

=====

**BLOOMBERG
FOR EDUCATION**

A Bloomberg Professional Service Offering

TEACH FINANCE THROUGH THE POWER OF TECHNOLOGY

WESTMINSTER BUSINESS SCHOOL // CASE STUDY

Bloomberg





WESTMINSTER
BUSINESS
SCHOOL
UNIVERSITY OF
WESTMINSTER

OVERVIEW

University of Westminster

- » Country: UK
- » Web: www.westminster.ac.uk
- » Undergraduate enrollment: 3,000
- » Graduate enrollment: 1,000
- » Academic staff: 350
- » Contact: Dr. Harry Thapar,
Principal Lecturer in Finance
at Westminster Business School
- » Email: thaparh@wmin.ac.uk
+(44) (0)20 7911 5000 ext 3009
- » Customer since: 2007

WESTMINSTER BUSINESS SCHOOL LEADING THE WAY

In a rapidly evolving global financial world, the Westminster Business School in London has leveraged Bloomberg's market-leading platform to dynamically deliver theory and consolidate the student learning experience in a virtual dealing room environment. Both Master's and Undergraduate students gain an information and technology edge by applying knowledge gained in the classroom to real-life business, management and capital markets situations presented to them in a state-of-the-art purpose-built Financial Markets Suite (FMS). Here students, staff and researchers can gain firsthand exposure to technology widely adopted in all the leading global investment banks in the major financial centres of the world.

.....
"It is notable that only a few years before the FMS, powered by Bloomberg, was established, this level of market intelligence and the vast bank of current and historical information combined with analytical power was only available to professionals and the investment banking community working a mile away from us in the City of London and its financial institutions."

TECHNOLOGY-SUPPORTED LECTURING APPROACH

By using the Bloomberg platform, the FMS offers a high-quality teaching and technologically advanced learning resource to enhance students' experiences. This resource helps students gain and harness the power and global knowledge needed in a rapidly changing business and financial landscape. In the comfort of the FMS, students can access virtually any public information or news available about the global capital markets, financial institutions or the corporate world. Historical time series data can be accessed, downloaded and analyzed using a range of conventional or proprietary financial models. FMS learning resource meets the expectations and aspirations of the next generation of computer-literate students and graduates, whose specialized skills are highly valued by employers.

The Bloomberg-powered FMS provides Westminster Business School's teaching staff with resources for delivering knowledge quickly and demonstrating the application of complex financial theory in a more interactive and accessible manner. Thus, students who are already conversant with high-technology equipment are empowered with a new mode of instruction in a learning environment that enables them to quickly and easily utilize a broad array of economic, business and financial information. Ready access to knowledge and closer proximity to analytical power of Bloomberg have resulted in students being more engaged in their studies at the earliest stage of the learning process.

ENHANCING THE STUDENT LEARNING EXPERIENCE

Westminster Business School had long recognized that the financial industry was becoming increasingly IT intensive and that the global financial markets services industry required rapid, accurate and sophisticated in-depth financial analysis. The Bloomberg database, along with its news and analytics capabilities, opened vast opportunities for the teaching staff to demonstrate the application of theory in a professional setting. As a result of adoption of this technology in class-based teaching, learning outcomes have been accelerated. Student experiential learning has advanced rapidly and, as a result, both learning outcomes and student satisfaction levels have improved.

The FMS powered by Bloomberg enables students to access and analyze financial and corporate data, conduct active simulations and develop financial models. From their own desks in the FMS, each student can access financial statements for any publicly listed stock. Time series analysis based on historical data can be retrieved, analyzed and modelled. Pre-session reading and preparation together with post-lecture review of business- and market-related cases improve educational outcomes. Case study preparation is augmented by Bloomberg's historical information and charting tools. Simple statistical analyses and time series—based charting tools are also readily accessible. The system has a vast bank of economic and market-related data if students wish to carry out top-down or bottom-up analysis.

MAKING THE THEORETICAL PRACTICAL

Over the last five years, application of the Bloomberg system in a teaching environment has proved to be successful, both with Westminster Business School's students and lecturers. Theory and concepts taught from books and peer-reviewed journals can now be more readily demonstrated and applied. For example, consider the Capital Asset Pricing Model, a concept familiar to all finance students. Lecturers can now show students how to extract all of the model's inputs in minutes using the market information accessible through the Bloomberg database. From a technical analysis standpoint, the beta for any stock can be generated in seconds, together with details of the risk-free rate of return and the market risk premium. This exercise can be repeated with any listed stock in any country with an official stock exchange. Similarly, bond market information, such as yield curves, is readily accessible and can be analyzed in various ways.



.....
"Bloomberg provides us with the best high-technology teaching resource to deliver capital markets knowledge and experience quickly. Thus, we can demonstrate the application of complex financial theory in an interactive and enjoyable manner."
.....

From charts and streaming news, students can clearly see the value of the information transmitted across the global Bloomberg network. All of the major asset classes—equities, bonds, cash—as well as indices, currencies and derivatives— are covered, facilitating students' appreciation and knowledge of the financial markets.

All of Westminster Business School's major financial modules now utilize FMS/Bloomberg data. In terms of portfolios, students learn the rudiments of portfolio construction and management. The FMS also offers perspective on currency, interest rate and credit risk. Through Bloomberg's accounting modules, company financial statements are available in downloadable formats; performance evaluations can be done quickly by downloading the ratios instantly from the database.

ABOUT FMS AT WESTMINSTER BUSINESS SCHOOL

As part of its commitment to improving the quality and breadth of its instruction, the Westminster Business School invested in a state-of-the-art virtual capital markets dealing room and teaching facility at the London campus of the university in 2007.

At inception, with capacity for just under 50 students, the Financial Markets Suite was the largest Bloomberg-driven virtual capital markets trading room established in a teaching institution in Europe. The university was among a select few educational institutions within the UK utilizing this form of technology in teaching, learning and research to harness the financial information, professional knowledge, analytical business databases and expertise available through the Bloomberg platform.

The Financial Markets Suite was formally opened by Sir Paul Judge in the spring of 2007. More than 300 final-year undergraduates and 200 postgraduates benefit from training there every semester. The FMS is continually receiving overwhelming support and acclaim from the students who move on to use this training and knowledge in their professional work environments.

PROVIDING TECHNOLOGICALLY ADEPT STUDENTS WITH SKILLS TO IMPROVE EMPLOYMENT PROSPECTS

According to Westminster Business School, the experiential learning gained in the FMS has enhanced graduates' credentials and the value they offer potential employers. Students require a much shorter time to settle in with new employers and do not need the time to learn or incur the expense of additional training on capital markets—related database systems. They are effectively engaged in their work from day one.

As a result, within the financial services industry, as well as other businesses, Westminster Business School students have gained beneficial practical exposure. Students receive not only valuable and relevant training from a leading university with a 170-year history but also advanced hands-on experience using a professional industry-standard analytical database. International companies and employers who recognize and value business-school graduates with cutting-edge knowledge have found Westminster Business School graduates to be keen and enthusiastic employees who hit the ground running with a truly differentiating skill set.

ABOUT BLOOMBERG

The Bloomberg Professional® service is a powerful and flexible tool for financial professionals—whatever their needs—in cash and derivatives markets as diverse as equities, currencies, commodities, money markets, government and municipal securities, mortgages, indices, insurance and legal information. The Bloomberg Professional service seamlessly integrates the very best in real-time data, news and analytics. In addition, Bloomberg users benefit from on-demand multimedia content, extensive electronic trading capabilities and a superior communications platform.

To learn more about Bloomberg for Education visit bloomberg.com/professional/solutions/education.

BEIJING +86 10 6649 7500	FRANKFURT +49 69 9204 1210	ISTANBUL +90 212 317 3900	MUMBAI +91 22 6120 3600	SÃO PAULO +55 11 3048 4500	SYDNEY +61 2 9777 8600
DUBAI +971 4 364 1000	HONG KONG +852 2977 6000	LONDON +44 20 7330 7500	NEW YORK +1 212 318 2000	SINGAPORE +65 6212 1000	TOKYO +81 3 3201 8900

The BLOOMBERG PROFESSIONAL service (the "BPS") is owned and distributed by Bloomberg Finance L.P. ("BFLP") except that Bloomberg L.P. ("BLP") and its subsidiaries distribute the BPS in Argentina, Bermuda, China, India, Japan and Korea. BFLP is a wholly-owned subsidiary of BLP. BLP provides BFLP with global marketing and operational support and service for the BPS. BLOOMBERG, BLOOMBERG PROFESSIONAL, BLOOMBERG MARKETS, BLOOMBERG NEWS, BLOOMBERG ANYWHERE, BLOOMBERG TRADEBOOK, BLOOMBERG TELEVISION, BLOOMBERG RADIO, BLOOMBERG PRESS and BLOOMBERG.COM are trademarks and service marks of BFLP, a Delaware limited partnership, or its subsidiaries. ©2012 Bloomberg L.P. All rights reserved. 51713470 1212