

CUSTOMER  
STORY  
**ZHAW**

ZURICH  
UNIVERSITY OF  
APPLIED SCIENCES

# Advancing student learning with market-leading technology and data

*ZHAW Zurich University of Applied Sciences understands that intensifying competition in the business school sector requires sufficient investment in market-leading technology and data. That's why the university has rolled out Refinitiv Workspace to enable its students and teaching staff to advance their research and studies with cutting-edge technology and an unrivalled depth and breadth of data.*

Each year the CFA Institute Research Challenge invites students to take on the role of an equity analyst to perform analysis and recommend a single stock. Our students used Refinitiv Workspace to complete a full stock analysis in terms of fundamentals, product, market competition, qualitative criteria, management and environmental, social and governance (ESG) factors. Each of the seven teams created reports and the results were very good. In fact, the outputs were very impressive considering this was the first financial project that some students had completed in their academic careers.

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**What we experienced was way ahead of all ESG solutions and related solutions, which we had reviewed as part of our vendor research.**

We are using Refinitiv Workspace at all levels across our organisation. We've integrated it into our Advance Quant Methods course as part of the programme requires students to use APIs to delve deeper into Refinitiv data. We've also incorporated Workspace into practical projects that we've done with asset managers as well as for academic research and empirical studies.

Workspace gives us the flexibility we need so we can dynamically attribute a user licence to someone who needs it for a certain amount of time and then switch it to another person when they when they need it more. This flexible approach is much more efficient and more adapted to our times, with such an increased focused on web-based, remote learning.

### Adapting to new learning approaches

During the March 2020 lockdown, it was challenging for us to adapt to change. But the summer recess gave us the opportunity to prepare the entire curriculum to be delivered online.

In recent years we've seen how students are very used to adapting to studying – they are able to cross borders and relocate to study. Now in Switzerland there is an increasing move towards more remote solutions – a trend that's accelerated because of the Covid-19 pandemic. The field of remote learning is where the main competition will be among business schools over the next few years.

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As well as a positive data experience, the customer service at Refinitiv is really very good, the people are very responsive and very pleasant to work with.

As the majority of our undergraduate and postgraduate students actually work between 40% and 60% of the time, hybrid or remote studying makes most sense for them. With the need to adapt to changing demand, we needed a learning solution that would suit our students' needs.

### Choosing the right solution

We selected Refinitiv Workspace in early 2020 for a project related to sustainability and ESG investing. The experience was great especially in terms of price and for the availability and quality of data. What we experienced was way ahead of all ESG solutions and related solutions, which we had reviewed as part of our vendor research.

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### Building on solid foundations

Going forward we see very good potential is cooperating with Refinitiv on adding new data sets and new alternative data. There are lots of new sources of data with great potential, for example, Twitter, weather and CO2 emissions data which can be integrated into investment or research processes. Also, a lot of data will become available from smartphone use that will have a positive impact in investing particularly in certain developing economies.

As the relevance of data and technology has grown immensely for our students, there is no doubt that having the right research solution will help them to advance their academic studies and professional career.

Learn more about Refinitiv solutions at [refinitiv.com/en/products/refinitiv-workspace](https://refinitiv.com/en/products/refinitiv-workspace)

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