



# UNLIMITED 2017

## European IT Business Course October 4–6, 2017, near Paris

Discover how technological developments and digitalization are a major strategic topic, making or breaking incumbent companies or new joiners. Based on a real BCG project, you will gain insights into technology-driven processes, their financial and organizational impact, and how they deliver competitive advantage.

Together with BCG consultants from our Technology Advantage practice and 50 top students from universities in Europe and the Middle East, you will scrutinize the operational processes of one of our clients and identify the impact of technology-driven improvements. You will work out the approach to improve strategic performance by renewing IT infrastructure, leveraging IT suppliers, reducing complexity from the product portfolio, or driving digital innovation. Take this opportunity to shape a company's future—and your own!

Along the way, you will learn the methodologies and approach of the world's leading strategy consultancy, and face new challenges that will enable you to grow personally and professionally.

We are seeking outstanding university students from all fields with an affinity for both IT and strategy proven through studies or extracurricular activities to attend this workshop.

### Curious?

More information & registration can be found at: [unlimited.bcg.com](http://unlimited.bcg.com)

We look forward to hearing from you.

Kind regards,  
BCG Recruiting