



# Battle of the BTM Schools

## National BTM Student Competition



### Prizes

1st Place Team: **\$5,000**

2nd Place Team: **\$2,500**

3rd Place Team: **\$1,500**

Blog Competition Winner: **\$1,000**

### Schedule of Events

**Student Blog Competition**  
November 2016

**Twitter Chat**  
January 2017

**BTM Case Study Competition Start**  
February 21st 2017

**BTM Case Study Competition Due**  
February 28<sup>th</sup> 2017

**Competition Winners Announced**  
April 2017

### Participating Schools to Date

Ryerson University, ON

University of Toronto at Mississauga, ON

Wilfrid Laurier University, ON

Laval University, QC

ESG UQAM – Université du Québec à

Montreal, QC

Université du Québec à Outaouais, QC

Université du Québec à Rimouski, QC

Red River College, MB

University of Calgary, AB

University of Alberta, AB

University of British Columbia, BC

Simon Fraser University, BC

British Columbia Institute of Technology, BC

## Compete Against The Top BTM (Business Technology Management) Students Across Canada, Win Prizes, and Obtain National Exposure!

The [Information Technology Association of Canada \(ITAC\)](#), Canada's leading national ICT business association, is partnering with [IT World Canada](#) to host the first **National Business Technology Management (BTM) Student Competition** between schools represented by teams of their top BTM students.

The competition pits teams of students from universities and colleges against each other. Each team is given a week to solve a business case and build a presentation of their recommendations. Students are forced to utilize their creativity and academic training to solve complex problems. Industry experts act as judges to determine the feasibility and value of each team's proposal.

### What's in it for you?

Well... there is the monetary prize, but more importantly you have a chance to showcase your skills, knowledge, and competencies to stand out to leading employers across Canada. Your case study presentation (10 minute YouTube video) will not only be seen by the sponsor judges, but by thousands of employers across Canada via the IT World Canada online platform.

### Competition Details

**How to participate?** If you are interested in participating contact your Department Chair (or equivalent). The deadline for team identification is November 7<sup>th</sup>, 2016. Schools with no final year students in the Fall will pick their team by January 31st 2017.

**Who can participate?** The business case competition is open to students in a BTM or BTM-like program in their final year of study. The maximum size of a team is 5 students, and the case submissions can be submitted in either English or French.

### Promoted in Partnership with IT World Canada

IT World Canada will be serving the role of the "Media Sponsor" for the National BTM Student Competition, helping promote the competition and feature these top Business Technology students.

IT World Canada ([itworldcanada.com](http://itworldcanada.com)) is the leading Canadian online resource for IT professionals working in medium to large enterprises, and creates daily news content, produces a daily newsletter and features IT professionals who blog on topics of industry interest. More than 75,000 IT executives and professionals – representing 70 per cent of the buying power in Canada – turn to IT World Canada for the information they trust. IT World Canada provides industry-leading digital titles that include [CanadianCIO.com](http://CanadianCIO.com), [ITBusiness.ca](http://ITBusiness.ca), [ComputingCanada.com](http://ComputingCanada.com), [ComputerDealerNews.com](http://ComputerDealerNews.com) and [Directioninformatique.com](http://Directioninformatique.com). IT World Canada's reach includes 20,000 Twitter followers, 5 magazines with 125,000 subscribers, and 2 million impressions a month on its websites.

Learn more at [itactalent.ca/BTM-Student-Competition](http://itactalent.ca/BTM-Student-Competition) or send an e-mail to [info@itactalent.ca](mailto:info@itactalent.ca)