

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 ??

Listen to the Problem Posed	Clarify Issues	Choose an Analytical Approach	Structure and Present Your Findings	Next Steps
Take notes and try to organize the facts into a useful reference	Ask questions to clarify anything that wasn't clear Restate the problem	Identify the key issues Create a hypothesis Test the hypothesis	Summarize your findings State where you're going next	Tell the interviewer about other issues you might want to think about

⇐ *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