

Teaching Case

Interacting with Bloomberg Terminal from an Information Technology Perspective (Student Assignment)

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Abstract

Bloomberg Terminal is one of the most prominent and valuable tools for business and technology professionals. Having familiarity with Bloomberg is a desirable qualification for business students upon graduation. This classroom activity introduces Bloomberg Terminal in an introductory information technology (IT) digital literacy course at a business university. This activity guides students to find and analyze data related to capital markets that they will need to understand regardless of their chosen major. Students learn to apply IT concepts and develop their technology skills to complete the activity.

Keywords: Bloomberg Terminal, Digital Literacy, Career Skills, Business Education

1. INTRODUCTION

Bloomberg is a financial data, news, and media company. Their Bloomberg Terminal application provides information on financial markets, industries, and companies around the world. You can access the Bloomberg Terminal application in person in the University's Trading Room or using your own computer remotely. The Bloomberg Terminal application uses a proprietary database which resides on Bloomberg's servers. Having familiarity with Bloomberg Terminal is a desirable qualification for business students upon graduation. Introducing you to Bloomberg Terminal in your introductory information technology course will allow you to apply your technology skills to use the application and give

you the opportunity to develop useful skills in the business world.

This activity will also introduce you to the University's Center for Financial Services (aka "the Trading Room") a comprehensive, online service for global financial information including stock performance, financial statements, emerging and global markets, as well as corporate information. You can access Bloomberg Terminal from the Trading Room or remotely, and make use of its tools for searching, visualizing, graphing, analyzing, exploring, and interpreting financial data. The Trading Room is a state-of-the-art facility where students can have first-hand exposure to financial concepts such as

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