

School of Business

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THE CAMPAIGN FOR USD

Endowed Financial Services Lab: \$2.5 million

Background

The School of Business is seeking \$2.5 million to establish an **endowed financial services lab**. A financial services lab is a room specifically designed to contain a minimum of 12 financial services (Bloomberg) terminals. Typical financial services labs, or trading rooms, are comprised of Bloomberg terminals with large display screens showing real time stock market data feeds. Currently the School of Business has one Bloomberg terminal, located in the Copley Library across the street from Olin Hall, the school's primary building.

Currently, the finance major is the largest major in the School of Business, with more than 400 students. At the MBA level, more than half of all full-time students declare an emphasis in finance. Additionally, the school recently added a Master of Science in Finance and the first cohort began in August 2015. Because all of these students are required to take a course in financial statement analysis, which makes use of the Bloomberg terminal, one terminal is insufficient and prohibits some faculty members from including assignments that require Bloomberg terminals.

Objective

The \$2.5 million would enable the School of Business to create and permanently endow the financial services lab, with 12 financial services terminals. In addition, it would fund a graduate assistant to staff the lab. Endowed funds offer the special advantage of providing permanently invested capital for a specific purpose, the annual earnings from which either fully underwrite or supplement the operating costs of the named program or project.

Impact

The financial services lab would be instrumental in giving students the ability to become Bloomberg certified, which will help them find jobs in financial services and perform at a high level at the outset of their

careers. It will also allow professors to enhance their classroom work with projects in the lab. Finally, it will make the School of Business more competitive among business schools around the United States, putting it on par with its peers when attracting the highest quality students.

A financial services lab is a priority for the School of Business, given the popularity of finance across all levels of the school. In the corporate finance track, students receive the requisite knowledge and skill set to pursue career opportunities in corporate finance, multinational financial management and venture capital finance, as well as business consulting and investment banking. The investments track prepares them for careers in financial services, investment analysis, wealth management and risk management.

Students studying investments, derivatives, international finance and financial statement analysis would regularly make use of the financial services lab. The advantage to students would be twofold — it would give them an advantage in the interview process to be able to declare that they are Bloomberg certified, and they would be able to perform at the highest level when they start their new job.

Many employers today are specifying that applicants must be Bloomberg certified, and therefore USD students who have the certification can highlight it on their resumes, separating them from other applicants.

The advantage to the school as a whole is also substantial. Having a financial services lab would provide the School of Business with a change in its ability to train students in financial services. It would make USD more competitive in its ability to recruit students, especially at the MBA level. It will make students more competitive as they pursue careers in financial services.

Finally, it would put USD's School of Business more on par with our competitors. Locally, SDSU already has a

trading room. Nationally, among our peers, the Anderson School at UCLA also has a trading room; Villanova has a state-of-the-art trading room with 20 Bloomberg terminals; and the Whitman School of Management at Syracuse University houses 11 Bloomberg terminals.

For More Information

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