

“The KeyBank Trading Center: Trading Room Technology in a Christian Business School Setting”

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From the flashy electronic data ticker to the live Bloomberg feed, students at Cedarville University’s Department of Business Administration (DBA) have a market savvy new environment in which to explore finance. The KeyBank Trading Center opened on November 4, 2005, in a ceremony packed with KeyBank representatives, University administrators, the Business Advisory Council, DBA students, and the DBA Faculty and staff.

Thanks to the generous support of KeyBank and the Key Foundation, the KeyBank Trading Center will give Cedarville’s 80 finance students access to leading edge technologies and provide a more real-to-life learning experience. The center, located in the Milner Business Administration Building, boasts 20 double-monitor workstations, an electronic data ticker, a data wall of constantly changing financial information, a 63-inch plasma screen for classroom presentations, and a 37 inch monitor for live financial news feed.

During this session we would like to introduce you to the room, both the glitz and the substance. We will discuss how the hardware in the Trading Center enhances students’ classroom experience. In addition, we will describe how the available software enhances students’ ability to research securities and markets.