

Case Interview Preparation

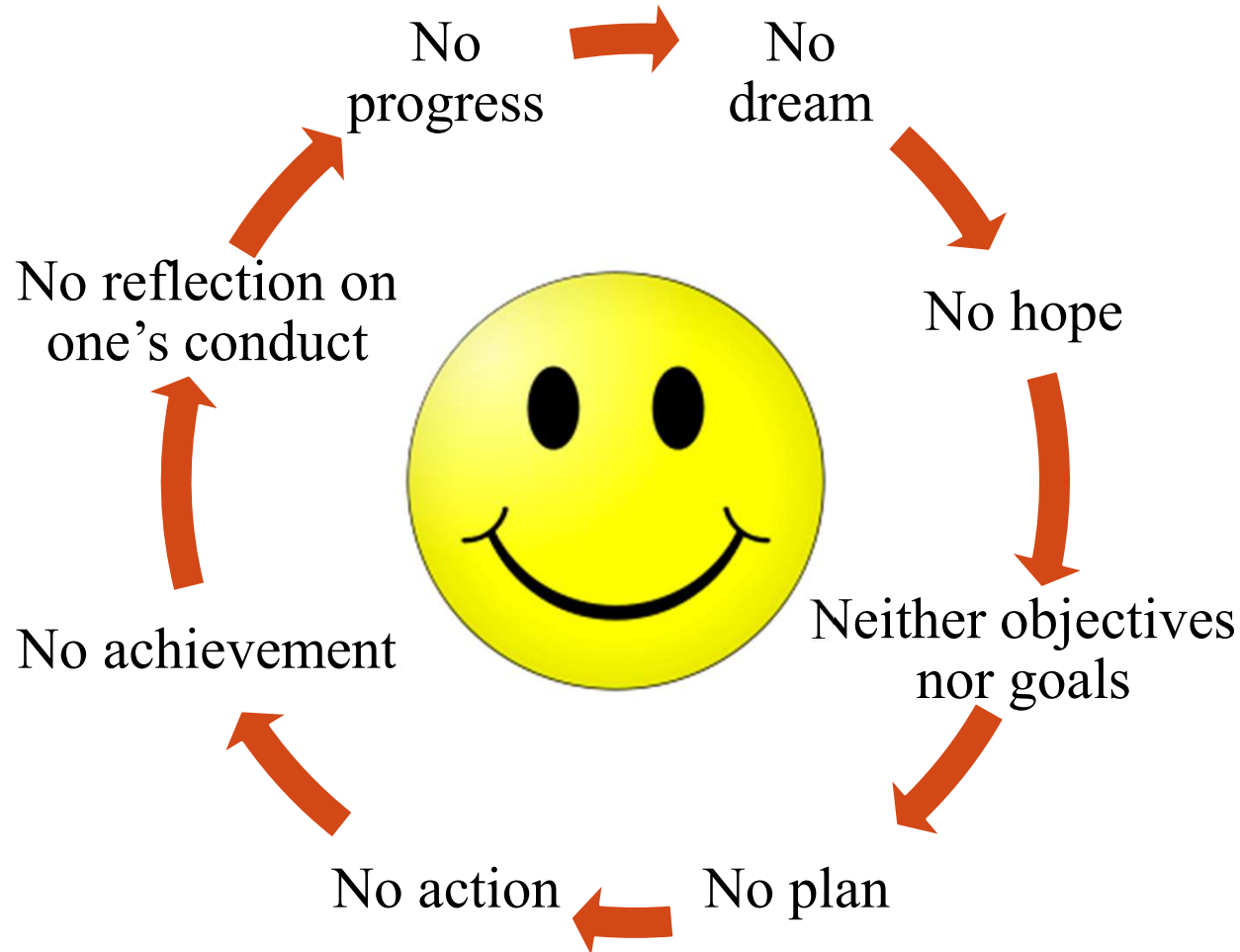
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How to Achieve Successful Career Management



■ Cycle of Dream



Questions About You



Strong communication skills



Ability to be a team player



Leadership ability & initiative



Energy, morals, & ethics

Source: Marc P. Cosentino (2011) Case in Point, Burgee Press

Commonly Asked Interview Questions



■ Can You Answer the Following Questions?

- ❖ Tell me about **yourself**.
- ❖ **Why** did you pick **your University**?
- ❖ **Why** would you choose **our firm** over our competitors?
- ❖ How are your **quantitative skills**?
- ❖ Tell me of a time you showed **leadership skills**.
- ❖ Tell me of a time you were a **team player**.
- ❖ Tell me about a time you took the **initiative** to start something.
- ❖ What **experience/skills** do you feel are particularly transferable to our organization?
- ❖ **Why** should I **hire you**?

Source: Marc P. Cosentino (2011) Case in Point, Burgee Press

Understanding the Company



■ How to Research?

- ❖ Attend **career fairs** & speak to the **firm representatives**.
- ❖ Check the **company's website** & read its **annual report**.
- ❖ Collect financial information by **Orbis**, **Capital IQ**, & **Eikon**.
- ❖ Talk to **alumni** & **graduate school students** who used to work for the companies that you are interviewing with.
- ❖ Attend company **information meetings**.
- ❖ Search ***The Financial Times*** & the **Internet** for articles & information on the firm.

Source: Marc P. Cosentino (2011) Case in Point, Burgee Press

Purpose of the Case Question



■ Interviewers Ask Case Questions Because They Want To:

- ❖ To probe your **intellectual curiosity**.
- ❖ To test your **analytical ability**.
- ❖ To test your ability to **think logically** & organize your answer.
- ❖ To observe your **thought process**.
- ❖ To discover your **personality**.
- ❖ To see if you are genuinely intrigued by **problem-solving**.
- ❖ To ensure whether the job you want to get is a good **“fit”** for you.

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Types of Case Questions



■ Market-Sizing Questions

- ❖ How many gas stations are there in the US?
- ❖ How many garden hoses were sold in the UK last year?
- ❖ What is the length of highways in Germany?

■ Business Case Questions

Number cases

- ❖ Our total costs are \$75,000. Labor costs make up 25% of the total costs. How much are our labor costs?
- ❖ 13% of 19=?

Business strategy & operation cases

- ❖ Our client has developed a new Hollywood screenwriting software package. How are we going to price it? What is our strategy & why?
- ❖ A company is having a cash flow problem & needs to reduce its costs. How should the company proceed?

Source: Marc P. Cosentino (2011) Case in Point, Burgee Press

Experience Interview



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The End of Today's Lecture



ご清聴有難う御座いました。

Thank you so much!

Vielen Dank für Ihre Aufmerksamkeit!

Grazie mille !

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