



AN INTRODUCTION TO FINANCE. FROM BLOOMBERG.

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BMC
BLOOMBERG MARKET CONCEPTS

Bloomberg
INSTITUTE

WHAT WE DO

Bloomberg Institute is the educational division of Bloomberg L.P. — a company that has been at the heart of business and finance for more than 30 years. We are revolutionizing finance training by infusing it with the same transparency, efficiency and clarity we bring to data, analytics and news through Bloomberg Market Concepts (BMC).

ABOUT BLOOMBERG MARKET CONCEPTS (BMC)

Bloomberg Market Concepts (BMC) is a 8-hour, self-paced e-learning course that provides an interactive introduction to the financial markets. BMC consists of 4 modules - Economics, Currencies, Fixed Income and Equities - woven together from Bloomberg data, news, analytics and television. The course is available online through the Bloomberg Institute website.

BENEFITS OF BMC

LEARN THE LANGUAGE OF FINANCE

- » Supplement your university learnings with practical knowledge of the markets
- » Familiarize yourself with the Bloomberg Professional Service

GET BLOOMBERG ON YOUR RESUME

- » Receive a certificate of completion
- » Demonstrate your comfort with the gold standard market data platform

DISCOVER THE INNER WORKINGS OF THE MARKETS

- » Learn what moves markets and drives valuations
- » Familiarize yourself with key benchmarks that professionals monitor

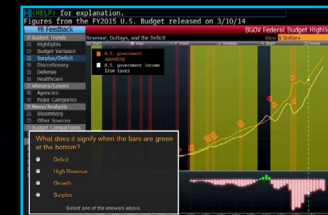
TOPICS COVERED

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 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 2: CURRENCIES

- » Currency Market Mechanics
- » Currency Valuation
- » Central Banks and Currencies
- » Currency Risk



MODULE 4: EQUITIES

- » Introducing the Stock Market
- » The Nature of Equities
- » Equity Research
- » Absolute Valuation
- » Relative Valuation

LEARNING OUTCOMES

ECONOMIC INDICATORS

- » Discover the regiment upon which economic indicators are published and analyzed.
- » Identify how investors use economic indicators to gauge the health of the economy.
- » Explain the qualities of good economic indicators.
- » Explore how economic indicators can be used to spot inflection points.

CURRENCIES

- » Explore the history and mechanics of currency markets.
- » Identify the three main drivers of currency valuation.
- » Discover the role of central banks in guarding against inflation and deflation.
- » Demonstrate how investors and businesses are affected by the currency markets and how they manage currency risk.

FIXED INCOME

- » Discover how the bond market became the biggest, most complex market in the world and how it serves a vital public service.
- » Describe how yields facilitate comparison across the vast diversity of the bond market.
- » Describe how government bond yields are a yardstick by which all other investments are measured.
- » Describe how bond markets instill discipline in governments around the world.
- » Discover why, when, and how central banks make interest rate decisions.
- » Explore how bond valuation is driven by creditworthiness, inflation, and central bank interest rates.
- » Describe the importance of the yield curve to businesses and consumers around the world.
- » Interpret the meaning of the four major shifts in the yield curve and the meaning of curve inversion.

EQUITIES

- » Explore the nature and allure of equity ownership.
- » Calculate equity index performance from the performance of single stocks.
- » Identify why equities are more volatile than bonds.
- » Describe how industry and supply chain analysis is foundational to equity research.
- » Discover how the use of accurate industry drivers facilitates accurate earnings forecasts.
- » Describe the five-step absolute valuation process and the attendant pitfalls.
- » Identify the three types of relative valuation and the role of future earnings growth when assessing fair value.



NEXT STEPS

To sign up to take BMC, visit
bloomberginstitute.com