



INFORMATION TECHNOLOGY
ASSOCIATION OF CANADA



ASSOCIATION CANADIENNE
DE LA TECHNOLOGIE DE L'INFORMATION

ITAC Industry Insider Newsletter

February 5, 2019

Third national BTM Student Competition underway

The Information Technology Association of Canada (ITAC) is pleased to partner with IT World Canada to host the *Third National Business Technology Management (BTM) Student Competition*.

The National BTM Student Competition gives students one week to produce a thorough report in response to the Competition Case Study as well as a 10-15 minute video presentation explaining their analysis and recommendations to the competition judges. The submissions will be made available to the public through the IT World Canada website.

While the main competition will take place in February, the schools will also be competing in a Blog Competition the second week of February. -For a full overview of competition criteria, [click here](#).

The Blog competition helps students to start thinking critically about the competition and to prepare themselves for the main Case Study questions. Students can win monetary prizes, obtain national exposure, and build valuable skills.

Competing schools are represented by teams of two-to-five of their best second to fourth-year BTM students.

First place winners will receive \$5,000 (sponsored by Symbility Intersect); 2nd place will receive \$2,500 (through the BTM Forum); and third place winners will receive \$1,500 (sponsored by Moneris). The BTM Blog Competition prize is \$1,000 – also sponsored by the BTM Forum.

The winner of the Blog competition will be announced the week of February 18. The winner of the main competition will be announced the first week of April.

Meet the Judges of the 2018-2019 National BTM Student Competition. Together they bring more than 50 years of BTM expertise to the competition.

What is BTM?

Business Technology Management (BTM) was introduced in 2009 at the undergraduate level in response to the feedback that new ICT graduates didn't have the business skills needed by today's organizations. Working together with academic institutions, industry and sector associations, ITAC Talent defined a set of learning outcomes and competency standards required by industry, drawing heavily on relevant international standards for similar programs.

BTM is an innovative educational solution that opens academic and career opportunities for post-secondary business students. It equips graduates with the right technical and business skills to enter the workplace. BTM programs prepare

professionals who have the knowledge, skills and competencies to lead and support the effective, competitive use of information technologies.

Since its development in 2009, BTM has impacted thousands of graduates and is currently offered at 19 post-secondary institutions across Canada. BTM applications are rising by an average of 24% per year.

For more information on BTM and the corresponding BTM Forum, a marquee organization that provides a unifying voice to the BTM profession as well as accreditation and certification to educational institutions, academics and professionals, please visit btm-forum.org.