

**Bloomberg Terminals as a Learning Tool for Business  
Students: Applications and Discussion**

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**Abstract**

Traditional education tends to emphasize acquiring knowledge and demonstrating an understanding of facts and ideas. While knowledge and comprehension do form the foundation of a good education, there is increasing evidence that use of a larger practical component enhances business school students' performance. In turn, we argue that educators should therefore try to equip students for the technology they are likely to encounter and the skills they are likely to need. This paper provides a series of applications using the Bloomberg Professional Service designed to contribute to the quality of education and provide students with the opportunity for engaging hands-on training and the confidence to be effective in the workplace.

**Keywords:** Bloomberg, Bloomberg Professional Service (BPS), Learning Tool, Technology, Excel, Experiential Learning, Investments.