Case Study Workshop

Career Awareness Workshop

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Outline

• Personal Interview
  – Who are the firms looking for?
  – Before the interview
  – During the interview
  – Questions during the interview

• Case Study
  – What is a case study?
  – How to solve a case study?
  – General Tips
  – How to prepare for case interviews?
Who are the firms looking for?

- Problem solving
- Drive for excellence
- Leadership Qualities
- Communication Skills
- Team Player
- Intellectual Curiosity
Before the interview

• Research
  – People/Alumni
  – Website
  – Guide books
• Am I good enough?
• Your Story
• Interest in the field
• Interest in the firm
• Stories about personality traits
During the interview

• Attitude
• Communication Skills
  – Non Verbal
  – Verbal
• Etiquette
• STAR
Questions during the interview

• Introduction
• Personality Questions
  – Failure
  – Self Awareness
  – Ethics
• Resume Questions
  – Decision Rationale
  – Teamwork
  – Leadership
• Your Questions
What is a case study?

• Short version of real client studies taken by consultants

• Real time industry problems
  – decreasing profits
  – entry into a new market

• Your Goal
  – Put together a logical approach
  – Offer a solution if possible
How to solve a case study??

<table>
<thead>
<tr>
<th>Listen to the Problem Posed</th>
<th>Clarify Issues</th>
<th>Choose an Analytical Approach</th>
<th>Structure and Present Your Findings</th>
<th>Next Steps</th>
</tr>
</thead>
<tbody>
<tr>
<td>Take notes and try to organize the facts into a useful reference</td>
<td>Ask questions to clarify anything that wasn’t clear</td>
<td>Identify the key issues</td>
<td>Summarize your findings</td>
<td>Tell the interviewer about other issues you might want to think about</td>
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<td></td>
<td>Restate the problem</td>
<td>Create a hypothesis</td>
<td>State where you’re going next</td>
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<td></td>
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<td>Test the hypothesis</td>
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</tbody>
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← Explain your thinking to the Interviewer throughout →
Tips

• Build rapport early
• Notes and tree structure
• Public Math
• Show interest
• Communicate appropriately
• Have poise
• Enjoy the Silence
Types of cases

• Estimation Case
  – Find the weight of a Airplane

• Business Case
  – The profit of Hall-1 canteen has been falling lately. Identify the reasons and suggest solution

• Teasers
  – Why is a manhole cover round?
How to prepare??

• Case Studies
  – Group Practice: Simply reading the casebook doesn’t help
  – Practice different types of cases
  – Recreate the scene. Role play