computer science degree program is a leading program for research and teaching in the field of industry-specific applications and media business processes.

SAP for Media is hosted at the SAP University Competence Center (SAP UCC) at Magdeburg University. Following the pilot phase, it will be available to the more than 800 institutions around the world in the SAP University Alliances program.

Stuttgart, October 23, 2007



From the left: Heino Schrader (director, SAP University Alliances EMEA), Prof. Holger Nohr (dean, business administration and computer sciences, Stuttgart Media University), Prof. Peter Lehmann (business administration and computer sciences, Stuttgart Media University), Prof. Claus Rautenstrauch (head of SAP University Competence Center (SAP UCC) at Magdeburg University), and André Faustmann (SAP UCC at Magdeburg University).