***What is a case interview?*** Employers may ask candidates to evaluate a business situation during the interview process; this is called a business case interview.

***How long is the case? What is it like?*** Cases can be short (a few sentences) or long (10+ pages). Often candidates are asked to analyze and present the case during the interview, and are allotted a specific amount of time. Sometimes cases are assigned in advance of the interview and you are asked to come prepared to present during the interview. Cases may involve using a calculator or not.

***What types of employers ask business case questions?*** Consulting firms and those with analyst positions may use cases. But any type of organization or company may throw a case question at a candidate.

***Why do employers use case interviews?*** This is a great way to test your logic, problem solving, and intellect. It’s also a way to see how well you understand the company’s business and industry.

***What are typical questions given for a case interview?*** Just like basic interview questions, case questions can vary as well. Here are some potential case interview topics:

* *How can the firm grow revenue and/or increase profit?*
* *How should the firm set up distribution?*
* *Should the firm make the acquisition?*
* *What should the firm develop for its product/service pipeline?*
* *How should the department reorganize?*
* *How can the firm react to the competitive threat?*
* *Which market should the firm enter?*
* *What should be the firm’s integrated marketing plan?*
* *How should the firm incentivize its sales force to meet its revenue goals?*

**Basic Steps to Approach the Case:**

* Read the case carefully – note important information
* Understand the question(s) being asked
* Watch your time
* Plan for your presentation and be ready to answer questions

**Steps to Analyze the Case:\***

1. Establish Your Understanding
2. Set Up the Framework
3. Evaluate Case Using the Framework
4. Summarize and Make Recommendations

*\*Adapted from BCG web site:* [*https://www.bcg.com/en-us/careers/path/consulting/practice-interview-cases.aspx*](https://www.bcg.com/en-us/careers/path/consulting/practice-interview-cases.aspx)

**Additional Tips:**

* Acknowledge missing information
* Use the data presented in the case when evaluating a firm’s situation – financial statements, charts, graphs, etc.
* Recognize there is not always a RIGHT answer – cases are to see how you work through problems
* Try practicing case interviewing to be prepared.

**Resources for Case Interviews:**

Case in Point10 by Marc P. Cosentino (*book is available on Amazon*)

[https://www.rocketblocks.me/#guide](https://urldefense.proofpoint.com/v2/url?u=https-3A__www.rocketblocks.me_-23guide&d=DwMCAg&c=c6MrceVCY5m5A_KAUkrdoA&r=nLmjvfY3QiZGGz-c7MVXtz71gxr_J718urT8Kp67-qA&m=GB5nsUFrBdrKPs0rFtfYok5vvcblmBV3Jjk1A53ZnSc&s=CfhFX-bJA_EehZ2P4L7oYPIFxzryIwlqT8TMh_WQUlM&e=)

<https://www.bcg.com/en-us/careers/path/consulting/practice-interview-cases.aspx>

<https://big4careerlab.com/67-big-4-interview-questions-answer/> (*use for accounting firms*)

<https://managementconsulted.com/case-interviews/6-types-of-case-interviews/>

<https://www.consultingcase101.com/tag/free-sample-case/>

***Paul Career Services is available***

***to conduct mock case interviews with you!***

***Bottom Line - Be prepared for anything!***