

LSU'S INTERACTIVE BUSINESS TECHNOLOGY



Securities Markets Analysis Research and Trading Lab SMART Lab



The SMART Lab simulates an interactive trading floor with a 15-minute time delay on stock information, a live Wall Street data feed ticker, three plasma screens, and a full projector screen.

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Students at Louisiana State University will be bullish on innovations in the way both finance and management information systems courses are taught thanks to the Securities Markets Analysis Research and Trading Lab (SMART Lab) within the E. J. Ourso College of Business Administration. LSU is one of a small group of universities with this technology. Even more rare is the fact that the SMART Lab is state funded.

The laboratory recreates a simulated interactive trading floor that allows finance students the opportunity to gain experience in the fast-paced world of securities analysis, research, and trading. At the same time, the lab allows ISDS students to work on a fully functioning electronic trading system.

Students using this new teaching tool will gain a significant advantage from on-the-job-style training experience before they leave the University. The SMART Lab will also allow faculty members to perform groundbreaking research in experimental economics and price-discovery theory.

Funding for the state-of-the-art equipment and furnishings was provided by Governor M.J. "Mike" Foster's information technology initiative. The initiative focuses on bringing the latest technology for research and education to LSU and the state to promote economic development.

Securities Markets Analysis Research and Trading Lab (SMART Lab) goals

- Augment existing courses with hands-on experience
- Offer new courses designed to exploit the capabilities of the lab
- Enhance executive education through specialized courses in investments, portfolio management, and risk management
- Enhance research opportunities for the faculty of the E. J. Ourso College of Business Administration
- Facilitate establishment of public/private alliances

Funding for the SMART Lab renovation and equipment was provided by LSU's Center for Applied Information Technology and Learning (LSU CAPITAL) through appropriated funds from the Louisiana legislature. The lab is housed on campus in the Center for Engineering and Business Administration (CEBA).



LOUISIANA STATE UNIVERSITY

Center for Applied Information Technology and Learning (LSU CAPITAL)