

## **FINA 3810 - Bloomberg Market Concepts Certification**

Course Website: Class notes will be posted on Canvas: <http://canvas.ust.hk>

Class Format: web-based e-learning

### **Course Description:**

For BBA (FINA) and BSc (QFIN) only. The course aims to provide students with knowledge of financial markets and Bloomberg functionality. The course consists of four modules: economic indicators, currencies, fixed income and equities. Students will need to complete all four modules to receive the Bloomberg Market Concepts certification. Graded P or F.

### **Bloomberg Market Concepts Certification:**

- Four Modules: Economic Indicators, Currencies, Fixed Income and Equities
- Modules vary in length. It takes about 8 to 10 hours to complete all four modules
- Certification of completion is delivered at conclusion of fourth module
- More than 70 terminal functions are covered
- 120 questions delivered throughout modules

### **Course Objectives:**

#### *Learn the language of finance*

- >> Learn with practical knowledge of the markets
- >> Familiarize yourself with over 70 Bloomberg Terminal functions

#### *Discover the inner workings of the markets*

- >> Learn what moves markets
- >> Familiarize yourself with key benchmarks that professionals monitor

#### *Get Bloomberg on your resume*

- >> Receive a certificate of completion after completing BMC
- >> Demonstrate your comfort with Bloomberg

Modules:

Module	Content	Terminal Functions Covered
Economic Indicators	<ul style="list-style-type: none"> <li>• Discover the regiment upon which economic indicators are published and analyzed.</li> <li>• Identify how investors use economic indicators to gauge the health of the economy.</li> <li>• Explain the qualities of good economic indicators.</li> <li>• Explore how economic indicators can be used to spot inflection points.</li> </ul>	<ul style="list-style-type: none"> <li>• ESNP</li> <li>• ECOW</li> <li>• WECO</li> <li>• ECFC</li> <li>• ECST</li> <li>• GP</li> <li>• ECOS</li> <li>• ECSU</li> </ul>
Currencies	<ul style="list-style-type: none"> <li>• Explore the history and mechanics of currency markets.</li> <li>• Identify the three main drivers of currency valuation.</li> <li>• Discover the role of central banks in guarding against inflation and deflation.</li> <li>• Demonstrate how investors and businesses are affected by currency markets and how they manage currency risk.</li> </ul>	<ul style="list-style-type: none"> <li>• WEI</li> <li>• FXFM</li> <li>• FXFC</li> <li>• FRD</li> <li>• WGO</li> <li>• GP</li> <li>• CIX</li> <li>• PTOE</li> </ul>
Fixed Income	<ul style="list-style-type: none"> <li>• Discover how the bond market became the biggest, most complex market in the world and how it serves a vital public service.</li> <li>• Describe how yields facilitate comparison across the vast diversity of the bond market.</li> <li>• Describe how government bond yields are a yardstick by which all other investments are measured.</li> <li>• Describe how bond markets instill discipline in governments around the world.</li> <li>• Discover why, when, and how central banks make interest rate decisions.</li> <li>• Explore how bond valuation is driven by creditworthiness, inflation, and central bank interest</li> </ul>	<ul style="list-style-type: none"> <li>• WCAP</li> <li>• CAST</li> <li>• CRPR</li> <li>• GEW</li> <li>• SRCH</li> <li>• DDIS</li> <li>• FOMC</li> <li>• ILBE</li> <li>• BUDG</li> <li>• GY</li> <li>• WCDM</li> <li>• GC</li> <li>• DEBT</li> <li>• RATD</li> <li>• WIRP</li> <li>• BYFC</li> <li>• STINI</li> <li>• CSDR</li> <li>• SOVR</li> </ul>

	<p>rates.</p> <ul style="list-style-type: none"> <li>• Describe the importance of the yield curve to businesses and consumers around the world.</li> <li>• Interpret the meaning of the four major shifts in the yield curve and the meaning of curve inversion.</li> </ul>	
Equities	<ul style="list-style-type: none"> <li>• Calculate equity index performance from the performance of single stocks.</li> <li>• Explore the nature and allure of equity ownership.</li> <li>• Identify why equities are more volatile than bonds.</li> <li>• Describe how industry and supply chain analysis is foundational to equity research.</li> <li>• Discover how the use of accurate industry drivers facilitates accurate earnings forecasts.</li> <li>• Describe the five-step absolute valuation process and the attendant pitfalls.</li> <li>• Identify the three types of relative valuation and the role of future earnings growth when assessing fair value.</li> </ul>	<ul style="list-style-type: none"> <li>• EQS</li> <li>• MEMB</li> <li>• DES</li> <li>• EM</li> <li>• WACC</li> <li>• GF</li> <li>• IPO</li> <li>• TRA</li> <li>• CCB</li> <li>• SURP</li> <li>• CRP</li> <li>• WPE</li> <li>• GIP</li> <li>• MRR</li> <li>• ICS</li> <li>• EA</li> <li>• BETA</li> <li>• PEBD</li> <li>• WEI</li> <li>• FA</li> <li>• SPLC</li> <li>• NI</li> <li>• EV</li> <li>• RV</li> <li>• SECF</li> <li>• EVTS</li> <li>• BI</li> <li>• EEG</li> <li>• DVD</li> <li>• RVC</li> </ul>