
Spring Semester

ELC Consulting Sessions



Entrepreneurship
Leadership
Consulting

Columbia University

Semester Schedule

Date	Session
2/1/17	Introduction to consulting + Intro-Case
2/8/17	Business judgment concepts & overview of different industries + Mini-Case
2/15/17	Hands-on case practice
3/1/17	Introduction to different frameworks + Market sizing cases
3/8/17	Hands-on case practice
3/15/17	Profit and Loss cases
3/22/17	Hands-on case practice
3/29/17	Merger and Acquisition cases
4/5/17	Hands-on case practice
4/12/17	Pricing cases
4/19/17	Hands-on case practice
4/26/17	Growth and Increasing Sales cases

Cracking the Case sessions that will alternate between sessions led by ELC members and hands-on case practices done in groups of 2

Introduction to Consulting

1

Overview of the Industry

Introduction to Major Players in Consulting

- Quick Facts & Key Statistics
- Interview Process
- Career Path

2

Timeline & Process

Full time Recruiting Process

- From preparation to application

3

Interview Types

Overview of the Interview types

- Interviewer led
- Interviewee led
- Written
- Group Case

4

Tips and Tricks

Overview of the Interview types

- How are you being assessed in an interview
- Interview Do's and Don'ts

5

Resources

Resources for Case Preparation

- Online (preplounge, caseinterview.com)
- Offline (Case in Point, LOMS, etc.)



Case interviews vary widely in format

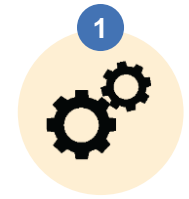
Interviewer Led Case	Interviewee Led Case	Written Case	Other
<ul style="list-style-type: none"> • Most common • The interviewee directs the case, with prodding from the interviewer • Most practice cases are written in this format • Example: Bain, BCG, Deloitte, ATK 	<ul style="list-style-type: none"> • The interviewer presents the interviewee with specific stages / phases with specific questions • Similar to, but more structured than, an interviewee led case • Example: Mck 	<ul style="list-style-type: none"> • Requires you to quickly analyze a large amount of written information, answer questions, then present / defend the results to interviewers • Example: Bain, LEK, ATK 	<ul style="list-style-type: none"> • Deloitte / Monitor: Group written case • Typically reserved for second round

Dressing correctly will stress that you fit in

Men's Interview Attire

- Suit (navy, black or dark grey)
- The suit skirt should be long enough so you can sit down comfortably
- Conservative shoes
- Limited jewelry (no dangling earrings or arms full of bracelets)
- Limited Jewellers
- Professional hairstyle
- Light make-up and perfume
- Neatly manicured clean nails
- Portfolio or briefcase

Key Concepts



Key Concepts

- Overview: Key Economic Concepts and Frameworks
- Key Definitions
 - Frameworks (Porter's 5 Forces, 3Cs, 4 Ps, etc.)



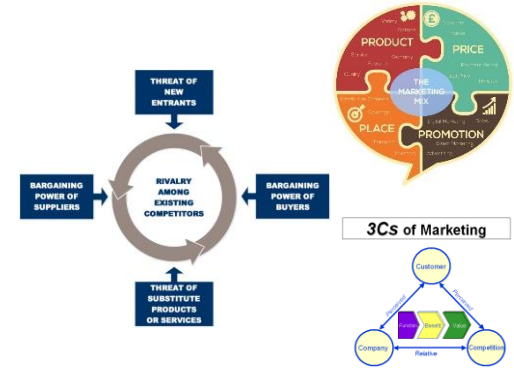
Financial Viability

- Overview: Assessing Financial Viability
- Concepts and Formulas (Breakeven, Income Statement, NPV, Perpetuity, etc.)



Industry Knowledge

- Overview: Industry Knowledge
- Summarize various industries (Airline, Oil & Gas, Telecom, Healthcare, etc.)
 - Identifying: main revenue streams, cost drivers, customer segments, etc.)



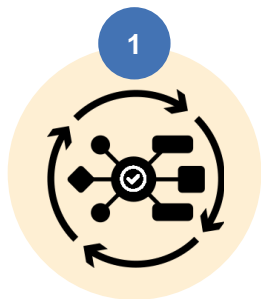
Net Present Value (NPV)

$$NPV = \sum_{t=1}^T \frac{\text{Cash Flow}_t}{(1+i)^t} - \text{Initial Cash Investment}$$

t = Cash Flow Period
i = Interest Rate Assumption



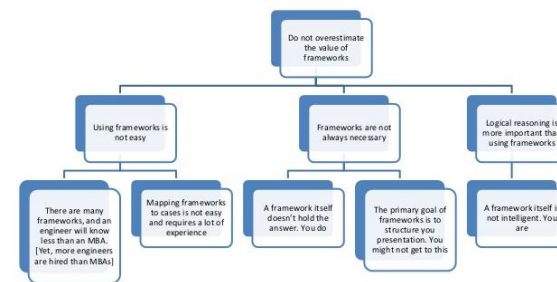
Cracking the Case



Frameworks

Introduction to different frame works

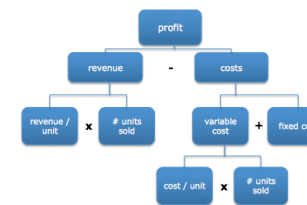
- Case In Point (Ivy Case System)
- Case Interview Secrets (Victor Chen)



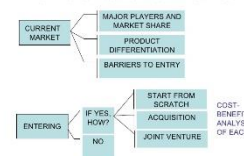
Case Types

Introduction to various case types

- Market Estimation
- Business Judgement
 - Profit-loss
 - New Market Entry
 - Pricing
 - Growth in increasing sales



Do we enter a new market?



Example: Your client manufactures hair products. It's thinking about entering the sunscreen market. Is this a good idea?

