The Bloomberg Terminal: Mission Critical and Curriculum Integration Plan

The Bloomberg terminal has been omnipresent across trading floors and financial firms globally, as well as in classrooms at over 800 universities and business schools worldwide.[1] The students sitting at those keyboards are gaining exposure to and first hand practical experience in interpreting the same information platform used by leading decision makers in business, finance and government worldwide, giving them two or three years ahead of their peers heading into the workforce.

Students enrolled in business and finance classes enjoy access to our data and analytics to perform various real-world tasks, such as real-time and historical analysis, tracking multiples with forward-looking data, building custom formulas, and conducting mock trading. They can learn how to analyze financial markets, assess economic scenarios and interpret key news developments that impact the global economy.

We plan to fully or partially integrate Bloomberg Lab into the following courses:[2]

- Fin 3310 and 3311[3]
- FIN 3350[4]
- FIN 3380[5]
- FIN 4300 and 4310[6]
- MGS 2150
- MGS 3040
- MKT 2500 and 3550[7]
- All graduate level Finance and Marketing courses to be offered in our coming MBA program

These ensures business students – regardless of their majors – will be extensive exposed to the de facto industry standard, because FIN 3310 and MGS/MKT courses listed above are business cores mandated in the curriculum.

Upon a clear and firm commitment from all parts of WKU, related courses to be offered in the spring will be revised to take the full advantage of the Lab.

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[1] https://www.bloomberg.com/company/announcements/universities-next-emerging-market/
[2] This is inspired by other business school usage examples:
https://data.bloomberglp.com/professional/sites/10/Bloomberg-for-Education_links_9.12.pdf
[3] https://data.bloomberglp.com/professional/sites/10/Baruch-F9781.pdf
[4] https://data.bloomberglp.com/professional/sites/10/LoyolaChicagoFINC355.pdf
[5] https://data.bloomberglp.com/professional/sites/10/UniversityofMemphisFIR46721.pdf
[6] Numerous examples.
[7] https://data.bloomberglp.com/professional/sites/10/Furman-BUS-321.pdf