



# Battle of the BTM Schools

## National BTM Student Competition

### 2017-2018



Presented by



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 second annual **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.



### Prizes

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

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

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

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

### Competition Details

#### How to participate?

If you are interested in participating contact your Department Chair (or equivalent). The deadline for team identification is November 7th, 2017. Schools with no final year students in the Fall will pick their team by January 31st 2018.

#### 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.

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## BTM Participating Schools

- 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 British Columbia, BC
- Simon Fraser University, BC
- British Columbia Institute of Technology, BC
- Acadia University, NS
- Concordia University, QC
- Sherbrooke University, QC
- British Columbia Institute of Technology, BC

## Schedule of Events

Student Blog Competition	November 2017
Twitter Chat	January 2018
BTM Case Study Competition Start	February 20, 2018
BTM Case Study Competition Due	February 27, 2018
Competition Winners Announced	April 2018

## 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)



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