

Preparing for the CGMA Strategic Level Case Study Exam

Do You Understand the Principles Behind the Case Study?

- Have you practiced thinking yourself into the roles assigned in the case study?
- Do you appreciate that the more you approach the case study exam from a businesslike perspective, the better you will do?
- Do you know that a good, in-depth, answer which addresses each of the requirements in the scenario and seeks to answer these in the context of the business, its markets and so-on is the recipe for success?
- Do you appreciate that the pass/fail decision is a reflection on whether you have demonstrated your ability to successfully perform the role on which the case study is based ?

Have You Prepared Enough?

- Do you know the pre-seen material inside and out?
- Have you done an analysis of the pre-seen?
- Do you understand the industry covered in the pre-seen and have you read and thought about real companies in this industry?

Tip – although there is no requirement to research real companies, understanding the business, its markets, competitors, opportunities and threats will enhance your ability to show application of your knowledge to a business scenario in the exam and thereby improve the depth and quality of your answers. It will also make you feel more confident.

- Have you generated potential questions based on the pre-seen and thought about all the different angles the examiner might use to ask questions?

Tip – don't try to guess what might come up in the exam because with 3 variants, it could be anything. But do spend time thinking about what could be asked, think of all the different twists and turns the scenario could take, currency going up or down, a new CEO joining or the old one stepping down, a flotation, fraud, natural disaster, new competitors etc.

- Have you practiced answering using the [post-exam kits](#)?