**Integrating Technology into Academia: An Action Research on Enhancing MBA FinTech Curriculum with Bloomberg Insights"**

 Abstract

The financial landscape is rapidly evolving with digitalization and innovation. The Integration of technology into Academia such as Bloomberg’s Practical Insights into FinTech education presents an opportunity to bridge the critical gap between theoretical knowledge and real-world application. This action research explores how the inclusion of Bloomberg’s real-time data and market simulation tools in an MBA FinTech curriculum fosters experiential learning and enhances student outcomes. Grounded in Kolb’s **experiential learning theory,** the study adopts a qualitative action research methodology conducted over a period of 10 months, consisting of three iterative cycles of observation, reflection, and intervention.

The study focuses on how Bloomberg’s platforms facilitate not only technical proficiency in market analysis but also the development of critical decision-making skills, preparing students to navigate the complexities of modern financial markets. Through continuous feedback and practical engagement, the findings demonstrate how technology-enhanced learning environments deepen student understanding of financial concepts, bridging the gap between theory and practice in traditional academic settings.

This research contributes to the fields of FinTech and educational technology by showcasing the value of real-time market tools in academic contexts. The study demonstrates that integrating Technology into Academic curriculum effectively prepare future financial leaders with essential skills for success in an increasingly digitalized industry. Furthermore, the study has implications for curriculum developers, offering a model for the scalable integration of real-time financial technologies across other academic business disciplines to further develop critical pedagogy across the Higher Education.

The findings of this study highlight the role of **collaborative, technology-supported learning** in enhancing the applicability of MBA FinTech programs, suggesting that similar approaches can be adopted in higher education to meet the growing demands of the financial industry. Future research could explore further scalability and cross-disciplinary applications of these tools, contributing to a more holistic approach to technology-driven learning in business education.

FinTech; Bloomberg Practical Insights; Action Research, MBA Curriculum Integrative Experiential Learning Academia-Industry Collaboration.

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