

Teaching Case

Interacting with Bloomberg Terminal from an Information Technology Perspective

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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 into 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

An updated and full manuscript of this case may be found at <https://isedj.org>