

Boosting knowledge and reputations at McGill University

ft.com/education



The challenge

As a top-ranked global university, McGill wants students to stay up-to-date on international news and events.

The solution

Access to the Financial Times plays a vital role in providing students with a global perspective and real-life case studies.

The benefits

The Financial Times helps professors to connect classroom theory with current business news, providing students with a deeper understanding of course materials and preparing them for careers in cross cultural environments.



My principal source of information is FT.com because it covers all business news and I know it is available to all students.



Matthieu Kenji Bouvard
Assistant Professor, Finance, McGill University

A Tradition of Success

McGill University is one of Canada's best-known universities and is rightly regarded as a world-leader in education, having recently been rated a top-25 global university for the tenth year in a row in the 2013 QS World University Rankings.

People from more than 150 countries from all around the globe are currently represented in its student base, making it one of the most internationally diverse universities of any research-intensive operations in the country. In all, around 20 percent of students are international.

Knowledge-based learning

In order to provide students with an international perspective and real-world examples, McGill has made the Financial Times available to all students and faculty at the university.

With almost 600 journalists around the world, the FT is able to offer an unmatched global perspective on business, finance and politics, providing trusted news, analysis and comment 24 hours a day. Bringing business subjects to life, it enables business school students to connect current events with course principles and gives them current, real-world material for their assignments.

Providing context

The university puts a strong emphasis on ensuring students at all levels stay up-to-date on what is happening in the wider world. Students are encouraged to draw on real-life examples in their coursework in order to demonstrate their understanding of how classroom theory is applied in a modern business setting.

Professor Matthieu Kenji Bouvard says he regularly uses FT.com in his corporate finance class to link the classroom studies with current business news.



"I teach capital markets and financial institutions at McGill. This course is analytical and requires students to have a deep understanding of the financial system and its two components, capital markets and financial institutions. In addition, this course has a strong practical orientation through real-world cases and readings of the financial press. As a result, I illustrate several concepts in class based on articles from the FT and also the very informative short videos found on the FT website that describes specific aspects of the finance industry."



Laurent Barras

Assistant Professor, Finance, McGill University



“For instance, I have a chapter on initial public offerings and I try to keep my students up to date with the major IPOs happening or in preparation during the semester. My principle source of information is FT.com because it covers all business news and I know it is available to all students.”

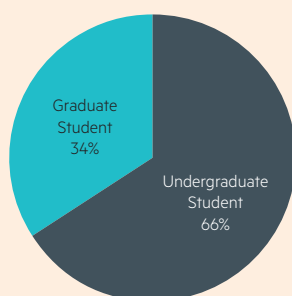
FT.com plays a vital role in helping students stay up to speed on the world of business, and in their particular discipline, offering stimulating coverage of core business issues and the latest trends in management thinking and practice.

“It provides day-to-day updates on more structural and long-term issues than we cover in class,” said one undergraduate political science and economics student. “For example, in class, we would go over the internal imbalances in the Chinese economy, but it is through FT articles that I see how these fundamental issues play out in the real world, with concrete impacts on business and financial flows.”

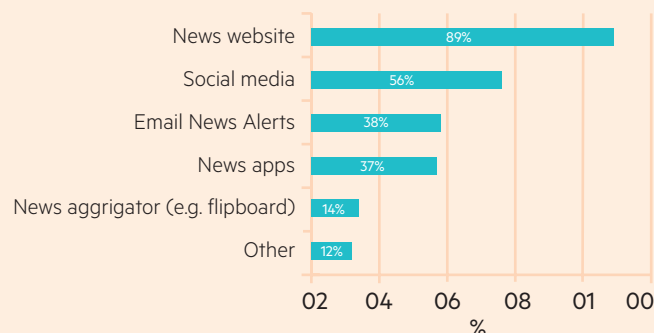
What do the students think?

The FT surveyed the student population at McGill to gain an understanding of how the FT adds value to their studies. 185 students responded, here are the key insights:

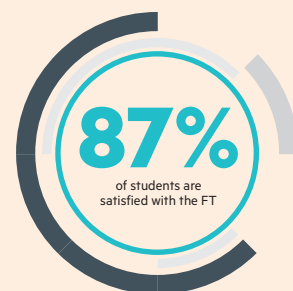
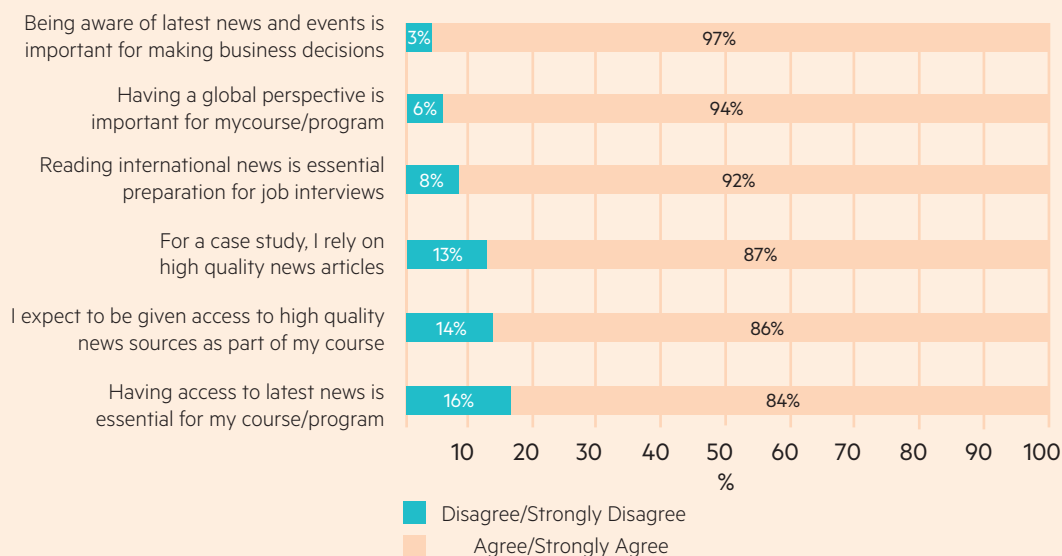
Who are you?



How do you access news?



State your agreement with the following:



Adding depth to existing knowledge

84% of students say that they rely on high quality news articles for a case study.

An economics student felt it helped to provide a deeper understanding of their studies. “It adds perspective to coursework, especially that which is related to macroeconomics and finance,” they said. “Additionally reading quality content by industry experts encourages one to develop a weighted yet broad based opinion.”

Preparing for their future

89% of students say that access to international news is vital when preparing for a job interview.

At McGill, the FT’s global perspective and unrivaled insight into business gives students a real advantage in their class work, coursework and exams. But it also gives them a head start in the real world of global business, providing the experience and insight they need to navigate cross-cultural working environments and to shine in job interviews.

In some cases, the greater contextual understanding that can be gained from regularly reading FT content has even helped to shape individual careers. “I was majoring in computer science but, over time, I realized how much of global affairs, financial markets, public institutions, market developments and opportunities had silently crept into my subconscious liking,” said one undergraduate. “It was on that realization that I decided to more pro-actively pursue studies in international political and economic affairs.”

Beyond Finance

“The FT gives me an insight into US and other foreign markets,” added one law student. “Given that I am headed into corporate law, the business perspective provided by the FT is important to me. Moreover, such a perspective is not readily available through my program alone.”

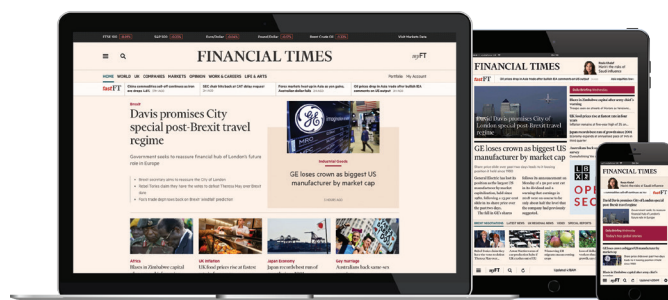
“FT is not related to my curriculum, but reading FT has been a valuable learning experience,” said a bioresource engineering post-graduate student. “It provides the latest technology and business news that are relevant to people of all income and backgrounds, plus the FT often has unique insights to offer which are very enlightening and inspiring.”



“I post links to FT.com articles with a small comment about how they relate to the class (similar to a Twitter feed). I had very positive feedback from students: they like the connection with real world/real time events and they also mention that it is useful in job interviews to show that they are “plugged” into the finance world.”



Professor Bouvard
McGill University





FINANCIAL
TIMES

About the Financial Times

An FT Group Subscription offers a practical way for academic staff to bring current affairs and an international perspective into their curriculum. Learning tools such as myFT, the weekly business school newsletter, clippings, and email alerts make it easy to incorporate the FT into their teaching.

Professors and students around the world now access our journalism via FT.com, mobile phones and tablets.

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