



- **FINANCE AND ECONOMICS**
- **FINANCIAL CONSULTING**
- **PHD PROGRAMMES**

# Business English Syllabus



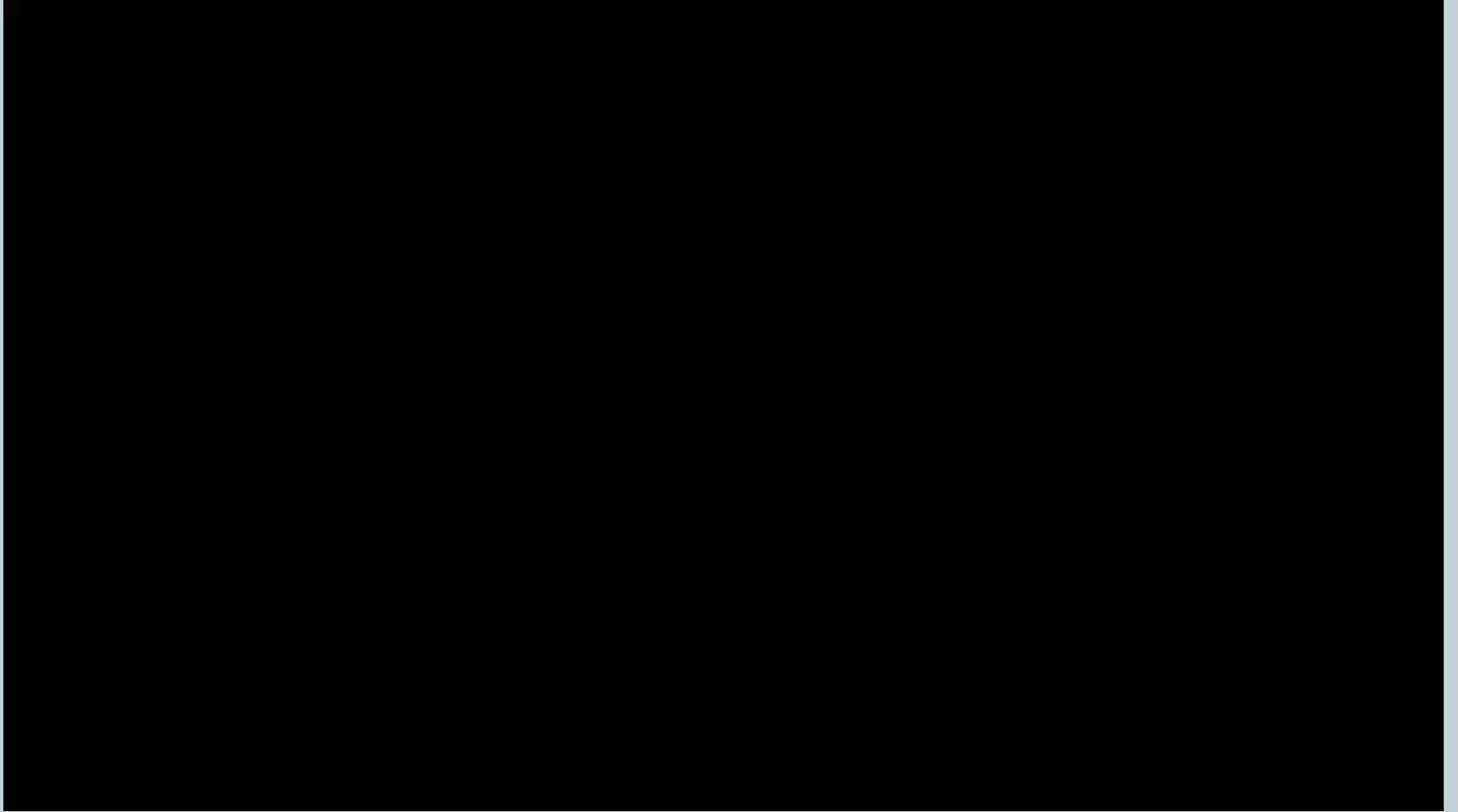
- Business related-topics
- Negotiating skills
- Writing skills
- Grammar
- Practice for interviews

# Business case interview



- Case description
- An interviewee asks questions
- Calculations
- A solution

# Business case interview video



# Where do I get business cases to train my students



- MIT Sloan Management:

<https://mitsloan.mit.edu/LearningEdge/Pages/Case-Studies.aspx>

- Marketing case studies:

<https://www.marketingsherpa.com/library.html>

- Stanford business case studies:

<https://www.gsb.stanford.edu/faculty-research/case-studies/>

<https://www.amazon.com/Case-Point-Complete-Interview-Preparation/dp/0971015880>



# CASE IN POINT<sup>8</sup>

Complete Case Interview Preparation

Featuring the new, streamlined Ivy Case System

**MARC P. COSENTINO**

*"When in Doubt, M.B.A.s Turn to 'Bible'"*

*Case in Point has become the biggest business book you never heard of ..."*

THE WALL STREET JOURNAL

The Best Selling Case Interview Book on the Planet!

**8** years in a row!



CaseQuestions.com

25 Years of Case Interview Prep Experience

# Why is this a good activity?



- Preliminary training
- A supplementary platform
- Spotting weak points

## Key takeaways



- A student-centered class
- The right expectations
- Experiment



# Thank you!

