Business Aptitude Test

BAT Module II

Introduction and case study guidelines
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INTRODUCTION – BAT Module II Format and Overview

The Business Aptitude Test is a multi-module business school admissions evaluation test that evaluates candidates for business education programs based on the requirements and rigors of a modern executive education course.

BAT Module II (BAT-II) Format

BAT-II is a case study exercise that allows a business program candidate the opportunity to review a business scenario holistically and deliver a presentation on the issues, challenges and opportunities inherent in the business case. The goal is to illustrate what the candidate would do while in a position of management responsibility.

The case study materials consist of:

- background information about the firm in question, including important persons
- external factors that may affect the business
- selected financial information about the firm
- information about selected other players in the market

The candidate is given thirty minutes to analyse this information and deliver a presentation on a series of required themes.

Module contents

1. Case Study Presentation 30 minutes preparation + 15 minutes presentation
Case study guidelines

Case Content

The case consists of a scenario surrounding a firm whose management finds itself in a position of needing to make a significant decision about its strategy.

You will read the background to the scenario, review the supporting information and construct a view of the business as it stands. You will identify challenges and opportunities that the firm faces, and make recommendations on a course of action you would follow if you were in the position of the firm’s management.

Motivation

The case presentation is an opportunity for you to demonstrate original viewpoints, and your unique take on issues in business. As the presentation will be made in person, it is also an opportunity for you to illustrate your ability to think on your feet and add value to a discussion.

Getting it right

There are no right or wrong analyses of the case, the purpose of the case presentation is to determine your ability to identify and describe issues in business, and present cogent views around them.

The case analysis presentation will also allow you to illustrate your creativity through imagining new ways to approach the current business scenario. If figures are presented in the case materials, you can refer to their significance, and how they impact the current business scenario and form a basis for any recommendations you propose.

A presentation will typically involve making three slides to answer three short questions posed. The content for the slides is entirely up to you. It should refer to information provided in the case where relevant. You are free to make assumptions, as long as those assumptions are stated clearly and backed up by a rationale.

How to prepare

No preparation whatsoever is required. Online case studies found elsewhere will not look like BAT Case studies, this presentation is not comparable a consulting firm interview. You are not asked to “crack” a case. You are given the opportunity to demonstrate what you bring to the table.

Your interest in business and personal experiences will be sufficient to guide you. What matters is your unique point of view, and for you and the admissions panel to engage in discussion.