



Corporate *Finance Center*

The Boston Consulting Group is an international strategy and general management consulting firm whose mission is to help leading corporations create and sustain competitive advantage. As a truly international firm, our strong global presence offers clients and employees a wealth of cross-cultural experience.

Boston Consulting Group

On 26th February **Ulrike Killy** from Boston Consulting Group (BCG) held a master class in applied corporate finance at the Corporate Finance Center at the Higher School of Economics.

The topic of the master class was devoted to the **corporate development** as it is viewed and applied at BCG. First of all, Ulrike explained how the company is organized and emphasized the way BCG structures work on projects. After that Ulrike got into more details about Corporate Finance and Value Based Management (VBM) at BCG: she presented students different valuation techniques and sources for equity growth.

Given all the tools, BCG associate presented students a real case study where BCG has helped a retail company from the U.S. to improve significantly total shareholder return. Ulrike had presented not only a final solution, but the whole process, starting from preliminary problem identification to giving final recommendations.

The presentation had such a success that neither Ulrike and her peer colleagues nor students had noticed that it lasted more than two hours after one hour presentation. The informal atmosphere and positive attitude of our guests in combination with their



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