CASE COMPETITION
October 2-5, 2009

Do you see yourself working for the largest, diversified health-care company in the world?

Find out what it could be like by working on a real business challenge in Johnson & Johnson

Prizes will be awarded to the members of the winning team

The club with the most applicants will win a funding subsidy

Sign-up on Tartantrak: ID# 8153

Submit your resume on TartanTrak before
Friday, September 18

For more information, contact carnegiemellonITLDP@pcus.jnj.com

*Participant drop-outs or declines will be deducted from the total applicants.
Case Competition Background Information:

The J&J Information Technology Case Competition is an annual competition held at Carnegie Mellon that gives students a chance to learn about actual IT challenges at J&J and to network with J&J executives from across the country.

Selected students will work in teams to develop and present a viable solution to an issue that J&J is facing. In addition to providing an excellent opportunity to work on a real business problem and to develop leadership and team building skills, the IT Case Competition is a great resume addition.

After coming up with a solution to the case, your team will have the opportunity to present and market your ideas and solutions to J&J executives and senior management. Prizes will be awarded to the winning team.

The numerous benefits of participating combined with the networking opportunities with senior management make the IT case competition a unique and exciting event.

Past participants have said...

“The case competition allowed me to explore a field that I never knew much about. It pushed me to understand what Information Technology was; more importantly it allowed me to discover my strengths and weaknesses within a group setting. I was so impacted and impressed with Johnson & Johnson's dedication to its credo that I walked away from the competition feeling like I wouldn't want to work for any other company.”

– Public Policy and Management, Heinz School, 2006

“The case competition provided me the opportunity to understand what exactly Information Technology meant outside of a classroom. Unlike other college recruitment sessions, it was interactive and a great way for me to get real exposure to upper level management. My team didn’t even win, but I came out with an interview and eventually an offer was extended for a position in Johnson & Johnson’s IT Leadership Development Program. When it came time to get placed in a position at one of J&J’s affiliates, I spoke with one of the judges for the case competition. He remembered who I was and we had a great conversation. He became my first manager at Depuy, a Johnson & Johnson company. This is a unique recruitment event that helped me learn as well as network.”

– Operations and International Management, Tepper School of Business, 2005
Schedule of Events:

September 18 (5 pm): Deadline to drop your resume on TartanTrak

September 22: Invitations will be sent to selected students

September 24: (5 pm): Deadline to RSVP to participate if selected

September 25: Invitations will be sent to waitlisted students if space is available

September 29 (5 pm): Deadline to RSVP to participate if students were taken off waitlist

October 2 (5:30-8:30 pm): Case distributed and teams formed

October 4 (1-4 pm): Team Presentations (Dry Run)

October 5 (8am-3:30 pm): Team presentations to J&J Senior Management

October 5 (5:30-7:30 pm): Awards Ceremony
Frequently Asked Questions

What is Information Technology?

IT is positioned to bridge business and technology by applying industry knowledge and innovative solutions to drive business growth and competitive advantage. At J&J, IT supports all business processes (sales, marketing, product development, production operations, etc.) across all facets of the business.

Why should I participate in the Case Competition?

The Experience: The case you will work on is an actual issue faced by at least one of J&J’s operating companies. The IT Case Competition is a great way to get exposed to the role that IT plays at a large company.

The Networking: The IT Case Competition is a great opportunity to meet current J&J employees who graduated from Carnegie Mellon, J&J executives and senior management on the judging panel, and J&J recruiters for CMU.

The Visibility: The IT Case Competition received a lot of great feedback last year, and Executives and Recruiters at J&J were impressed with the caliber of students that participated. Several of the past participants were accepted in J&J’s IT Leadership Development Program after graduation.

The Prizes: The winners will receive book scholarships!

Who can participate in the IT Case Competition?

Juniors, Seniors or Graduate students who have:
- Excellent oral and written communication skills
- Leadership skills, business skills and technical aptitude
- Passion for technology and strategy
- Graduating between December 2009 and December 2010
- Met criteria for J&J’s IT Leadership Development Program (ITLDP):
  - Minimum GPA = 3.2
  - Eligible to work permanently in the United States without sponsorship
  - Have no full-time work experience (for Masters students)

What are some things that I should think about when working on solutions?

Cases originate from a real-life business issue at J&J so the solution must have business value for J&J. Successful teams will focus on using IT solutions to drive growth in all parts of the business. The judges will see your solutions as suggestions for improvement within J&J, and will look for solutions that both drive business growth and efficiency and minimize cost. For this reason, you will need to do data analysis (both quantitative and qualitative) to present the best solution.

In working on a solution, consider the fact that there is not one single answer, and that each solution can have areas of great potential and room for improvement. All solutions should align with the values of J&J’s Credo, and should demonstrate aspects of J&J’s standards of leadership.
How can I apply for the IT Case Competition?

Please submit your resume on TartanTrak by Tuesday, September 18th under the title "Johnson & Johnson IT Case Competition" and the ID number of 8153. If you are selected to participate, you will be contacted by email with additional details.

What is the format?

The IT Case Competition consists of an orientation, a work period, a dry run, a final presentation, and the awards ceremony. These events occur over the course of a weekend. As such, teams are expected to work on their cases over the weekend as appropriate. The final presentation and awards ceremony is on the subsequent Monday.

Who are the judges?

The IT Case Competition judges are executives and senior management at various J&J operating companies.

Who picks the teams?

The J&J IT Case Competition planning team. However, this year for the first time, once all students are confirmed, we will be providing students the opportunity to submit other student’s names that they would like to be teamed with. This is not a guarantee for a team, but a preference. The J&J Case planning team strives to have balanced, diverse teams so every participant gets the most out of the experience.

What happens at Orientation?

At Orientation, you will meet your team and get your case. You will also have the opportunity to ask the IT Case Competition planning team questions about the case. Dinner will be served.

How will I be contacted by J&J?

The IT Case Competition planning team will contact you via email.

How does the student organization prize work?

The student organization with the most applicants will receive a funding subsidy that they can use towards a club activity. If you are planning to enter your club in this contest, the coordinator from your club needs to contact carnegiemellonITLDP@cpcus.jnj.com with a list of student names who are applying from your organization. Your club will also be recognized at the awards ceremony on Monday night.

Who can I contact if I have more questions?

carnegiemellonITLDP@cpcus.jnj.com
Information Technology Leadership Development Program (ITLDP)

Description
The Information Technology Leadership Development Program (ITLDP) is a rigorous, challenging rotational program designed for college graduates with a passion for a career in IT. ITLDP provides accelerated leadership development in areas such as technology, project management, and business analysis through on the job experience and a comprehensive training curriculum. Rotations exist within the Johnson & Johnson US-based Family of Companies and at Worldwide Headquarters.

Successful participants may have the opportunity to move on to additional leadership development programs.

Program Components:
- A 19-month program consisting of two rotations, which exist primarily in NJ, PA, OH, IN, FL, and CA.
- Comprehensive training curriculum including on the job, virtual, and in classroom training. Training topics focus on both job-specific and professional development areas.
- Assigned mentor to provide support throughout the program.
- Opportunity to participate in and/or lead projects which address real business needs.
- Opportunity to enhance technical, business and professional skills while working in highly decentralized operating companies or headquarters organizations.

Position Responsibilities:
- Perform basic analysis, design, implementation and maintenance activities in IT under direct supervision.
- Assist in conducting feasibility studies as well as preparing reports and recording progress; assists in the creation of solutions to IT problems.
- Provide written and verbal communications such as status reports, progress reports and documentation to Information Technology and business partners.
- Demonstrate an understanding of business partner needs and manage business partner satisfaction relative to deliverables.
- Consistently demonstrate knowledge seeking and sharing behaviors in the performance of daily work.
- Apply principles, concepts and practices of the IT Competency Model.
- Ensure that J&J and affiliated company’s assets are appropriately identified and valued, and are protected by complying with and enforcing all local and worldwide security policies.
- Ensure that security is considered and emphasized in all IT plans and actions.

Qualifications
- Candidate must be authorized to work permanently in the U.S.
- Cumulative GPA of 3.2 or better.
- Candidates with 1 year work experience or Intern/Co-op experience in Information Technology or related field are strongly preferred.
- Bachelors or combination Bachelors/Masters Degree attained between May 2009 - June 2010 (no full time Masters candidates).
- Willingness to relocate geographically within the US.
- Demonstrated leadership skills, business acumen and technical skills.
- Excellent skills in oral and written communication; analytics and problem solving.
- Initiative, enthusiasm; willingness and ability to learn in a dynamic environment.
Job
Information Technology Associate Analyst
Primary Location
United States
Schedule
Full-time
Job Type
Standard/Johnson & Johnson

Note: While participating in the IT Case Competition is a great way to meet J&J executives and recruiters, it does not mean that you will be selected for an interview or be offered a position in ITLPD, regardless of your success in the competition. However, participating in the IT Case Competition provides good insight into J&J IT, and will give you skills that may help you in your job search.