

Houghton State-of-the-Art Investment Center Opened

With the christening of an electronic, 24-foot-long stock ticker streaming the latest quotes, 46" flat-panel TV screens showing market commentators and their predictions, and four dual-monitor computer stations presenting market research results, the Business and Economics Department of Houghton College opened its newly built Business Investment Center.

The center is headquarters for the Houghton College Student Investment Group, which consists of students majoring in business or accounting who apply for admission to the financial management program. The group, working under the guidance of Houghton business professors, manages a portion of the college's endowment funds worth \$250,000.



Introducing various investment strategies to his Strategies and Policy class, Professor Bates utilizes the Investment Room's stock ticker and news feeds to connect class content to real time market action.

Creation of the center is the result of \$100,000 in donations from persons who support the college's goals. "Our students have access to some very sophisticated and powerful computer-based analytical tools that are part of the center," said Richard A.

Halberg, professor of business and economics. "They use these tools to perform market research and analysis and conduct real-time trades." To date, Halberg noted, the students have consistently outperformed the S&P 500. ●

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