



Battle of the BTM Schools

National BTM Student Competition

2018-2019



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, 2018. Schools with no final year students in the Fall will pick their team by January 31st 2019.

Who can participate?

The business case competition is open to students in a BTM or BTM-like program in their 3rd and 4th years of study (2nd & 3rd year of study for Quebec). The maximum size of a team is 5 students, minimum size of a team is 2 students, and the case submissions can be submitted in either English or French.

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BTM 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

Schedule of Events

Student Blog Competition	December 2018 – January 31, 2019
Twitter Chat	January 2019
BTM Case Study Competition Start	February 18, 2019
BTM Case Study Competition Due	February 27, 2019
Competition Winners Announced	May 2019
Winner(s) Recognition Ceremonies	May - June 2019

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) 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, ITBusiness.ca, ComputingCanada.com, ComputerDealerNews.com and 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 or send an e-mail to jhall@itac.ca



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