

Rockford University Fact Sheet
Bloomberg Business Lab – Puri School of Business

Launched in 1982, the Bloomberg Professional service – Bloomberg’s core offering – is a global software platform that provides transparent and reliable financial, economic and government information across all market sectors. Bloomberg is committed to helping universities and colleges incorporate this system into academic programs to better prepare students for the global job market. Educational institutions use the service to provide their students with access to the same information platform used by leading business, financial and government decision makers and media professionals around the globe.

Key features include:

News: The Bloomberg Professional service gives students' access to news stories as they break. Students can follow and interpret the market-moving events that professional traders and money managers rely on to stay informed.

Analytics: Using Bloomberg’s service, students can perform historical market analysis, compare different investment strategies, evaluate complex financial instruments, and analyze specific companies and industries.

Data: The Bloomberg Excel add-in enables students to use simple one-click data export features, thereby leveraging real-time and historical data within the Bloomberg Professional service to fuel their spreadsheets. They can monitor, manipulate and analyze data to create the same types of models that financial professionals rely on to make real-world business decisions.

The service includes:

- Access to a 24/7 live support team, able to answer questions in more than 15 languages
- Bloomberg University, our on-terminal training resource, which provides students and faculty with self-guided courses, instructional videos and online tests to certify course completion
- Personalized one-on-one training from Bloomberg experts who can help teach students directly in a classroom setting
- Integration with university IT systems and teaching environments

Bloomberg by the numbers:

- The Bloomberg Professional service has more than 320,000 subscribers
- Bloomberg News produces over 5,000 stories a day from 150 bureaus in 73 countries by more than 2,400 news professionals globally
- Bloomberg has more than 15,500 employees in 192 locations around the world