KNOW MORE. DO MORE.

Bloomberg
“AS THE GLOBAL BENCHMARK FOR DATA AND ANALYSIS, BLOOMBERG WAS THE LOGICAL CHOICE FOR OUR RESEARCH, CLASSROOM TEACHING AND STUDENT MANAGEMENT PRACTICUM PROJECTS AT BOTH THE GRADUATE AND UNDERGRADUATE LEVELS.”

PROFESSOR JOSEPH CHERIAN, Practice Professor
Director, Center for Asset Management Research & Investments
National University of Singapore
A COMMITMENT TO PROGRESSIVE EDUCATION

Bloomberg was founded more than 30 years ago with one core mission: to bring transparency to capital markets through access to information. Today’s Bloomberg—with more than 15,000 employees in 192 locations in 72 countries around the globe—builds on that foundation. Everything that we do connects decision makers in business, finance and government to a broad and dynamic network of global and local information, news, people and ideas that enables faster, more effective decisions. Bloomberg works with small, mid-sized and large universities worldwide, connecting students and faculty across multiple disciplines to the world’s leading platform for business and finance news, data, analytics and research.
INTEGRATE THEORY WITH 
REAL-WORLD PRACTICE
Preparing students for the realities of an uncertain labor market is distinctly challenging. Bloomberg for Education gives your institution an advantage by empowering students with the hands-on knowledge and real-world experience they will need to compete. For more than 20 years, Bloomberg for Education has brought financial leadership into the classroom by exposing students to the world’s leading platform for global business and finance news, data, analytical tools and research.

Bloomberg offers a pricing plan designed specifically for colleges and universities that provides additional terminals—at no extra charge—with a minimum purchase.

EMPOWER YOUR STUDENTS
Universities around the globe leverage Bloomberg to bring the real worlds of business and finance into the classroom, providing students with access to the same information platform used by leading decision makers, asset managers and policy architects in business, finance and government.

ENRICH YOUR CURRICULUM
With Bloomberg for Education, students can deepen both their research and classwork, while learning how to analyze financial markets, assess economic scenarios and interpret the key news developments that impact the global economy. The skills students acquire from this experience provide them with the confidence and advantage they need to compete.

Financial professionals worldwide rely on Bloomberg for market-moving information. Today, Bloomberg also connects leaders in government, law, energy, finance and sports to an unprecedented level of data, analysis and specialized insight. We also offer several programs specifically designed for universities, such as the Bloomberg Aptitude Test (BAT) and Bloomberg Essentials Training (BESS).

“At Duke, we try to give our students the best educational and career tools available and Bloomberg is one of them.”

JOHN CACCALA, Executive Director, Financial Economics Center, Duke University
LEVERAGE BLOOMBERG TO SUPPORT MULTIPLE DISCIPLINES

Provide your students with the same platform used by the world’s leading banks, corporations and government agencies to deepen their academic studies across a wide range of disciplines.

BUSINESS
Accounting
Management
Marketing

FINANCE & ECONOMICS
Corporate Finance
Derivatives
ESG Data (Environment, Social & Governance)
Financial Engineering
Foreign Exchange
Futures/Options
International Trade
Investment Banking
Investment & Portfolio Management
Portfolio Theory
Securities Analysis
Supply Chain Management

ADDITIONAL DISCIPLINES
Agriculture
Energy
Government
Health Care & Pharmaceuticals
Journalism
Public Policy
Real Estate

SUPPORTING RESEARCH & APPLIED STUDIES
Academic Trading Floors
Investment Clubs
Library Reference Resource
BUSINESS MANAGEMENT

MANAGEMENT PROFILES – MGMT <GO>
Get company management information about top-ranking executives and board members for selected securities.

SEE THE C-SUITE
Identify key corporate figures and learn who is nearing retirement, evaluate their comparative experience and examine how company performance has improved or faltered during a manager’s tenure.

SUPPLY CHAIN – SPLC <GO>
Supply chain conditions provide crucial insights into a company’s future.

CHAIN REACTION
A unique look at supply chain fundamentals that maps business relationships for more than 35,000 companies globally.

ADDITIONAL RELEVANT FUNCTIONS

Company Classification Browser – Revenue-derived industry classifications for selected securities.
Holdings Search – Information on institutional and insider holdings.
Most Active Securities – See highest and lowest trading volume and identify short-term trends.
BLOOMBERG INDUSTRIES – BI <GO>
See the correlation between long-term share value and actual investment performance.

DESCRIPTION FOR EQUITIES – DES <GO>
Display financial data and fundamental background information for a variety of equity securities.

ADDITIONAL RELEVANT FUNCTIONS
Fund Screening – Generate a list of funds based on specific search criteria.
News Sentiment Rankings – See if sentiment on topics in the news is positive, negative or neutral.
Bloomberg BRIEFs – Our suite of daily and weekly newsletters on wide variety of topics.
FINANCE

**FINANCIAL ANALYSIS – FA <GO>**
Identify trends and analyze the value of potential investments.

**EARNINGS & ESTIMATES – EE <GO>**
Bloomberg and third-party earnings projections in a single location.

**ADDITIONAL RELEVANT FUNCTIONS**
Graphical Financial Analysis – Perform visual analysis of company fundamentals.
Fixed Income Credit Monitor – See where spreads have tightened or widened.
Emerging Markets View – Index, currency, credit default swap, bond and interest rate data.

**CRITICAL CONTENT**
Curated templates display a broad array of company data, including environmental, social and governance tabs.

**A COMPLETE EARNINGS PICTURE**
See current estimates alongside historical trends and future projections to fuel the decision making process.
ECONOMIC WORKBENCH – ECWB <GO>
Organize high-level economic data by concept and context.

CREATE EFFECTIVE COMPARISONS
A set of data transformation and presentation tools integrated directly into the Bloomberg Professional® service.

EQUITY OPTION VOLATILITY SURFACE – OVDV <GO>
Employ proprietary Bloomberg methodologies to calculate implied volatility surfaces.

VISUALIZE VOLATILITY
Evaluate market data in real time to determine the volatility of stocks, indexes, futures and exchange-traded funds.

ADDITIONAL RELEVANT FUNCTIONS
Correlation Menu – Correlate price movements for up to 500 securities.
PORTFOLIO MANAGEMENT

M&A ANALYSIS – MA <GO>
Track and analyze real-time data for mergers and acquisitions.

EQUITY SCREENING – EQS <GO>
Screen for companies that meet a customized set of criteria.

ADDITIONAL RELEVANT FUNCTIONS
Portfolio Administration – Create, manage, analyze and share portfolios.
Comparable Bond Analysis – Determine the relative richness/cheapness of a customizable list of corporate bonds.
Portfolio Risk Overview – A broad suite of applications for measuring portfolio risk.
RESEARCH & APPLIED STUDIES

RESEARCH – RES <GO>
A comprehensive, sortable research portal that puts broad, deep information in one convenient location.

PEOPLE SEARCH – PEOP <GO>
Search for individuals based on a range of biographical information exclusive to Bloomberg.

IN-DEPTH RESEARCH
Access research from more than 2,500 providers as well as premium content such as ratings changes, initiated coverage, earnings estimate revisions and economic research.

REACH OUT
Perform targeted searches on the more than 2.9 million people in the Bloomberg Profile database. You can also use pre-built “Suggested Searches” and save searches for future reference.

ADDITIONAL RELEVANT FUNCTIONS
Company Filings – Thousands of searchable public documents from more than 50 different sources.
Option Valuation – Structure and price multi-leg foreign exchange options.
Volatility Comparison – Analyze implied versus realized volatilities and FX rates.
A SINGLE SOURCE FOR UNPARALLELED INFORMATION

ANALYTICS
Bloomberg helps students and researchers move from the theoretical to the practical. With a vast array of global data available in milliseconds, as well as the industry’s most sophisticated monitoring, screening and scenario tools, Bloomberg offers a unique perspective on the markets, thus facilitating quick, informed decisions.

• More than 15,000 indexes and 100+ metrics
• Coverage of 45,000+ companies in 108 countries
• 2,800 fundamental data items and financial ratios

PORTFOLIO & RISK ANALYTICS – PORT <GO>
Our Portfolio and Risk Analytics solution helps students understand the sources of a portfolio's historical performance on an absolute or relative basis.

ATTRIBUTION
Easily drill down for full data transparency to gain a greater understanding of the data driving returns—such as capital events and dividends.
At Bloomberg, we have worked with the most demanding information users in the world for more than 30 years. Our years of experience enable us to provide a unique perspective on making effective decisions in uncertain environments. It starts with our ability to put data to work. We are adept at taking a real-time stream of data, verifying its quality and knowing which tools to apply to make it even more valuable. Our data includes private US companies and US companies that are bankrupt in default/no longer public, as well as international public companies. Students and professors have access to the same data as our top clients in the market.

Key decisions can’t rest on data alone; they must take into consideration the environment in which they are being made. Bloomberg gives students access to exclusive news stories as they break. Teach your students how to follow and interpret the market-moving events that professional traders and money managers rely on to stay informed and make critical financial decisions.

More than 5,000 original news stories each day
30,000+ aggregated news sources
Coverage from 146 bureaus in 72 countries

We develop technology that delivers data, news, analytics and insight on a single platform to some of the most demanding clients in the world—along with the tools that enable you to put that knowledge into action. We apply the best technology available to solve the challenges our customers face. We operate the world’s largest private network and our proprietary data and distribution infrastructure transmit the best quality data around the world in milliseconds without fail.

As part of our commitment to supporting smarter decision making, we have an emerging capability to deliver insight that adds value to the content we provide. These offerings include industry-focused proprietary, independent and exclusive contributed research and insight-driven content, including opinion, coverage of industry trends and analyst reports.

Business schools are eager to expose students to simulated market environments in an effort to offer truly real-world instruction. We can effectively simulate the OTC markets with a variety of functions across asset classes. Further, we have a number of simple solutions to replicate both trading and non-trading workflows. These tools can help universities save significantly on market simulators that might otherwise have to be purchased.

“Students who graduate with Bloomberg experience gain a huge advantage in the early stages of their career.”

BROOKE COBY, Head of Campus Recruitment, RBS Global Banking
ADDITIONAL STUDENT RESOURCES
Preparing Students for the Global Job Market

BLOOMBERG ESSENTIALS (BESSION)
An online training program, BESS was developed to help students quickly gain familiarity with core Bloomberg functionality and key market fundamentals. Training videos provide instructions for each topic and exams enable students to test their newly acquired knowledge. Core videos are designed to familiarize students with basic Bloomberg functionality, while more targeted sector videos introduce specific market fundamentals.

THE BLOOMBERG APTITUDE TEST (BAT)
The BAT, a recruiting platform for college students and financial employers, offers the same transparency for which Bloomberg is famous. The BAT is a global, standardized online test developed in partnership with premier financial institutions and university faculties around the world. It helps students assess their aptitude across a range of finance, business, career and personal competencies. Students who take the BAT uncover their strengths in various subjects and gain insight into their suitability for a career in business. They can also see which areas within finance might suit them best. For more information, please visit www.TakeTheBAT.com

After taking the BAT, students can choose to enter their scores anonymously into the Bloomberg Institute Talent Search. This is a tool used by employers to identify candidates for entry-level roles in business. Employers can view student profiles anonymously and may elect to contact students with testing profiles complementary to their available career opportunities. The BAT is a great way for your students to not only test their current knowledge, but also to define themselves as valued candidates to employers.
BLOOMBERG BUSINESSWEEK B-SCHOOL CONNECTION PROGRAM

Bloomberg Businessweek’s B-School Connection Program brings the boardroom into the classroom, providing students with essential business insight paired with easy-to-integrate teaching tools for faculty. With more than 150 partner schools, the program plays a key role in preparing business students to be well-informed leaders. Studies show that 74% of participating students read more than their assigned reading, are 10 times more likely to engage in class and feel twice as prepared for job interviews.

BENEFITS

• Bloomberg Businessweek magazine subscription for each student and faculty member in the program
• Free digital access to the magazine’s app for iPhone® & iPad®
• Faculty access to the online Education Resource Center, including forward-looking, weekly Instructor’s Guides and integration ideas by discipline featuring article summaries, discussion questions, quiz questions and answer keys
• Customized magazine cover wraps to promote your school, aid in fund-raising efforts and highlight your school’s core strengths to prospective candidates

The Bloomberg Aptitude Test has been taken by more than 110,000 students attending more than 1,000 universities in 58 countries since 2010.

Bloomberg has helped initiate more than 21,000 conversations between employers and Bloomberg Aptitude Test-takers worldwide.
REAL SERVICE FROM REAL PEOPLE
WHEN YOU NEED IT
Bloomberg for Education is supported by our industry-leading global customer support teams, which provide on-site training as well as strategies for integrating our service into your curriculum. Our highly trained multilingual team speaks 95 languages and is ready to help 24/7 in 160 countries.
INTEGRATING BLOOMBERG INTO YOUR CURRICULUM

In addition to Bloomberg’s world-class 24/7 customer support, you will have access to a team of Bloomberg specialists who will assist and advise you through every step of the process.

FACULTY SUPPORT

• We provide personalized one-on-one training by Bloomberg experts who can help teach students directly in a classroom setting.

• Bloomberg Essentials training program offers instructional videos and online tests to certify course completion.

STUDENT SUPPORT

• Access 24/7 live support instantly in more than 15 languages.

• Bloomberg University, our online training resource, allows students to deepen knowledge and skills through self-guided courses.

TECHNICAL SUPPORT

• We provide total support for installing a single terminal or building a Financial Markets Lab.

• Experience seamless integration with your university’s IT system and teaching environment.

“BLOOMBERG PROVIDES US WITH THE BEST HIGH-TECHNOLOGY TEACHING RESOURCE TO DELIVER CAPITAL MARKETS KNOWLEDGE AND EXPERIENCE QUICKLY.”

Dr. HARRY THAPAR, Principal Lecturer, Finance, University of Westminster Business School
The founding vision in 1982 was to create an information services, news and media company that provides business and financial professionals with the tools and data they need on a single, all-inclusive platform. The success of Bloomberg is due to the constant innovation of our products, unrivaled dedication to customer service and the unique way in which we constantly adapt to an ever-changing marketplace. The Bloomberg Professional® service is a powerful and flexible tool for financial professionals—whatever their needs—in cash and derivatives markets as diverse as equities, currencies, commodities, money markets, government and municipal securities, mortgages, indexes, insurance and legal information. The Bloomberg Professional service seamlessly integrates the very best in real-time data, news and analytics.

In addition, Bloomberg users benefit from on-demand multimedia content, extensive electronic trading capabilities and a superior communications platform. Bloomberg customers include influential decision makers in finance, business and government. By offering all of this assistance and functionality to users on a single platform, for a single price, business and financial professionals recognize the Bloomberg Professional service as the definitive tool for achieving their goals.
"LEARNING BLOOMBERG IS A NECESSARY PREPARATION TO COMPETE IN TODAY’S FINANCIAL MARKETPLACE.”

TOM DiGALOMA, Senior Managing Director & Head of Fixed Income Rates Trading, Guggenheim Securities
PUT US TO WORK FOR YOU. To learn more about what Bloomberg for Education can do for your academic institution, email us at universities@bloomberg.net.