



IT Competition XXIV

2020 ITC+C Boot Camp Overview

Boot Camp Briefing - Virtual and Live Sessions

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February 2020

Structure of ITC+C Boot Camp

- **Introduction** – Boot Camp overview (today’s session) which provides an explanation about the IT Competition, scoring and how it work.
- **Subject Matter Breakout Sessions** (recorded) – provides specific information unique to each subject matter area – IT Strategy, Web Application Development, Computer Forensics, IT Security and Data Analytics:
 - Understanding Case Structure.
 - How to Approach the Case.
 - Preparing the Deliverable.
 - Tips for Deliverable Content.
- **Oral Presentation Information and Concepts** (recorded):
 - Subject Matter and Audience.
 - Presentation Minimum Requirements.
 - Development and Budgeting Presentation Time.
 - Delivery, Practice and Preparation for Competition.
- **How to Connect at the IT Competition** (recorded):
 - Leveraging Social Media.
 - Materials to prepare in advance; LinkedIn profile, Networking Card & Elevator Pitch.
 - Tying it All Together.



Session Contents

- Introduction
 - Comments from an Alumnus
- What Is the IT Competition?
- Competition Scoring Breakdown
- What You Will Experience and Gain in Return
- Considerations with Team Formation
- Getting Help – Yes, It's Permitted and A Best Practice



Introduction

- Brief History of the IT Competition
 - Established in 1996 based on an idea by Dr. Tom Athey, CIS Instructor.
 - Only Business Case Competition for Undergraduate University Students.
 - Student Teams Solve Cases in 5 Subject Matter Areas.
 - Designed to Simulate Real World Concepts.
- Scope and Objectives of Boot Camp
 - Provide Basic Orientation on IT Competition to Improve Outcomes.
 - Supplemental/Bootstrap Resource for Coaches/Advisors
 - Training is Tailored to IT Competition.
 - Not To Be Considered Comprehensive.
 - Use of the Information Presented in the ITC+C Boot Camp is Optional.



Introduction – Comments from an Alumnus

- Why I'm Passionate About the IT Competition:
 - It reminds me of my own career experience, the “Formal” Case Interview.
 - Competition experience is worth more than the cash prizes.
 - Focuses on critical thinking and innovation.
 - A Student Driven Enterprise (operators, sponsors and contestants).
 - IT Competition demonstrates the Cal Poly Pomona brand – “Learning by Doing”.
- Shifts the Learning Culture:
 - End Limited Thinking – “Remember... They Are Students”.
 - Encourage Beyond All Bounds Thinking – “Remember...They are almost Alumni”.
 - There is no right or wrong answer to any case.
 - Failures can become a success.
 - Being scared means you're learning.
 - IT Competition Activities can be similar to a Formal Case Interview – a gateway to the \$100K+ job.



What is the IT Competition?



- Form Team
- Prepare and Submit Application Package

- Read and Analyze Case
- Perform Background Research
- Identify Project Approach

- Outline Deliverable
- Review and Revise Deliverable
- **Q.C. Deliverable***
- Submit Deliverable to IT Competition
- Due 2 Weeks After Receiving Case.

- Outline Presentation
- Prepare Presentation Deck
- Edit and Revise Deck
- **Rehearse and Critique Presentation***

- Prepare for Competition
- Attend Competition
- Obtain Judges' Debriefing
- Occurs 2 Weeks After Submitting Deliverable.

*ITC+C Boot Camp tools are provided to assist with completing these activities.





2017 ITC+C Boot Camp Oral Presentation Self-Evaluation Checklist

Oral Presentation Component	R	Y	G
Does the team leader introduce the project team while other team members set up the presentation?			
Does the team leader transition to starting the presentation after determining the rest of the project team is ready?			
Does each team member have an assigned part of the oral presentation?			
Has the team identified a couple of questions to ask the judges if time is available?			
Are team members able to deliver their portion of the presentation without excessive reading of notes or scripts?			
Are team members maintaining eye contact with the judges during the presentation?			
Do team members appear confident when presenting?			
Do all team members wear appropriate formal business attire when presenting?			
Has the entire team conducted the presentation in the clothes they will wear to the IT Competition?			
Does the team operate the presentation equipment and software correctly?			
Upon conclusion of the final content slide does the team leader take over the presentation and transitions to moderating questions and answers with the judges?			
Does the team leader distribute questions to individual team members based on project roles?			
Does each of the team members answer their own question without assistance from other team members?			
Has the team completed an oral presentation to a group of judges?			
Does the team have at least 7 hard copies (plus one hard copy for each team member) of the presentation available for the judges in case of presentation equipment failure?			

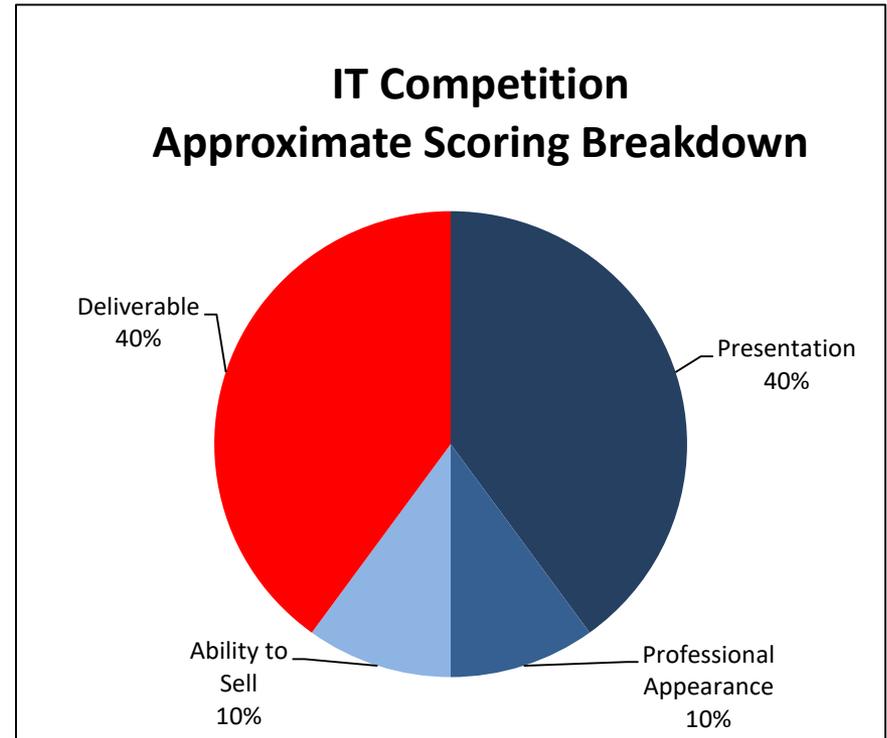
Scoring: Red – didn't perform, Yellow – needs work, Green – completed successfully

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Understanding Scoring Breakdown

- 4 Major Categories:
 - Deliverable
 - Oral Presentation
 - Professional Appearance
 - Ability to Sell
- Important to Remember:
 - Like applying for a job, the resume gets you the interview.
 - Oral interviews (presentation) gets you the job offer.



Understanding Scoring Breakdown (Continued)

Scoring Category	IT Strategy	Web Application Development	Computer Forensics	IT Security	Data Analytics
Deliverable	Consulting Services RFI	Working Web Application	Forensics Examination Report	IT Security Assessment Report & Pen Test	Consulting Services Proposal
Oral Presentation	Y	Y	Y	Y	Y
Professional Appearance	Y	Y	Y	Y	Y
Ability To Sell	Y	Innovative	Credibility	Credibility	Y



What You Will Experience and Gain in Return

- What you will experience:
 - Some stress and conflict similar to being a consultant:
 - » Balancing billable work requirements against sales activity.
 - » Balancing your class work and job against IT Competition preparation.
 - Drinking from the fire hose.

- What you will gain in return:
 - Selling and Presentation Skills.
 - How to Deal with Uncertainty.
 - Experience you gain in the IT Competition can be cross-applied to your career.
 - The ultimate learning experience.



Considerations with Team Formation

- Team Membership Requirements:
 - Good academic standing
 - Currently enrolled as a full-time student
 - Only one graduate level student permitted per team.
- Each Team Will Need the Following Skills:
 - Research and Analysis
 - Technical Skills to Support Your Case's Subject Matter
 - Writing and Editing (English Language)
 - Team Leadership/Project Management
 - Presentation Development and Delivery



Getting Help – Yes, It’s Permitted and A Best Practice

- Based on speaking with past IT Competition winners indicates either a coach was actively involved or informally advised the team.
- Independent review and critique of consulting proposals and project deliverables is actively used by leading consulting firms to ensure quality and to minimize risk.
- Coaches/Advisors are encouraged to do the following:
 - Provide review/feedback on all aspects of preparing for competition.
 - Act as a sounding board for ideas and approaches.
- Coaches/Advisors are not permitted to:
 - Prepare deliverables or presentations for teams.
 - Advise teams in any way on the day of the IT Competition.
 - Participate as a judge in the IT Competition.
- Instructors and Alumni can be an excellent source for coaches/advisors.
 - In order to be effective for the team, coaches/advisors should have prior exposure to the IT Competition.



Questions and Answers

