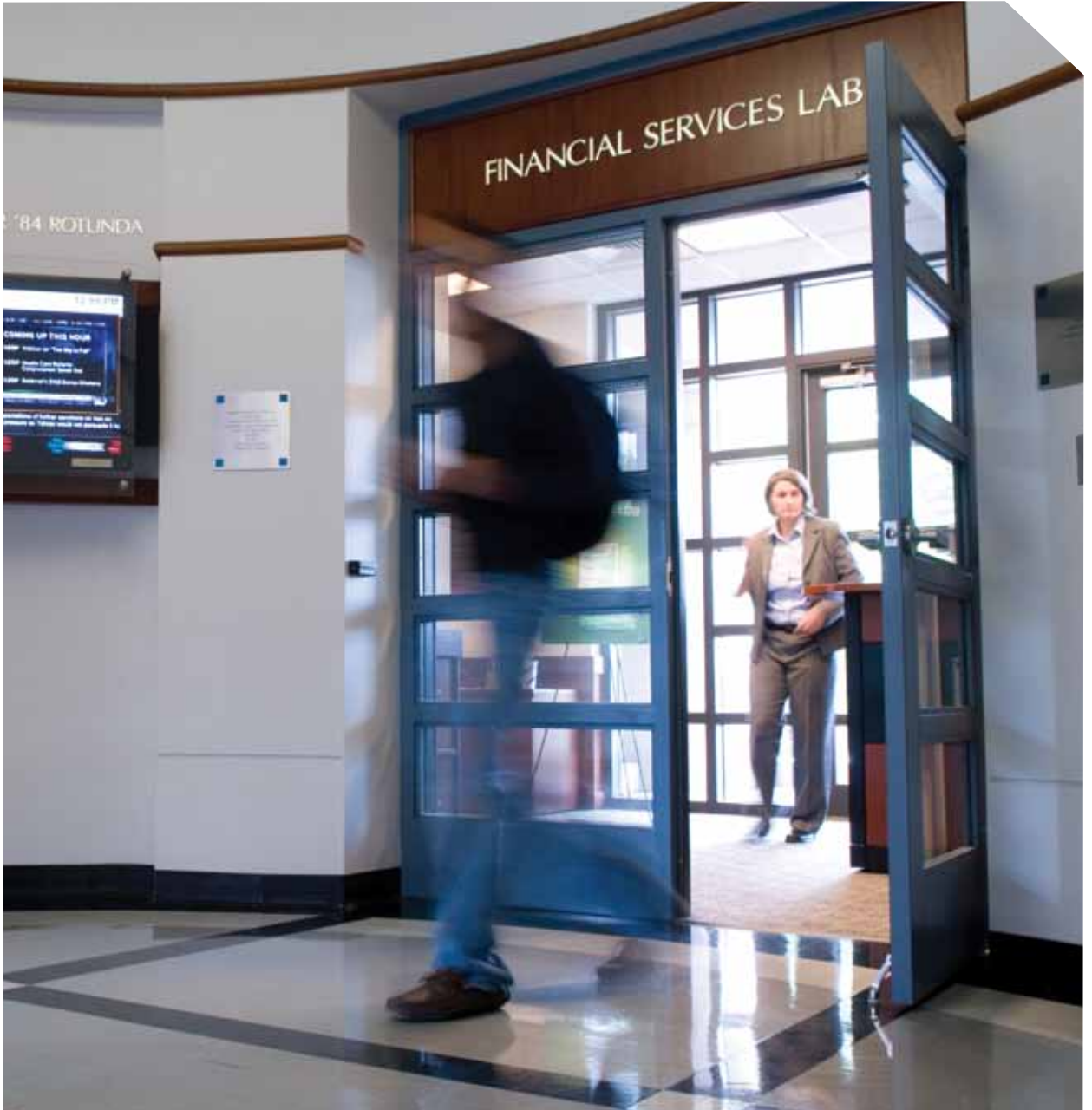


FINANCIAL  
SERVICES  
LABORATORY





► We have a unique opportunity to reshape business education here at Lehigh—a vision that starts with our Financial Services Laboratory.



Today's business landscape demands the ability to adjust to new headlines, fluctuating stock prices and changes in percentage points. Time is not a luxury. Here at Lehigh, the ability to think critically about financial information is key to our students' futures, it's the reason we continue to ambitiously invest in our Financial Services Laboratory.

**01** Lehigh boasts a wealth of financial technology. The Financial Services Laboratory (FSL) features a robust infrastructure, including more than 10 of the most highly used data feeds and software applications used in the financial services industry today. This technological portfolio provides for a rich academic environment for our faculty and students, and puts Lehigh—and its curriculum—in a good position to evolve along with the changing dynamics of the market.

**02** Our students need to be prepared to succeed. Despite the global downturn, students graduating with a Lehigh business degree are in an unusually strong position to land their first jobs. The FSL introduces them to a breadth of financial and business data, offers valuable certification programs, and ensures their transition into the marketplace is smooth. And because many of our students have used the laboratory throughout their time at Lehigh, their familiarity with financial technology is an incredibly important asset in a competitive job market.

**03** The FSL is an environment where research thrives. By offering more resources than many other university trading rooms, our laboratory equips business faculty with real-time knowledge. The facility also promotes collaboration across disciplines and allows faculty and students to partner in research initiatives—ranging from investments to futures markets—that are both meaningful and impactful.

**04** A laboratory that connects Lehigh to Wall Street. Perhaps no better program at Lehigh illustrates the strength of our relationship with the global financial community. Many of our network partners—including Thomson Reuters, PricewaterhouseCoopers, Market News International, and Alliance Bernstein—are enthusiastically committed to the academic growth of our students. And our alumni continue to provide insight into a new era of global business and the role technology has played in making us interconnected.



► ANNE ANDERSON  
Director of Financial Services Laboratory, Joseph R. Perella and Amy M. Perella Chair

*Anne Anderson became director of the Financial Services Laboratory after having been named the college's third Joseph R. Perella and Amy M. Perella Chair. Profiled by BusinessWeek magazine in its national "Favorite Professors" series, Anderson received international accolades from the corporate governance community for ground-breaking research she conducted with Professor of Accounting Parveen Gupta. Their study tied a country's financial and legal system to corporate governance and to firm performance.*

# IN THE KNOW

Lehigh's Financial Services Laboratory was founded in 2004 to serve as a hub of financial technology for the College of Business and Economics. Since then, it has served students and faculty interested in cross-disciplinary activities, affording professors and students the opportunity to collaborate on research in such areas as finance, management, economics, and accounting.

**Jesus Salas**  
*Investments*

Salas, an assistant professor of finance, has third-year students run trading simulations using Thomson One and the RIT trading simulation software to learn how markets operate and stock prices are determined. His students learn to evaluate the riskiness of companies with Microsoft Excel to generate required returns, and later publish reports in which they recommend portfolios to buy based on their risk/return analysis.

**Sam Weaver**  
*Valuation*

Weaver, a professor of practice in finance, uses the FSL for valuation studies. Thomson Worldscope provides historical financial data of companies across time, while Bernstein Financial Analyst Reports give Weaver information that builds the foundation of company valuation. The Bernstein reports also illustrate the types of valuation models developed—and eventually used—by Weaver in the classroom.

**Karen Collins**  
*Business I*

Three hundred students taking Collins' Introduction to Business course (Business I) extensively study Nike. The associate professor of accounting also has students who use Thomson One to review and interpret analysts' opinions, assess stock performance, and compare and contrast three companies in the athletic shoe, apparel, and equipment industry.

**Sue Sherer**  
*SAP*

Using the FSL's three-screen presentation capability, Sherer, the William R. Kenan, Jr. Professor of Management, offers students hands-on experience with the SAP Enterprise Resource Planning solution through Lehigh's participation in SAP's university alliance program. Students learn how to complete several key business processes including order to cash, material and production planning, and procurement through the SAP system.

**Jordan Giallanzo**

"An aptitude for research and due diligence is becoming increasingly important in the finance industry, and the FSL allows us to develop this skill set prior to joining the workforce," says Jordan Giallanzo '10, a finance major who uses Bloomberg and Thomson One as president of the Investment Management Group.

**Josh Kezele**

Joshua Kezele '10 is a mechanical engineering major who completed the Bloomberg Certification Program. Bloomberg allows him to conduct stock and market research for Lehigh's Investment Management Group. "Potential employers have also acknowledged the certification as a great asset for my resume that distinguishes me from other candidates," he says.

**Josefa Plama**

As a finance major, Josefa Palma '10 uses Thomson Reuters in an investments class to perform in-depth analysis on six companies in the oil and gas industry. She then uses that data in her corporate finance class to calculate performance metrics and the investment potential for each company.



**▶ JOHN CHRIN**  
Global Financial Services  
Executive-in-Residence  
and Financial Services  
Laboratory Fellow

*John Chrin '85 was a lead advisor on over \$225 billion of mergers and acquisitions during a 22-year career on Wall Street. In 2009, the M&A veteran traded the J.P. Morgan boardroom for a Lehigh University classroom—a move to his alma mater that was fodder for business reporters at news outlets ranging from The New York Times to NPR. Chrin is now serving as an executive-in-residence at Lehigh's Financial Services Laboratory, teaching both upper-level M&A classes and Lehigh's unique Introduction to Business course.*

# MARKET INTELLIGENCE



The FSL boasts an extensive collection of financial data and software

## DATABASES //

- › Thomson Reuters
- › Bloomberg
- › Market News
- › IW Financial
- › Thomson Worldscope
- › Bernstein
- › CQG Net
- › WRDS

## SOFTWARE //

- › Rotman Interactive Trader
- › MediaLab
- › SAP
- › TreeAge Pro
- › Turning Point

**01 WRDS.** Wharton (WRDS) Research Data Services is a highly regarded data management resource for business faculty and an important Web-based tool that is an asset for Lehigh's faculty recruiting efforts. Recognized as the international standard for business intelligence, Lehigh is one of about 250 institutions worldwide to use WRDS to simultaneously research hundreds of global firms in the financial, economic, and marketing arenas. WRDS at Lehigh has been partly funded and financially supported by the PricewaterhouseCoopers Foundation.

**02 Certifications.** In today's economy, employers and corporate recruiters are looking for business school graduates who are technologically savvy and accustomed to using a variety of financial tools. To ensure Lehigh graduates have a competitive advantage heading into the workplace, Lehigh boasts 12 Bloomberg terminals, offering its students Bloomberg certifications in four market sectors: Equities, Fixed Income, FX, and Commodities. There are currently over 250,000 Bloomberg terminals in use around the world, and Lehigh students certified in the databases are capable of performing real-time research on companies, markets, countries, and economies. Lehigh is also collaborating with Thomson Reuters to develop and implement its T1.com certification program and, moving forward, will spearhead an effort to secure IW Financial certification and a CFA Preparatory training program.

**03 Student Managed Investment Portfolios.** Lehigh offers four student-run portfolios that not only invest real money, but that are designed to simulate challenges that a financial advisor would see. The Investment Management Group includes the flagship Dreyfus Portfolio, the FSL Value Portfolio, and the Rights Portfolio—each of which builds experiences so that students who have matriculated through all the portfolios will have a well rounded and deep understanding of portfolio management challenges. Conversely, the Peter Thompson International Investment Portfolio exposes undergraduates to international markets and investments. The management of the portfolio is embedded into two courses, the Portfolio Management Practicum and Global Finance.

**04 Renowned Network Partners.** Lehigh is honored to have a team of network partners whose enthusiastic support has helped to build the FSL into one of the region's top simulated trading rooms. Recognized as industry leaders, their in-depth knowledge of the financial community has helped shape the FSL into a true learning laboratory. Partners **Thomson Reuters** and **Market News International** are world-class financial news and media organizations. **Alliance Bernstein** and **PricewaterhouseCoopers** provide strategic counsel and are highly regarded leaders among the financial services community.



## › TOM WOJCIECHOWSKI

Thomson Reuters,  
Senior Vice President  
Global Business Director  
Markets Division

*"We decided to work with Lehigh because its business school understands the unique intersection of the financial services industry and technology. Our Thomson Reuters products provide the foundation for its Financial Services Lab, which in turn, helps to prepare the students for the real-world experiences in the workforce. Both the industry and the students benefit from them being able to walk into their first job understanding and managing data without much downtime."*

# LEHIGH

UNIVERSITY®

College of Business and Economics

Rauch Business Center

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