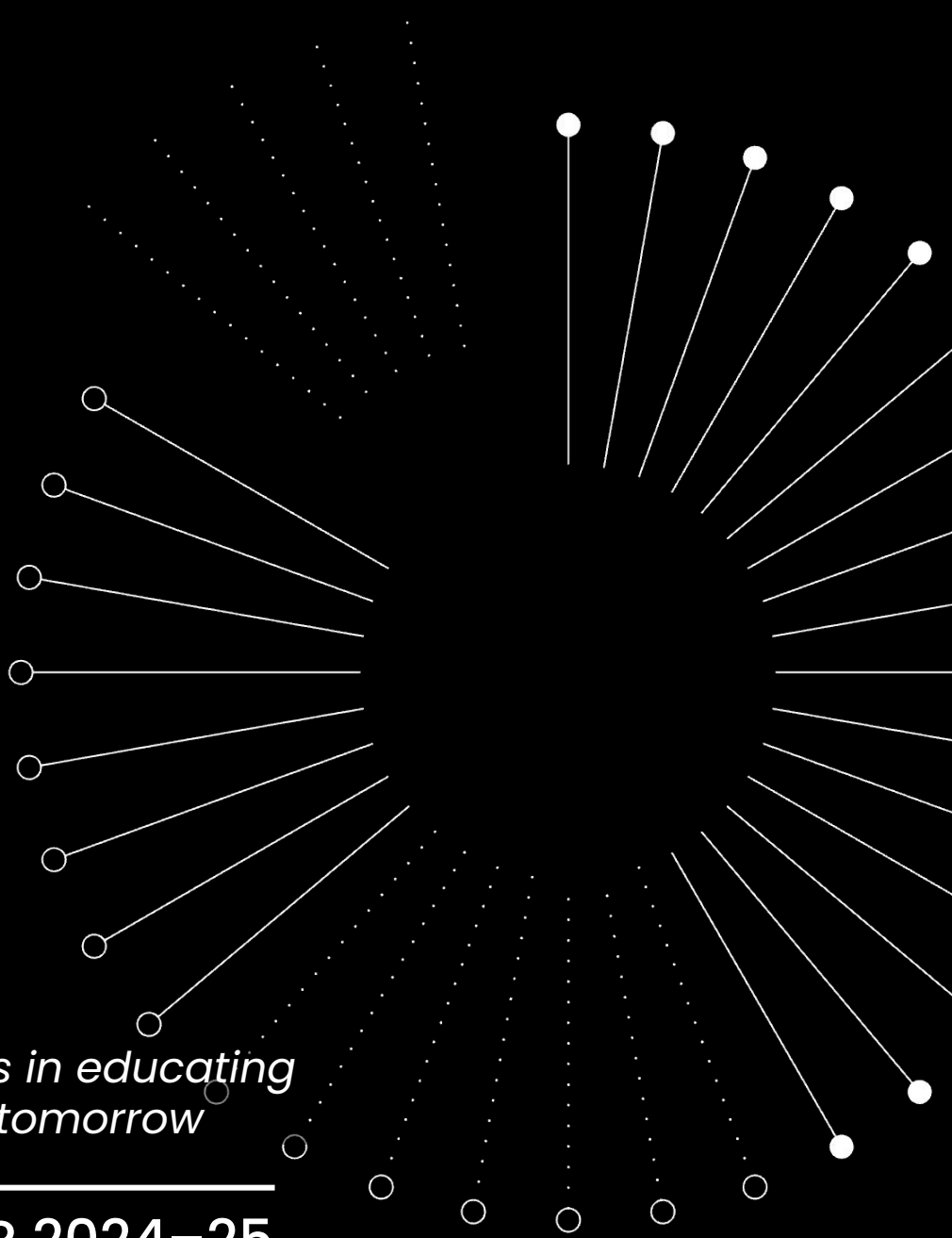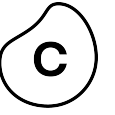# ACADEMIC
CENTERS OF
EXCELLENCE

*The global forerunners in educating
the Process Miners of tomorrow*
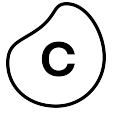
ACADEMIC YEAR 2024–25

c

Chapter Outline

C

Process Mining
Center of Excellence

C

"Celonis Academic Center of Excellence" is a title earned by the top schools in Process Mining education, research and community building. This is the fourth year we are awarding "Academic Center of Excellence" status to education enthusiasts and industry innovators.

Each year, universities have the opportunity to apply or reapply to the program, in tandem with their local Academic Partner Manager at Celonis. Fifteen universities globally were selected for the 2024-2025 academic year.

Since the start of the program we have seen outstanding contributions reach from direct product co-innovation to cross CoE collaborations as well as thought-leadership projects with our customers and partners.

Schools are rated in a point-based scoring system on the following aspects:

- Number of students certified in Process Mining
- Curriculum and education
- Collaboration between industry and academia
- Intangibles, such as community activities, research projects or international conferences

In this guidebook you will find the **highlights from our 2024 – 2025 class**, and learn more about how each selected institution has championed Celonis' Process Mining platform within academia. You will also find more information about rankings, department statistics, subject areas each institution specializes in, and more.

We hope you enjoy the guidebook!

To learn more about the application process, Centers of Excellence in the news, or how to get involved as an industry affiliation, please visit:

https://www.celonis.com/acal-centersofexcellence/

Recap of the Academic Year 2023-2024
Letter from the Academic Alliance

Dear Academic Community,

It's 2024 and Celonis has been in full swing for 13 years. Over the years, Celonis has grown to become larger than any of us could have dreamed, growing from software to large-scale business platform. Celonis was recognized as a leader in the 2024 Gartner® Magic Quadrant™ for Process Mining Platforms for a second consecutive year.

Within our own team, the Academic Alliance has grown exponentially as well. We work with over 1,500 academic partners globally to embed Process Mining within curriculum and research projects. Our students have been trained in the Celonis platform, been part of capstone projects, worked with industry members, and been hired within the Process Mining field. This is only possible with the dedication of educators and researchers to ensure their success.

This past academic year has been an enormous display of alignment amongst academia, research, and industry, from Canada to India to Costa Rica to Germany. And this is all thanks to you, the educator. Thank you for being co-innovators, educators and ecosystem builders

together with us. Thanks to you more than 300 students found their way into the Process Mining job market, we have supported 170+ research projects and trained over 200,000 new students all in the past three years.

This year we have carefully selected **15 Academic Centers of Excellence** to highlight the excellent work being done by educators, researchers, and students who incorporate Process Mining within business analytics, supply chain, accounting, sustainability, engineering, and beyond. Let's read their stories!

-Celonis Academic Alliance

Academic Centers of Excellence

2024 – 2025

UNIVERSITY OF WESTMINSTER

UNIVERSIDAD DE COSTA RICA

Fontys
University of Applied Sciences

NOVA IMS
Information Management School

GEORGIA COLLEGE & STATE UNIVERSITY

CENTRAL MICHIGAN UNIVERSITY

UCD DUBLIN

UNIVERSITÉ Concordia UNIVERSITY

UNIR LA UNIVERSIDAD EN INTERNET

avans
university of applied sciences

Universidad Rey Juan Carlos

SCIT

HS PF

RWTH AACHEN UNIVERSITY

Universität Münster

celonis

ACADEMIC CENTER
OF EXCELLENCE

ACADEMIC YEAR 2024–25

Avans University

Hertogenbosch, Netherlands

avans
university of
applied sciences

Avans University

240
Students learning Process Mining in 2024/25

9
Modules in a year integrating in-depth Process Mining trainings

4
Years in a row appointed as academic CoE

Most courses include teaching materials, assignments, final exams and/or case study projects based on Celonis data sets.

Avans University of Applied Sciences is one of the largest universities of applied sciences in the Netherlands (over 33.000 students at 11 academies in four cities). Avans, with its School for Management, Public Administration and Finance (AMBF) located in Den Bosch and its sister academy in Breda (AMF) has been elected as the **'best big Universities of Applied Sciences'**.

Avans is one of the early partners of Celonis Academic Alliance, consistently teaching Process Mining to students in **multiple study programs** like Finance & Control, Accountancy, and Finance & Control International.

Avans has always had a great contribution to community building for Process Mining. The city of 's-Hertogenbosch (where Avans is located) presents itself as the **leading data city in the Netherlands**, where Avans is a knowledge-partner of the city.

Within the university, the academics of Avans joins a yearly university event where they **share about Process Mining**, as well as presenting to other academics in the Netherlands.

"We co-create our programmes and courses with the professional field and our partners. Through practice-based research and new initiatives, we devise solutions to current issues."

Central Michigan University

Michigan, United States

CENTRAL
MICHIGAN UNIVERSITY

Central Michigan University

1,000+

Students certified in Process Mining since 2021

5+

Industry-driven student projects completed during the fall semester

1

Multi-academic year competition culminating in a Process Mining Day at the university

Championing **industry alignment with academia** through hands-on experiential learning.

Central Michigan University has long been one of the most committed and visionary partners of Celonis. Since 2020, CMU has fully integrated Process Mining into their business school through the **mass certification** of students across multi semester programs.

One such semester program was a pilot that created the in-class Celonis Capstone, the highest level of **project-based learning curriculum** a student can receive under the Celonis Academic Alliance. Under this program, students attend weekly classroom instructions, become Process Mining Fundamentals certified, complete a 16-week project, and **present a full consulting presentation and implementation plan** at the end of the semester to industry professionals.

During the Fall 2023 semester alone CMU had **300+ students** complete the Celonis Business and Technical Rising Stars program. Over the course of the entire academic year, six student groups went from certification to alignment with industry for an additional semester project. This featured **Dow Chemical, PwC, Roboyo, Lubrizol, Infosys,** and **Celonis.**

CMU's Process Mining training spans classes in **business information systems, supply chain, and accounting**. Outside of the classroom, Central Michigan shines regionally and nationally. The professors have continued to expand their reach to other universities that are interested in learning how to incorporate Process Mining, while adding additional research projects to their lineup.

"One of the largest US public universities, with over 20,000 students enrolled and over 200 academic programs available annually"

Concordia University

Montreal, Quebec, Canada

UNIVERSITÉ
Concordia
UNIVERSITY

Concordia University

3

Day Canadian roadshow

250+

Attendees across academia, research, and industry

3

Cities and hosting universities

Championing Process Mining **cohesion amongst academia, research, and industry** with a three-day roadshow.

Concordia University is a public research university in Montreal, Quebec, Canada founded in 1974. It is one of only three universities in Quebec where English is the primary language of instruction.

Since the summer of 2023, the development of a Process Mining "**Canadian roadshow**" was in action to **expand the Celonis platform within academia, research, and industry within the North American market**. Over the course of nearly a year, this roadshow developed into a three day conference expanding over three major Canadian cities: **Toronto, Ottawa, and Montreal**.

This roadshow was the first major mass-scale academic event for Celonis to expand within Canada. Over 20 presentations were delivered across the three days, with **Dr. Wil van der Aalst** delivering keynote addresses on **object-centric Process Mining**. Topics included Process Mining and construction, artificial intelligence, queue mining, government, consulting and sustainability.

Concordia is scheduled to host three major conference in the summer of 2025 within the **civil engineering, robotics, and construction fields**. These will incorporate Process Mining within those fields, with an expected attendance of 400+ academics and industry professionals.

"Concordia University has nearly 50,000 students enrolled in credit and non-credit courses, making it one of the largest universities by enrollment in all of Canada."

Fontys School of Business

Eindhoven, Netherlands

Fontys University of Applied Sciences

Fontys ✕ ©

100+
Students learning Process Mining each year

3
Courses incorporate Celonis into the curriculum

#1
Longest academic alliance partner

Connecting **academia** and **practice** in the field of **Process Mining** to future professionals.

Fontys University of Applied Sciences is the **longest running Academic Alliance partner in Celonis' history**. In April 2017, Fontys and Celonis became academic partners and continued the collaboration ever since..

Fontys started bringing Celonis into the classroom through the **finance department,** consistently bringing Process Mining into classes like internal finance and audit. These students go through **in-depth Celonis trainings** (PMF, Process Mining for Audit, Interpret Analyses + Build Analyses) in their classes. Fontys continued to make the Process Mining curriculum **available to more student groups**, including operations management students.

In recent years, Fontys has successfully contributed to the Process Mining job market and connected students with industry. One of Fontys' student alumnus who now works with **Process Mining at KPMG** has came back to the classes as a guest lecturer.

Additionally, Fontys' academics are strong advocates for the Process Mining community. They have **shared their teaching approaches** during the annual LOOFC (National Curriculum Profile of Finance / Control), **hosted other academics from the Netherlands**, and shared their teaching approaches during Celonis' Train-The-Teacher sessions.

"I want to elaborate the added value of Process Mining and finally have an alignment between business and IT, as this crucial part is not always being noticed by companies."

Georgia College and State University

Georgia, United States

GEORGIA COLLEGE & STATE UNIVERSITY

Georgia College and State University

100+

Students complete the Rising Stars certification annually

4

Courses incorporate Celonis into the curriculum

1

Design thinking practicum with a Celonis customer

Excels in **aligning curriculum with real-life industry** practices.

Georgia College and State University is a public university in Milledgeville, Georgia. The university enrolls roughly 7,000 students annually across undergraduate and graduate students.

GCSU began its partnership with Celonis in 2023, and quickly integrated the platform within curriculum, student projects, and potential research initiatives. This included a summer-long student project that focused on design thinking with Celonis' customer **Southwire**, in which students used real-life data to discover inefficiencies within the order to cash and procurement processes.

Celonis' Process Mining materials have been included in **four courses** at the university, including their International Design Thinking Work Practicum, Enterprise Performance Management Capstone, Enterprise Systems, and Strategic Enterprise Management. These are incorporated at the **undergraduate and graduate levels**.

Currently, Process Mining is being incorporated into two additional **supply chain and logistics** courses, and will allow 100+ students to be certified in Celonis annually.

"Georgia College and State University has been part of the University of Georgia system since the system's founding in 1932."

NOVA Information Management School

Lisbon, Portugal

NOVA IMS
Information Management School

NOVA Information Management School

600+
Students trained in Process Mining overall

300+
Students certified in Process Mining

4
Courses including Process Mining and Celonis

From a thesis project within the BPM field, to an in-depth collaboration between industry and academia resulting in dedicated Process Mining subjects

NOVA IMS is the first Portuguese higher education institution exclusively dedicated to data science.

With more than 30 years of experience, NOVA IMS' mission is to "**train leaders capable of working in a global and competitive context** combining innovative research in information management with a stimulating and creative teaching environment, in order to generate and disseminate knowledge in a global society".

NOVA IMS leads the industry-education relation in Process Mining in Iberia.

Following the success from previous years' courses at BSc and at MSc level, particularly 'Process Mining powered by Nokia', NOVA IMS created **two new courses dedicated to Process Mining in 2024.**

These courses use Celonis as the main Process Mining software, creating projects with data provided by the Academic Alliance team.

A total of 20 NOVA IMS students now **conduct scientific research** in the field of Process Mining all over the world, in areas such as banking, technology and cultural aspects of Process Mining.

"The recognition as a CoE allowed us to bring Celonis to hundreds of students per year, giving them the tools to push the boundaries of knowledge in this area"

RWTH Aachen University

Aachen, Germany

CENTER OF
2024/25
EXCELLENCE

C

RWTHAACHEN
UNIVERSITY

RWTH Aachen University

1,500

Students trained in Process Mining each year

2022

The year Celonis introduced OCPM thanks to Wil!
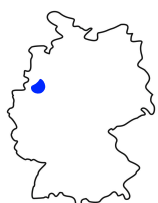
1

Godfather of Process Mining

Celonis is uniquely shaped by innovation coming from academia. One of the most recent academic innovations from RWTH Aachen university is **Object-Centric Process Mining (OCPM)**.

There is no other university with such close academic connections to Celonis as RWTH Aachen University.

Two years ago Celonis opened its Aachen office as a dedicated **research hub** for Celonis to **drive innovation together with RWTH Aachen University**. Driven by its academic spirit, the city of Aachen has turned into a birthplace of innovation and technology talent for Celonis. RWTH Aachen and the PADS group have strongly influenced the product roadmap and R&D-related activities at Celonis. Most prominently including the recent introduction of **Object-Centric Process Mining - an academic innovation at its core.**

The close ties between academia and practice have achieved product improvements ranging from a new way of Process Mining to app development and enhanced algorithms, and even patent applications!

RWTH Aachen University is also an active contributor to Process Mining education. They host several Bachelor and Master classes on Process Mining from introductory courses taken by hundreds of students each year to advanced electives. With that, RWTH Aachen University is one of the most prominent **talent hubs to recruit future Process Miners from.**

"Did you know that you can learn about Process Mining together with Wil in a brand new course on EdX called A Hands-On Introduction to Process Mining?"

Symbiosis Centre for Information Technology

Pune, India

SCIT

॥वसुधैव कुटुम्बकम्॥

Symbiosis Centre for Information Technology

SCIT ✕ ©

1100
Students certified in Process Mining since 2020

3
Professors teaching Process Mining

#31
Ranking University in India

Emphasizing an education in Process Mining via the **Celonis Masterclass**.

In 2020 SCIT began its partnership with the Celonis Academic Alliance as the **first university partner in India**. Over the past four years, 1100 students have learned about Process Mining through the **Celonis Masterclass.**

For the 2024-2025 academic year, SCIT has introduced business Process Mining as a 1 credit core course for the 3rd semester students of the IT Business Management program. This is in addition to the successfully running **SCIT x Celonis x HS Pforzheim International Capstone Project** which is being offered as a **2-credit** core course in the 4th semester of the MBA-DSDA program. To foster **internationalization**, SCIT collaborated with the University of Applied Sciences Pforzheim in Germany. This is the only inter-Celonis CoE university collaboration

between students and faculty members, which is in its third year of collaboration.

In the past year three academic partners from SCIT underwent the Celonis **Train-the-Teacher program** and got certified in the course "From Theory to Execution" by Prof. Wil van der Aalst. After, they dedicated time to develop a full **Process Mining curriculum** within the Computer Science department and received official accreditation by the board of studies.

"We are sure that this collaboration will go a long way in building a symbiotic relationship between the core values of Celonis and our university's vision of promoting international understanding through quality education."

Universidad Internacional de La Rioja

Online, Spain

UNIR

LA UNIVERSIDAD
EN INTERNET

Universidad Internacional de La Rioja

450
Students trained in Process Mining every year

4th
Year in which Celonis courses are embedded in the curriculum

2
Masters' degree programs in which Celonis is taught

UNIR is the **go-to online university** in Spain and Latin America having a vast student reach in both regions.

Over the years UNIR has developed into the go-to-Spanish university for learning about Process Mining and process-oriented data analytics. UNIR hosts two **process-related MA degrees** (MA in BPM and MA in Strategic Processes), and both of these feature in-depth Process Mining content.

UNIR has integrated several of Celonis' online learning offerings into the curriculum of two degree programs. With their "learning-by-doing" approach and the strong online focus of their teaching, **the synergy between UNIR and the online courses offered by the Celonis' Academic Alliance is very clear**.

The Celonis **Process Mining Fundamentals course** is now embedded in both MA online curricula and faculty members provide support to students to enhance their online learning experience. In addition to that, c. 50 students per year take one of the **Rising Stars learning journeys**.

All students in the two MA degrees are required to study elements of Process Mining starting from Week 1 of their studies.

"With its reach in Latin America, UNIR is one of the 100% online universities with the highest student reach worldwide"

Universidad de Costa Rica

San Pedro, Costa Rica

UNIVERSIDAD DE COSTA RICA

Universidad de Costa Rica

300+
Students trained in
Process Mining overall

1st
Latin American university
chosen as Celonis CoE

6
Professors teaching
Process Mining

Emerging university in the field of Process Mining, already a role model in Latin America for **Process Mining education**.

University of Costa Rica is committed to teaching Process Mining to students ranging from undergraduate, postgraduate and professional education. Process Mining and Celonis teaching is **embedded in six subjects.**

UCR is also well respected within the research world. **Publications** on Process Mining made by UCR faculty members (led by prof. Michael Arias) have a **high resonance,** especially within the **healthcare sector**. Students are also encouraged to engage in research activities during class, and to work with **advanced Process Mining** functionalities to present findings from raw data.

UCR is also committed to increasing **Process Mining's local footprint within industry**. After coordinating the Global Internship Program with Academic Alliance targeting interns from **Accenture, MSD Merck, Cargill and HP**, they are now focusing on increasing visibility in national companies such as BAC and Danta Analytics.

The Business Informatics department also focuses on **impact within Costa Rica's HE sector**. They act in their roles of Academic CoE to National Technical University.

"University of Costa Rica is the Top 1 University in Central America, and their strong commitment to community-building within the Process Mining world is remarkable."

Universidad Rey Juan Carlos

Madrid, Spain

Universidad
Rey Juan Carlos

Universidad Rey Juan Carlos

200+
Students trained in Process Mining since 2021

21
Students have completed Bsc., MSc or PhD thesis in Process Mining

4th
Year in which Process Mining is embedded in the curriculum

Universidad Rey Juan Carlos has quietly become a reference in Process Mining teaching within the Service Engineering field in Spain.

Universidad Rey Juan Carlos is a young, dynamic public university located in Madrid, focused on both undergraduate and postgraduate students. This is the first year in which URJC is awarded as a Celonis Academic CoE.

The URJC relationship with Celonis started thanks to Prof. Juan Manuel Vara, who saw the potential of Process Mining as a technology and started embedding it in the curriculum in 2021 as a "personal quest". He's become one of the main Process Mining professors in Spain and is fully passionate about supporting the growth of the academic field.

Process Mining is now a strong part of the BSc in **Service Science, Management and Engineering** and in the MSc in **Information Systems Engineering**. Teaching materials, such as slide decks and use cases, provided by Academic Alliance are now focal parts of the mandatory applied sections of the courses.

In 2025, the BSc in **Business Intelligence and Technology** will be launched, and it will include a full dedicated subject around Process Mining.
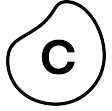
"Universidad Rey Juan Carlos's impact in Spain's Process Mining academic field is increasing thanks to the long-term vision demonstrated by Prof. Juan Manuel Vara."

University College Dublin

Dublin, Ireland

UCD DUBLIN

University College Dublin

185
Students learning Process Mining in 2024-25

3
Courses integrating Celonis Process Mining

1
Capstone / applied research project yearly

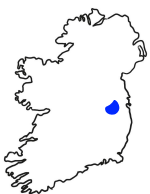Expanding Celonis' Process Mining to Ireland from tool introduction through extensive capstone projects.

Founded over 160 years ago in Dublin, University College Dublin (UCD) is currently the home to more than 38,000 students. UCD is **Ireland's largest university**, also one of the most prestigious universities in Europe. Having educational excellence at the core of the university values, UCD is globally recognised for its teaching and learning, with **four subjects being ranked in the top 50 globally** (QS World University by Subject 2024).

Over the past few years, UCD has partnered with Celonis for a range of student engagements. These offerings include Process Mining for **capstone projects**, and as a tool for several learning modules.

The **Celonis tool has been utilized in class** as a way to introduce principles of BPM and as a tool used for technology consulting.

In addition, several initiatives for **industry-collaborations** have been driven by UCD, such as capstone projects with Pfizer, and an upcoming applied research with other industry partners.

This year, more classes (Business Analytics, Supply Chain, MBA programmes) will introduce Celonis tools as well as a full module that will allow students to explore the tool much deeper through in-depth trainings.
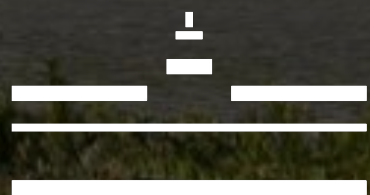
"University College Dublin is also Ireland's most globally engaged university with students drawn from 152 countries, including over 5,000 students based at locations outside of Ireland."

University of Münster

Münster, Germany

Universität Münster

University of Münster

Universität Münster ✕ (C)

30+
Years of excellence in process research and education

400+
Students trained in Process Mining each year

10+
Industry collaborations in Process Mining

Münster is unique in its multidisciplinary research expertise, matching data science with value generation, strong industry links, and outstanding high level of student engagement.

The University of Münster and the chair of Prof. Dr. Jan vom Brocke, in particular, is an established powerhouse of process research and education. They were among the first to investigate the impact of Process Mining on organizations. Jan vom Brocke is one of the most well-known researchers for value-driven Process Mining with publications in leading journals and at leading conferences such as ICPM.

Aside from research, Münster is also **one of the most well-networked universities with over 10 industry collaborations** supporting Celonis' ecosystem partners and customers. This includes Hilti, Roche, and LGT Bank with valuable research insights on their value journeys.
Around 50 students take part in an industry project each year!

Additionally, Münster is one of the oldest hubs for Information Systems Education in all of Europe. Specifically, following the tradition of August Wilhelm Scheer and Jörg Becker, **Münster has always placed its core focus on process research and education.**

Münster attracts students from all over Germany and broader Europe. They train over 400 students each year on Process Mining. One of their biggest lectures on Process Mining takes place in the mandatory Business Process Management course within Bachelor Level A.

"" "Our interdisciplinary approach, which investigates the application and value creation of Process Mining in practice, positions us as a key player in advancing this field"
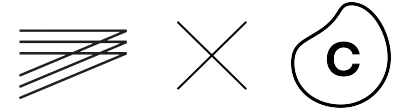
Prof. Dr. Jan von Brocke

University of Pforzheim

Pforzheim, Germany

University of Pforzheim

3,500+
Students trained in Process Mining since 2019

9
Courses teaching Process Mining across Bachelor and Master levels

1,300
Record number of new students trained in PM in the Winter 2024-25 semester

Pforzheim teaches Process Mining across degree programs with 10 professors teaching in the field and a new professorship focused on Process Analytics, Process Mining, and AI.

Since 2018, Pforzheim University has increasingly dedicated itself to Process Mining. This includes curriculum integration, applied research, as well as community building.

Pforzheim has integrated Process Mining into its curriculum from guest lectures, to workshops to semester-long specializations. Since 2019, over 3,500 students have actively worked with the Celonis software. Most prominently, Pforzheim offers a joint Master's course on Business Process Management in **exchange with Celonis CoE SCIT.** Over 100 students from SCIT and Pforzheim jointly worked on the "Woodcorp" case study in the Winter 2023-24 semester. Process Mining is taught in four Bachelor modules and five Master electives at Pforzheim.

Pforzheim also contributes to applied research. Pforzheim currently runs nine Bachelor and Master thesis supervisions centered around PM application, value generation, and supply chain resilience questions. They are recruiting for a **professorship explicitly focused on on "process analytics, Process Mining, and artificial intelligence".**

Pforzheim furthermore enables others schools to offer applied Process Mining education by supporting several PM focused thesis exchange programs with the University of Ljubljana.

"Process mining is furthermore employed to analyze the as-is situation in several processes of our university, e.g. for the recruitment and onboarding process"

Prof. Frank Morelli

University of Westminster

London, England

UNIVERSITY OF WESTMINSTER

University
of Westminster

100+

Students take the Celonis
Masterclass every year

6

Academics involved
with Celonis

3

Ongoing research
projects using Celonis

Westminster brings Celonis into the curriculum for a range of
engagements, from **summer Masterclasses** to in-class curriculum.

University of Westminster is a public university based in London, which was founded back in 1838. It is currently organised into three colleges and 12 universities.

Over the past few years, the university has partnered with Celonis for a range of activities, one of which being an annual **3-week Masterclass for students**. Students complete Level 2 of the Rising Stars program and hear directly from industry professionals as part of the program. Over **100 students** across various academic disciplines are registered each cohort to join this Masterclass program.

Currently, Celonis' Process Mining platform is integrated within **two courses,** one on "Big Data Analytics" and the other on "Simulation Modeling".

The academics at Westminster are very active in other aspects of Process Mining, including hosting and sponsoring **Process Mining Community meetups**. One of their visiting lecturers, Dr Niyi Ogunbiyi, is also a Celonis industry practitioner himself in **Deutsche Bank.**

Lastly, in the research area, several academics are working with Celonis in their research, including one with Discrete Event Simulation (DES), in healthcare perspective, and in other doctoral research.
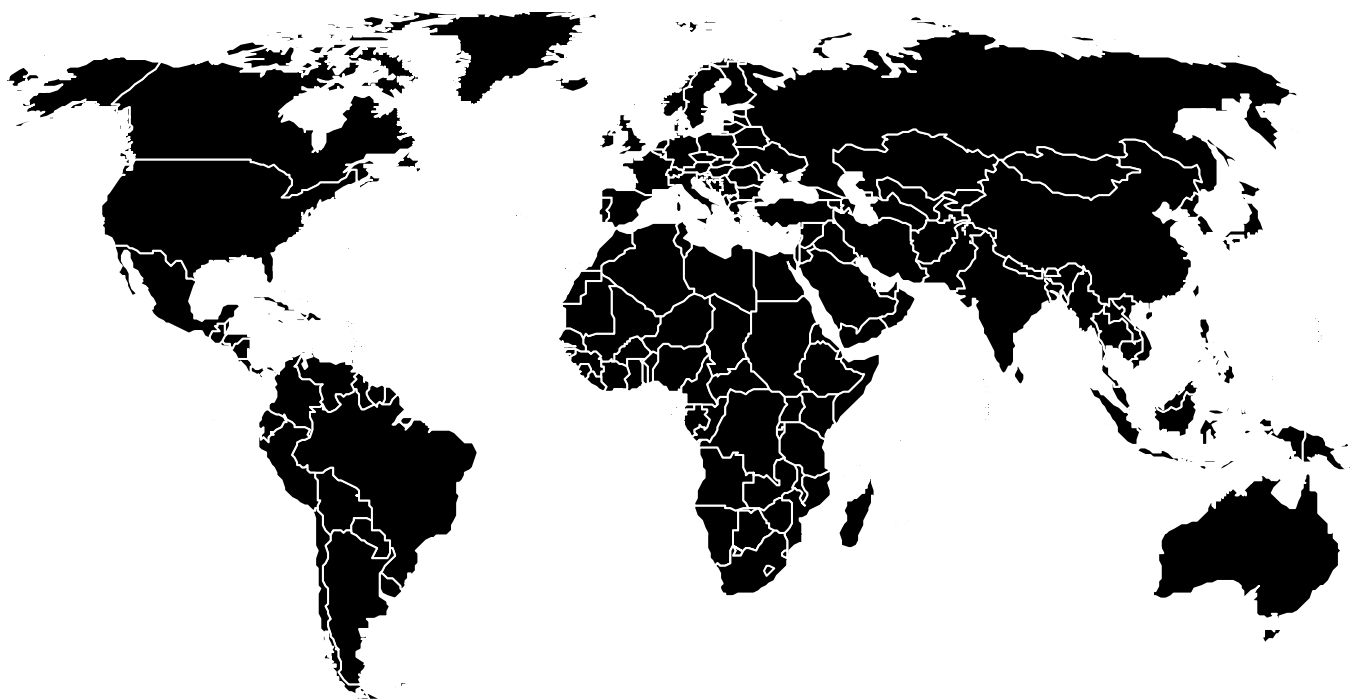
"Fun fact: The university was originally called 'Royal Polytechnic Institution', which was the first polytechnic to open in London, and one of the early schools of its kind in the United Kingdom."

What's next?

We hope you got inspired by the amazing stories our Centers of Excellence have to share! Become part of our vibrant academic community as a new academic or industry partner.

www.celonis.com/academic-alliance

Avans University of Applied Sciences – Central Michigan University – Concordia University – Fontys University of Applied Sciences – Georgia College and State University – NOVA Information Management School – RWTH Aachen University – Symbiosis Centre for Information Technology – UNIR Universidad Internacional de La Rioja – Universidad de Costa Rica – Universidad Rey Juan Carlos – University College Dublin – University of Munster – University of Pforzheim – University of Westminster