



Techniche 2020
Internship and Placement Workshops

**Acing Case Interviews and
Guesstimates**

Session 1: All about Guesstimates

- Fundamentals- Data Points to remember
- 5 major types of guesstimates
- Conquering the unconventional
- In class live solving

Session 2: Case Foundation - Concepts and Structures

- 5 ways to be MECE: Algebra Structures, Process Structures, Conceptual Frameworks, Opposite words and Segmentation

Session 3: All case types and Practice

- Most important cases- New market entry, Profitability and cost reduction, pricing, unconventional

Session 4: Advanced Techniques, Domain specific structures and how to win Case Study Competitions

- Marketing
- Strategy
- Operations
- Frameworks and structures
- Sector Value Chain
- 5 winning presentations