KNOW MORE. DO MORE.

Bloomberg

CONTENTS

INTRODUCING BLOOMBERG FOR EDUCATION

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 introducing students to the Bloomberg Professional® service, the world's leading platform for global business and finance news, data, analytical tools and research.

Bloomberg offers a special Financial Markets Lab plan designed exclusively for colleges and universities.

To learn more about Bloomberg for Education or to arrange a free demo, please contact bbeducation@bloomberg.net.

"Bloomberg provides us with the best high-tech teaching resource to deliver capital markets knowledge and experience quickly."

– Dr. Harry Thapar
 University of Westminster Business School

"As the global benchmark for data and analysis, Bloomberg is the logical choice for our research, classroom teaching and student management practicum projects at both the graduate and undergraduate levels."

– Professor Joseph Cherian
 National University of Singapore

BENEFITS

EMPOWER YOUR STUDENTS

Professors at 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 advantages they need to compete.

Bloomberg Market Concepts (BMC) was specifically designed to introduce students to the financial markets through the lens of the Bloomberg Terminal – see page 9.

THE BLOOMBERG PROFESSIONAL SERVICE

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

DATA

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 universe includes private U.S. companies and U.S. 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.

NEWS

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

TECHNOLOGY

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 highest-quality data around the world in milliseconds without fail.

CUSTOMER SERVICE

Everything we do is delivered with a deep understanding of your environment, your needs and your expectations — built up over years of strong relationships. Because of this deep understanding, we can often anticipate what you will need before you know it yourself. Our teams of product and content experts are available to you where you need them, when you need them, so you can get your questions answered quickly and accurately.

INSIGHT

As part of our commitment to supporting smarter decision making, we have an emerging capability to deliver insights that add 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.

SIMULATIONS

Business schools are eager to expose students to simulated market environments in an effort to offer truly real-world instruction. We provide a variety of trade idea applications that can seamlessly simulate the trading workflow and generate profit/loss reports.

These tools can help universities save significantly on market simulators that they might otherwise have to purchase.

SUPPORTED DISCIPLINES

CORE DISCIPLINES
- Accounting
- Economics
- Finance
- Management
- Marketing
- Real Estate
- Supply Chain

ADDITIONAL DISCIPLINES
- Agriculture
- Biology & Pharmacology
- Environmental Science
- Financial Engineering
- Journalism
- Public Policy

SUPPORTING RESEARCH & APPLIED STUDIES
- Trading & Research Labs
- Investment Clubs
- Stock Competitions
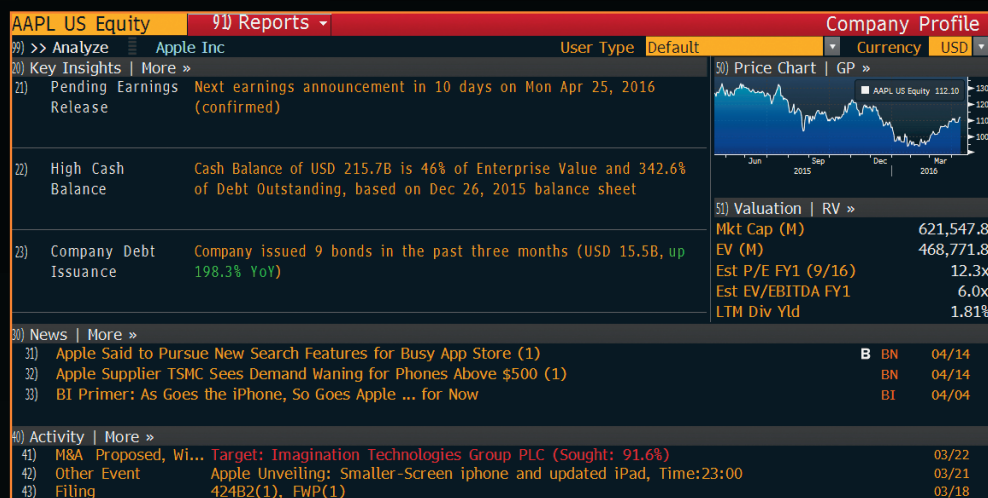- Library Reference Resource

KEY TERMINAL FUNCTIONS

The Bloomberg Professional service offers thousands of functions, delivering data, insight, information and analytics, to drive smarter, more informed decisions. These are just some of the functions that can help students in the following courses.

FINANCE & BUSINESS MANAGEMENT

Company Profile – CP <GO>

- Gain access to a universe of valuation and pricing data, plus company information, so you can stay on top of important news, activities and prospects, all in one place.
- Benefit from fast access to Bloomberg's Company Monitor Index (CMI) indicator and the key market movements, financials, news and developments that drive a company's CMI.

Financial Analysis – FA <GO>

- Identify trends and analyze the value of potential investments.
- See curated templates that display a broad array of company data, including environmental, social and governance tabs.

Earnings & Estimates – EE <GO>

- Access Bloomberg and third-party earnings projections in a single location.
- See current estimates alongside historical trends and future projections to fuel the decision-making process.

Graphical Financial Analysis – GF <GO>

- Perform visual analysis of company fundamentals direct from Launchpad.

Environmental, Social and Governance Data – ESG <GO>

- Measure valuation risk derived from a company's operational decisions, HR policies and practices, and corporate governance structures

Supply Chain – SPLC <GO>

- View a comprehensive supply chain breakdown for a selected company
- Analyze revenue exposure for the central company, its suppliers, and its customers
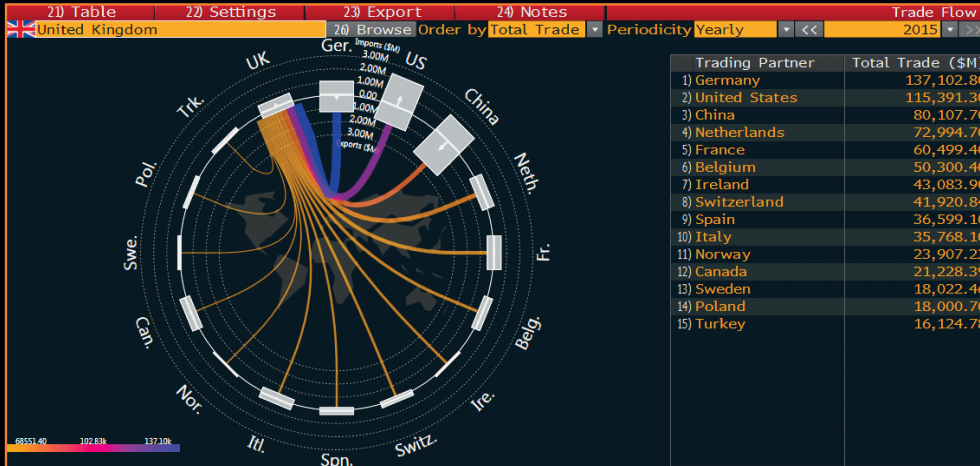- Track the performance of a company against its peers

ECONOMICS

Economic Workbench – ECWB <GO>
- Organize high-level economic data by concept and context using data transformation and presentation tools integrated directly into the Bloomberg Professional service.

Interactive Trade Flow Map ECTR <GO>
- Map the trade flow of export and import values between a selected country and its global trading partners.

World Economic Statistics – ECST <GO>
- See economic statistics by country and economic concept.

Economic Forecasts – ECFC <GO>
- Estimate future trends by displaying economic forecasts.

Correlation Menu – CORR <GO>
- Correlate price movements for up to 500 securities.

PORTFOLIO MANAGEMENT

Portfolio & Risk Analytics – PORT <GO>

- Help your students understand the sources of a portfolio's historical performance on an absolute or relative basis with our Portfolio and Risk Analytics solution.
- Easily drill down for full data transparency to gain a greater understanding of the data driving returns — such as capital events and dividends.

Equity Screening – EQS <GO>

- Screen for companies that meet a custom set of criteria.
- Put opportunities in context with comprehensive "what if" scenarios, factor backtesting, financial analysis and more.

Equity Relative Value – EQRV <GO>

- Evaluate whether a company is fairly valued relative to a group of its peers, given its historical performance on selected multiples as compared with the group.

Dividend Discount Model – DDM <GO>

- Determine the intrinsic value of a selected equity using the present value of future cash flows, discounted at an appropriate rate.
- Compare this theoretical value to the current price of the equity to determine whether it is under- or overvalued.

Weighted Average Cost of Capital – WACC <GO>

- Analyze the average cost of capital, weighted according to the proportion each element bears to the total pool of capital.
- Assess a company's financial health, essential for capital budgeting and determining investment potential.

Discounted Cash Flow – XLTP XDCF <GO>

- Estimate the value of a stock based on the present value of projected free cash flows.
- Combine analyst estimates with historical data and enter your own estimates. Outliers are automatically highlighted to assist you in reviewing the model.
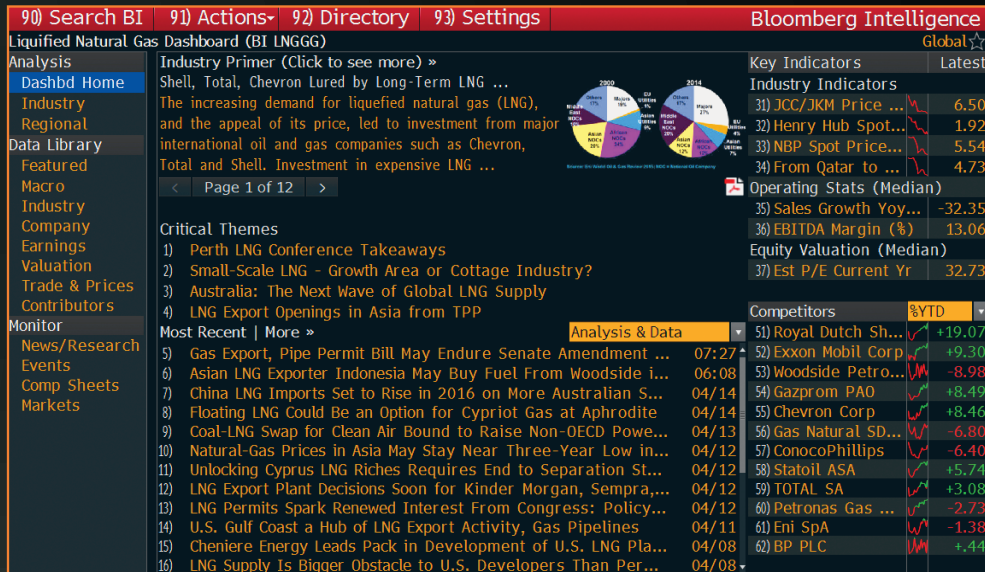
RESEARCH & APPLIED STUDIES

Research – RES <GO>

- Explore this comprehensive, sortable research portal that puts broad, deep information in one convenient location.

Bloomberg Intelligence – BI <GO>

- Enhance your decision making with in-depth analysis, commentary and data sets on industries, companies, government factors, credit, litigation and legislation.

- Review comprehensive analysis from a team of independent experts with extensive buy- and sell-side experience, covering more than 100 industries

- Evaluate and rank sectors and companies over a specific time period to add critical context to your overall portfolio research

Bloomberg BRIEFs – BRIEF <GO>

- Enjoy and utilize our suite of daily and weekly newsletters on a wide variety of topics, delivered to your inbox.

Bloomberg Selected Tweets – TWEET <GO>

- Stay up-to-date with the tweets that Bloomberg has identified as having a market impact.

BLOOMBERG MARKET CONCEPTS (BMC)

BLOOMBERG MARKET CONCEPTS (BMC)

Bloomberg Market Concepts (BMC) is an eight-hour, self-paced e-learning course that provides an interactive introduction to the financial markets. BMC consists of four modules — Economics, Currencies, Fixed Income and Equities — woven together from Bloomberg data, news, analytics and television. The course is available through the Bloomberg Terminal via BMC <GO> or online through the Bloomberg Institute website.

BENEFITS FOR PROFESSORS

Bring the markets into your classroom
- Provide foundational content with concrete learning outcomes.
- Complement your course with case studies and examples from the gold standard market data platform.

Integrate Bloomberg into your curriculum
- Supplement your course with Bloomberg data, news, analytics and television.
- Reinforce learnings through more than 100 questions with assessment reports for professors.

Give your students a recruiting edge
- Encourage students to add their certificate of completion to their resumes.
- Teach practical know-how to help students prepare for interviews.

BENEFITS FOR STUDENTS

Learn the language of finance
- Supplement your university learnings with practical knowledge of the markets.
- Familiarize yourself with the Bloomberg Professional service.

Discover the inner workings of the markets
- Learn what moves markets and drives valuations.
- Familiarize yourself with the key benchmarks that professionals monitor.

Get Bloomberg on your resume
- Receive a certificate of completion.
- Demonstrate your comfort with the gold standard market data platform.

Topics Covered
BMC covers the essentials of the financial markets through four modules and integrates more than 70 Bloomberg Terminal functions.

MODULE 1 – ECONOMIC INDICATORS
- Primacy of GDP
- Monitoring GDP
- Forecasting GDP

MODULE 2 – CURRENCIES
- Currency Market Mechanics
- Currency Valuation
- Central Banks and Currencies
- Currency Risk

MODULE 3 – FIXED INCOME
- The Roots of the Bond Market
- Bond Valuation Drivers
- Central Bankers and Interest Rates
- The Yield Curve & Why It Matters
- Movements in the Yield Curve

MODULE 4 – EQUITIES
- Introducing the Stock Market
- The Nature of Equities
- Equity Research
- Absolute Valuation
- Relative Valuation

LIBRARY RESOURCES

ALL-IN-ONE SOLUTION
Eliminate the need for duplicate information systems:
- Find what you need quicker and easier
- Streamline research with fully integrated market data, news and analytics
- Reduce costs

UNPARALLELED INFORMATION
Support multiple disciplines and audiences:
- Market, company and industry data and analysis
- Information on all asset classes
- Global indices
- Contributed and proprietary research
- Live media feeds from Bloomberg Television and Bloomberg Radio

TRAINING RESOURCES & CUSTOMER SUPPORT
Help your students help themselves:
- Detailed help pages for all functions on the Bloomberg Professional service
- Training manuals on technical analysis and other advanced tools at BPS EDUCATION <GO>
- Online customer support

PUBLICATIONS & MULTIMEDIA

- **Bloomberg News® –** The world's leading source of business and financial information
- **Daybooks –** Morning reports on the most important news affecting a region, market or industry
- More than 31,000 global newswires and contributors from 116 countries
- Powerful news search engines to locate specific news, research and multimedia reports
- **Bloomberg Television –** Live-streaming broadcast of U.S.,UK and APAC programs
- **Bloomberg Radio –** Live-streaming radio broadcasts
- **Bloomberg Briefs –** Daily/weekly newsletters on 19 major market sectors
- *Bloomberg Markets Magazine –* Monthly coverage of people and issues related to global financial markets
- *Bloomberg Businessweek –* Highly respected weekly business magazine
- **Bloomberg View –** Opinions, blogs and columns written by Bloomberg market specialists on finance, politics and the economy

RESEARCH

Contributed Research

- Contributions from more than 3,000 top global and domestic market specialists (at least 3 times the nearest competitor)
- Advanced aggregation tools to evaluate bulkcontributed research
- Contributions from all credit agencies, domestically and globally
- Research search engines to customize searches by topic, category, security, etc.
- Custom alerts for instant updates on specific information

Proprietary Research

- Bloomberg Intelligence – unbiased coverage of more than 110 industries
- More than 100 analysts highlight themes, performance drives and metrics for every industry
- Detailed quantitative and qualitative industry analysis, including Bull and Bear Consensus, themes, valuations, Earnings Season Analysis Portfolio and more
- Comprehensive data library and monitors for detailed analysis

DATA

Equities

- Coverage of more than 734,000 equity securities, 494,000 funds, 169,000 loans and 1 million options
- In-depth database of all company filings

Sovereign (Government Securities)

- More than 72,000 government debt securities with current market monitors
- Yield curve data for more than 2,500 standard global curves
- Largest database of issuance and auctions
- Price discovery and valuation tools

Credit (Corporate Issuances)

- Largest corporate bond and loan database in the world with 355,000+ securities
- More than 30,000 convertibles
- League tables and issuance monitors

Mortgages

- Extensive database of more than 17,000 mortgage-backed and asset-backed securities
- Ratings and collateral trends

Money Markets

- Data from all major global and regional sources for money markets
- Tools to create custom securities across all asset classes

Indices

- More than 10,000 global indices tracked
- Creation of custom indices across all asset classes
- Multi-asset class index analysis tools
- Index derivative pricing and analysis tools

Currencies

- Real-time rates for 50+ global currencies and 1,225+ currency pairs
- Sophisticated analytics and pricing tools
- FX electronic trading platform for simulated market environment

Derivatives & Structured Notes

- Advanced suite of market-standard models and risk management analytics
- Customizable tools for creating, stress testing and risk managing single- and multi-asset derivative portfolios
- Bloomberg Valuation Service – End-of-day valuations and risk measurements for all asset classes

Economic Analysis

- Economic calendars for 160+ countries
- Economic data monitors
- Forecast aggregation
- Analytics and probability calculators
- Central bank news and release databases

Contributors & Exchanges

- Price feeds from 200+ global exchanges trading 7 market types in 92 countries
- OTC contributions from 1,800+ contributors trading 229 market types in 137 countries

Data Services & API (Excel®)

- Powerful Excel data download program
- More than 50,000 financial data fields

Bloomberg Law

- Searchable database that integrates company and market information, proprietary news and comprehensive legal content
- Received 2012 New Product Award from the American Association of Law Libraries

Bloomberg New Energy Finance

- Alternative energy finance database covering renewable and conventional energy markets
- The world's most comprehensive database of investors, opportunities and transactions in clean energy and carbon, covering more than 50,000 organizations, 30,000 people and 25,000 transactions

Bloomberg Government

- Find and track government activity and understand how it may impact your portfolio.
- Access news, analysis and data on U.S. government policy and spending.
- Follow BGOV Washington Insight's coverage and interpretation of government legislation, regulation, spending, lobbying and campaign finance for investment idea-generation and risk-mitigation.

Commodities

- More than 530,000 fundamental data points for supply and demand
- Trading playbook to spot anomalies and develop effective trading and hedging strategies
- Overlay maps with weather and other real-time information for geographical analysis in major sectors such as oil, natural gas, power, base and precious metals, agriculture, carbon and renewable, shipping and coal

Charting & Technical Analysis

- More than 250 technical studies, including proprietary Bloomberg studies
- Customize technical studies with Bloomberg's Charts Study Manager
- Plot seasonality, point and figure, market profile, trend analysis and time boxes
- Backtesting, optimization and spread charting tools

FACULTY SUPPORT

FACULTY SUPPORT

- We provide training sessions in person or via webinar by Bloomberg experts. Faculty also have live access to the Bloomberg Help Desk for instant support.
- Professors who integrate Bloomberg Market Concepts (BMC) in their courses receive professor dashboard access which allows them to access class score reports and track student progress.
- Access customer support in more than 15 languages.
- Bloomberg University, our online training resource, allows students to deepen knowledge and skills through self-guided courses.
- Experience seamless integration with your university's IT system and teaching environment.

FINANCIAL MARKETS LABS

There are Financial Markets Labs at universities and educational institutions in countries all over the world. Here are three examples of the spaces where students are accelerating and deepening their knowledge of finance and business.

UNC KENAN-FLAGLER BUSINESS SCHOOL, U.S.
The Capital Markets Lab at the University of North Carolina is the university's central resource for the creation and distribution of financial information. It provides leading-edge research for financial industry managers and scholars, with access to the tools used on Wall Street today.

LEEDS UNIVERSITY BUSINESS SCHOOL, UK

Responding to global educational and employability changes, the Accounting and Finance division at Leeds University Business School has created a state-of-the-art Financial Markets Lab. Integrated into undergraduate and postgraduate curricula, the lab helps to bridge the gap between theory and practice, as students now have the opportunity to apply finance theories to decision making through real-world scenarios.

UNIVERSITY OF PORSTMOUTH, UK

The Bloomberg Room Terminals are used across the wide sphere of programs in the Business School, providing valuable certified employment skills for the financial services sector and for student and faculty staff research at all levels.

SYSTEM REQUIREMENTS

Recommended Specifications for the Bloomberg Professional service on PC

- **Processor –** Intel 3rd Generation Core i7 or AMD FX-8350
- **Operating System –** Microsoft Windows 7 64-bit
- **Memory –** Minimum 8 GB RAM
- **Disk Space –** Minimum 8 GB of free hard disk space
- **Video Card –** PCI Express (PCIe), Dual port graphics adapter with a minimum of 512MB of memory, 256MB per port DirectX 11.x compatible
- **Display Settings –** 1280x1024x32bit or higher, with 1920x1080 HD support recommended
- **Network Adapter –** Network adapter with TCP/IP Services enabled
- **Software –** Microsoft Office 2007 Service Pack 3, Internet Explorer 8
- **Audio –** Integrated audio adapter
- **Keyboard –** Available USB port to accommodate the Bloomberg keyboard

Minimum Specifications

- **Processor –** Intel core 2 Duo T9600 or AMD Athlon IIx4
- **Operating System –** Microsoft Windows XP Service Pack 3
- **Memory –** 4 GB RAM
- **Disk Space –** 4 GB of free hard disk space
- **Video Card–** Dual port graphics adapter with 128MB of memory, 64MB per port. Supporting DirectX 9.x or higher
- **Display Settings –** 1280x1024x16bit or higher
- **Network Adapter –** Network adapter with TCP/IP Services enabled
- **Software –** Microsoft Office 2003 Service Pack 3 with the Office Compatibility Pack installed. Internet Explorer 7 (8 preferred)
- **Audio –** Integrated audio adapter
- **Keyboard –** Available USB port to accommodate the Bloomberg keyboard

ABOUT BLOOMBERG

The founding vision in 1981 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, analytics and research.

In addition, Bloomberg clients 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 this functionality to clients 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.

Today's Bloomberg—with more than 15,000 employees in 192 locations in 72 countries around the globe — builds on that foundation. More than 320,000 market professionals use our all-inclusive desktop solution to make informed decisions and complete transactions 24 hours a day, seven days a week. Everything 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.

LEARN MORE

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