Bloomberg Market Concepts (BMC)

Course Overview

Bloomberg for Education

Contents

An Introduction to finance. From Bloomberg.

Bloomberg Market Concepts (BMC) is a 16-hour, self-paced e-learning course that provides an interactive introduction to the financial markets. BMC consists of 8 sections – Economic Indicators, Currencies, Fixed Income, Equities, Terminal Basics, Portfolio Management, Commodities, and Stock Options. The sections are woven together from Bloomberg data, news, analytics and television. The course is available through the Bloomberg Terminal at BMC <GO> or through the Bloomberg for Education website.

BMC Certification Courses	**Additional BMC Courses**
Economic Indicators Currencies Fixed Income Equities	Terminal Basics Portfolio Management Stock Options Commodities

Why BMC?

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 over 200 questions with assessment reports for professors
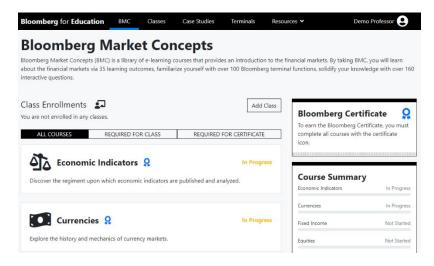
Give your students a recruiting edge

- Help your students build their resumes with the course's certificate of completion

- Prepare your students for interviews with practical Terminal training

Certificate of completion — Received after completing certification courses

Professor Dashboard

The Professor Dashboard offers professors the opportunity to set up BMC for their classes, track student progress and scores, and review question statistics. Additionally, professors can enrich their curriculum with a variety of resources such as Bloomberg Businessweek case studies, marketing resources, and videos on Bloomberg integration.

Functionality

- Create a unique course code for each of your students to track progress on BMC

- View in depth questions and response statistics to inform areas of focus for in-class discussions

Economic Indicators

Learning Outcomes

- 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.

Economic Indicators Submodule	Terminal Functions
The primacy of GDP - The health of the economy sets the climate for investing, and the number one barometer of economic health is real GDP growth. - Real GDP growth is cyclical and it is vital for investors to take a view on where the economy is in the cycle. - Developed economies are awash with economic indicators which serve as lenses for investors. - Indicators with predictive qualities are eagerly consumed by investors.	**ESNP <GO>** **ECST <GO>** **ECOW <GO>** **GP <GO>**
Monitoring GDP - GDP in most countries tends to be quarterly and takes a while for agencies to calculate. Therefore, it is not sufficiently timely for the investment community. - By the time the official GDP statistics are announced, they tend to be yesterday's news. - Investors instead indirectly get a more timely feel for the economy through monthly economic indicators, many of which strongly correlate with GDP. - The indicators that are published first, such as PMI and nonfarm payrolls in the U.S., therefore attract the most attention.	**WECO <GO>** **ECOS <GO>**
Forecasting GDP - Analysts publish forecasts of the most important economic indicators. - Long-term economic estimates are foundational and are used as inputs to a wide of array of financial models. - Economic optimism and pessimism can be directly observed through changes in economic estimates. Material changes in economic estimates often denote that the economy is at an inflection point. - No one economic indicator is a silver bullet, but investors often creatively assemble mosaics of indicators to predict turning points	**ECFC <GO>** **ECSU <GO>**

Currencies

Learning Outcomes

- 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 currency markets and how they manage currency risk.

Currencies Submodules	Terminal Functions
Currency Market Mechanics • According to the Bank of International Settlements, over $5T of currencies are transacted each day. • Currencies used to be locked to the U.S. dollar which, in turn, was locked to gold at $35 per ounce. In 1971, the U.S. suspended the gold conversion window and many currencies started floating freely. This was the dawn of the modern currency market. • Several countries peg their currencies to those of other countries (typically the U.S. dollar or the euro) in order to foster stability and contain inflation. • Pegs are problematic when the economic performance of the pegged currency deviates from that of the country it is pegged to. There have been several examples of spectacular revaluations when pegs break down. • Non-pegged currencies float in a matrix of currency pairs kept in check by a process known as triangular arbitrage. • 85% of all FX trades involve the U.S. dollar, and U.S. dollars are typically used to build FX reserves due to their liquidity and stability. The U.S. dollar is frequently used as a central currency through which two less liquid currencies are converted.	**ECTR <GO>** **FXCA <GO>** **PEG <GO>** **WIRA <GO>** **FXTF <GO>**

Currency Valuation
 	
• Since the breakdown of the link between paper currencies and gold in 1971, currency valuations have been purely relative between the paper currencies. When quoting a currency value, it is important to understand which currency is the numerator and which is the denominator.
• A close approximation to absolute currency valuation is afforded by trade-weighted baskets.
• In the long run, goods and services should cost the same no matter where they are in the world.
• In the short run, which is more important to most investors, there are three drivers of currency valuation:
  – Surprise changes in interest rates. This is because, all else being equal, currencies with higher interest rates are more attractive.
  – Surprise changes in inflation. This is because, all else being equal, currencies with lower inflation are more attractive.
  – Surprise changes in trade. This is because, all else being equal, countries that are major net exporters have more attractive currencies.
	FXC <GO>
	
	WBG <GO>
	
	GP <GO>

Central Banks & Currencies • Central bankers control short-term interest rates, which in turn exert a strong influence over inflation. Central bankers are thereby pivotal to currency valuation. • Developed economies typically target 2% inflation in an effort to guard against both inflation and deflation. • If inflation takes hold, it can be very hard for the central bank to contain, once prices start to rise and workers receive catch-up pay increases, which push prices higher still. • Deflation is rarer than inflation but sets off a vicious cycle whereby businesses and consumers defer purchases, setting off further economic weakness.	**IFMO <GO>**

Currencies Submodules	Terminal Functions
Currency Risk • Any corporation or investor making a cross-border investment fears currency movements. • There are two key ways to understand currency risk: observing historic volatility and examining currency rate forecasts. • Investors and corporations can use forward agreements to lock in currency rates in the future. This is facilitated by the differing opinions on the future among market participants. If investors have a belief about future currency rates materially different from the consensus, there may be an opportunity to lock the rate. • Paper currencies can be manipulated by the issuing government while gold cannot. As gold is dollar-denominated, it therefore acts as a useful indicator for when investors are losing faith in paper currencies.	**WCAP <GO>** **SRCH <GO>** **BUDG <GO>** **DEBT <GO>** **STNI <GO>**

Fixed Income

Learning Outcomes

- 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 instil 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.

Fixed Income Submodules	Terminal Functions
The Roots of the Bond Market • "Fixed income" or "the bond market" are fancy words for the trading of loan agreements. • Fixed income is called fixed income because the borrower promises to pay fixed, pre-agreed repayments at future dates. • The increased spending of governments over the last century is the main growth driver of the largest market in the world. • U.S. government bonds are the most basic building blocks of the financial markets because they are safe and liquid. • Fundamentally, investors care about the income that bonds provide, and thus bonds of all shapes and sizes are compared using their yields	**SRCH <GO>** **BUDG <GO>** **GP <GO>** **DEBT <GO>** **CAST <GO>** **DDIS <GO>**
Bond Valuation Drivers • Bond yields facilitate comparison between bonds by calculating what an equivalent bank deposit rate would be for the duration of the bond. • The three biggest risks facing borrowers are not being paid back, having inflation eat into the repayments, and interest rates going up. • The see-saw relationship between prices and yields instills discipline in governments because investor worries about not getting paid back makes future borrowing more expensive for less-creditworthy governments. • Short-term borrowers tend to be charged lower interest rates but can have the rug pulled out when they try to roll over the debt. • Inflation is corrosive to bondholders as it diminishes the purchasing power of the repayments to the bond holder. It therefore sends bond prices down and bond yields up. • U.S. government bond yields provide a risk-free return. Therefore, all other bonds have to be priced competitively with U.S. government bonds, taking into account differences in risk.	**CAST <GO>** **DDIS <GO>** **GY <GO>** **RATD <GO>** **CSDR <GO>** **CRPR <GO>**
Central Bankers & Interest Rates • Both inflation and deflation have a tendency to spiral out of control, and it is the job of central banks to stop that from happening. • In the 1960s and 1970s, inflation was high around the world, which made bonds a poor investment. Ever since then, bond investors have been keenly attuned to any signs of inflation. • Central banks not only study inflation statistics but also measure the difference between actual and potential economic output to look for impending inflation or deflation problems. • Central banks have two main tools to regulate money supply – interest rates and their influence over where consumers and businesses believe interest rates are headed. • Short-term interest rates have proven to be somewhat effective over the past few decades to course-correct the economy.	**FOMC <GO>** **WCDM <GO>** **WIRP <GO>** **SOVR <GO>**

Fixed Income Submodules	Terminal Functions
The Yield Curve & Why It Matters • The yield curve is a depiction of the cost of borrowing for various periods of time. • The natural order is for the yield curve to go from bottom left to top right as there is a greater chance of stuff going wrong over the long run. • When companies borrow, the interest rates on the loans are set in reference to the government borrowing rate. • When consumers borrow to make big-ticket purchases, the interest rate they pay is also influenced by the government borrowing rate. • The Fed is at the heart of the world financial markets and can thereby influence consumer and business decisions around the world.	**GEW <GO>** **ILBE <GO>**
Movements in the Yield Curve • The left-hand end of the yield curve is simply set by the central bank, and so it only moves when the central bank changes interest rates. • The right-hand end of the yield curve is set by bond traders' beliefs of future interest rates and inflation. • While the left-hand end of the yield curve is locked, the right-hand end floats freely. This means that the gradient of the curve is rich with meaning. • As the economy improves, bond traders think rates will go up to rein in inflation and so they sell longer-term bonds to get ahead of the price declines. Prices down, yields up, curve steepening. • As the economy deteriorates, bond traders think rates will go down so they buy longer-term bonds to get out ahead of price increases. Prices up, yields down, curve flattening. • If the economy is in really poor shape, bond traders may push the long end down so much that the curve becomes downwardly sloping – often an indicator of impending recession.	**GC <GO>** **BYFC <GO>**

Equities

Learning Outcomes

- Calculate equity index performance from the performance of single stocks.
- Explore the nature and allure of equity ownership.
- 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.

Equities Submodules	Terminal Functions
Introducing the Stock Market • Companies list on the stock market through Initial Public Offerings for several reasons, such as raising money to expand or enabling the owners to sell their stakes. • Companies delist from the stock market for several reasons, such as when they are acquired, when they go bankrupt, or when they decide that being a public company is too onerous. • Investors keep track of the stock market through indices, which can track many things such as a particular country, industry, or companies of a certain size. • The weighted performance of index members determines the performance of the index itself.	**EQS <GO>** **IPO <GO>** **GIP <GO>** **WEI <GO>** **SECF <GO>** **MEMB <GO>**
The Nature of Equities • Equities confer the right to residual earnings and net assets of a company. • Stocks are more volatile than bonds because earnings are volatile and not pre-ordained unlike fixed income repayments. • Shareholders benefit in two ways from owning shares: The price may go up and they may get regular dividend payments as well. • The range of possible returns for shareholders is asymmetrical. The most equity investors can lose is 100% (i.e., everything) but, on the flipside, they can multiply their original investment by hundreds of percent if the company does well.	**TRA <GO>** **MRR <GO>** **FA <GO>** **EVTS <GO>** **DES <GO>**
Equity Research • Each industry has its own outlook. Therefore, the first question that an analyst must ask when valuing a company is "what industry or industries does the company operate in?" • Financial projections require industry market sizing estimates, market share forecasts, and cost breakdowns. • Analysts look for causal, intuitive linkages to understand historic company performance, and these drivers are foundational to earnings estimates. • • Revenues, costs, and earnings are regularly disclosed in company results announcements. The results are then compared to estimates to determine how well a company is doing.	**CCB <GO>** **ICS <GO>** **SPLC <GO>** **BI <GO>** **EM <GO>** **SURP <GO>** **EA <GO>** **GIPT <GO>** **NI <GO>**

Equities Submodules	Terminal Functions
Absolute Valuation • Absolute valuation involves the long-term guesstimation of company profits and the calculation of how much those profits are worth today. The main driver, therefore, is how well you think the company will perform. • Profits in the long-term are discounted more than profits in the short-term. Profits of riskier companies are discounted more than profits of safer companies. A bird in the hand is worth two in the bush. • Financial models are simplifications of reality. The trick is to be simple enough to understand while approximating reality i.e. to be simple but not simplistic. • The advantages of absolute valuation are its precision, rigor, and link to the fundamental performance of the company. • The disadvantages are the need to make long-term predictions, laboriousness, and the sensitivity of the output to small tweaks to the inputs.	**EEG <GO>** **WACC <GO>** **CRP <GO>** **BETA <GO>** **EV <GO>**
Relative Valuation • Relative valuation is quick, easy, and intuitive. It involves comparing the company in question to its own historic valuation, its peer group, or the market. • The drawbacks are its imprecision, its subjectivity, and its inability to spot generalized over or under valuation. • Investors calculate what they think share prices should be by multiplying the estimated earnings per share by what they consider a fair P/E ratio. Share prices therefore yo-yo for two reasons: Changes in earnings and changes in the P/E ratio. • Determining a fair P/E ratio hinges on how fast you think company earnings will grow. A fast growing company likely warrants a higher P/E ratio than a company in decline. • The most important driver of share prices is earnings growth. This is strongly influenced by the state of the economy. This is why equity investors pay close attention to economic indicators.	**DVD <GO>** **GF <GO>** **WPE <GO>** **PEBD <GO>** **RV <GO>** **RVC <GO>**

Terminal Basics

Learning Outcomes

- Use Terminal functionality (including the keyboard, command line, tabs, menus, and autocomplete) to navigate the platform and find market-moving data.
- Screen for stocks and bonds to profile a company and its debt.
- Construct a portfolio and analyze its performance.
- Download Bloomberg data to Microsoft Excel.

Getting Started on the Terminal Submodules	Terminal Functions	
Using the Terminal • The design of the Bloomberg keyboard can be used to find information quickly. • The command line allows users to search for Bloomberg applications and securities. • The menu system help users navigate the thousands of available analytics. • The F1 or Help key shows users how to access help.	**HELP <GO>**	
Analyzing the Market • A macro hedge fund manager navigating the turmoil of the spring 2018 Italian election uses the Terminal to monitor the event and the market perceptions around it. • The Terminal's macro functions help investors explore how the global market performs, the context of its movements, key macroeconomic events that may potentially move the market, and Bloomberg's unique expert research on industries, companies, countries, and more.	**GMM <GO>** **WB <GO>** **COUN <GO>** **GP <GO>** **GC <GO>**	**GCT <GO>** **GIY <GO>** **TOP <GO>** **QUIC <GO>** **OPIN <GO>**
Exploring the Equity Market • For an actively-managed fund to deliver higher returns than the benchmark, investors must know their industry and each company in detail. • Finance professionals rely on Bloomberg to help them outperform the market by screening for stocks, investigating company overviews, researching companies, exploring a company's fundamentals and estimates, comparing a company to its peers, examining analyst recommendations, performing technical analysis, and downloading data into Excel for further analysis.	**EQS <GO>** **WATC <GO>** **DES <GO>** **CP <GO>** **BICO <GO>** **KI <GO>** **CN <GO>** **FA <GO>** **RV <GO>**	**EQRV <GO>** **COMP <GO>** **GP <GO>** **ANR <GO>** **TECH <GO>** **BTST <GO>** **BT <GO>** **XLTP <GO>**
Discovering the Fixed Income Market • Investors in the bond market use the Terminal to find information about a bond and trade it. • This section follows an investor in the Chinese market as he or she identifies a Kungfu bond, runs a credit analysis on the bond issuer, confirms price and spreads, assesses liquidity and pricing, and trades the bond through the Bloomberg fixed-income platform.	**SRCH <GO>** **FIW <GO>** **CAST <GO>** **DDIS <GO>** **DRSK <GO>** **RVRD <GO>**	**DES <GO>** **BVAL <GO>** **YAS <GO>** **LQA <GO>** **FIPX <GO>** **ALLQ <GO>**
Building an Equity Portfolio • Portfolio managers must manage and anticipate changes in various markets every day, plan for every possibility, and execute accordingly. They also need a flexible plan for responding to economic, financial, and political changes. • This section draws inspiration from the world's most successful portfolio managers to show how to build and manage one's own portfolio.	**RICH <GO>** **IP <GO>** **PRTU <GO>** **PORT <GO>**	

Portfolio Management

Learning Outcomes

- Describe the role of a portfolio manager
- Generate ideas and perform extensive research on investment ideas for a portfolio
- Create a portfolio using screening tools
- Use PORT to analyze historical performance and risk metrics
- Use PORT to evaluate future risk and opportunities for a portfolio

Getting Started on the Terminal Submodules	Terminal Functions	
Defining a Portfolio Manager • Describe the difference between value, growth, and GARP investment strategies • Explain how an active manager differs from a passive manager • Explore the investment process from screening to investment allocation • Discover the challenges an asset manager experiences	**N <GO>** **MEMB <GO>** **DES <GO>** **COMP <GO>** **WEI <GO>**	
Generating Ideas • Screen for securities • Simulate strategies by exploring their historical performance via back testing • Research companies for inclusion in a portfolio strategy	**GP <GO>** **EQS <GO>** **WATC <GO>** **EQBT <GO>** **CN <GO>** **BI <GO>**	**FA <GO>** **XLTP <GO>** **EQRV <GO>** **ERN <GO>** **GF <GO>** **TMSG <GO>**
Building an Equity Portfolio • Create a multi-factor scoring model to rank companies on fundamentals • Describe the different position types of a portfolio • Build a portfolio using Excel and PRTU	**EQS <GO>** **WATC <GO>** **PRTU <GO>**	
Analyzing a Portfolio • Explain the importance of portfolio analysis • Describe how to use the tabs in PORT function for portfolio analysis • Use analysis to make portfolio adjustments	**PORT <GO>** **QUIC <GO>**	
Assessing Portfolio Risk • Determine how much your portfolio's return deviates from the benchmark's return • Identify the riskiest securities in your portfolio • Analyze how your portfolio would perform in times of stress or change	**PORT <GO>**	

Stock Options

Learning Outcomes

- Differentiate between types of options
- Connect option market theory to the trading floor
- Apply trading theory to basic options strategies
- Use multi-leg options strategies to be a more effective trader

Stock Options Submodules	Terminal Functions

Introduction to Stock Options
• Options contracts are agreements that give two parties the right to buy or sell the underlying asset.
• There are two types of options:
   o Call options - The right to buy the underlying asset at the strike price
   o Put options - The right to sell the underlying asset at the strike price
	DES <G0>
	OMST <G0>
	OMON <G0>
	GP <G0>
	XLTP XSTR <G0>

Using the Language of the Stock Options Markets • Learning the language of stock options traders is essential to connecting concepts from textbooks to the real world and positioning yourself to become a successful trader. • Making connections between key terms and concepts builds your ability to understand and communicate with options players and determine implications for your options strategy.	**OMON <G0>** **OVME <G0>** **OVL <G0>** **OTD <G0>** **HVG <G0>** **GV <G0>**
The Role of a Stock Options Trader • The role of stock option traders is to predict market price movements and identify the best strategies to make profits and meet business goals at lower costs. • The Bloomberg Terminal provides research and data to inform market insights and price movement predictions. • Choosing the best options trading strategy is more of an art than a science and requires practice and hands-on experience.	**BICO <G0>** **OSA <G0>** **BI <G0>** **ERN <G0>** **GP <G0>** **CN <G0>** **OMON <G0>** **GIP <G0>** **OVME <G0>**
Basic Multi-leg Strategies • Multi-leg strategies, trading more than one option at a time, improves the risk profile and increases profit or return. • Three common multi-leg strategies are the straddle, the strangle, and the collar. • Choosing the best multi-leg options trading strategy depends on your view, objective, and risk profile.	**CN <G0>** **GP <G0>** **OVME <G0>** **OMON <G0>** **ANR <G0>** **OSA <G0>**

Commodities

Learning Outcomes

- Describe commodities markets and how they impact our world
- Identify factors that drive commodity prices and volatility
- Use the Bloomberg Terminal to access data and news to analyze commodity markets

Commodities Submodules	Terminal Functions
Introduction to Commodities • Commodities are a tangible asset class that is classified as raw materials used to make goods. • The products we use and consume everyday are impacted by disruptions in commodity markets. • Commodity trading is one of the oldest forms of trade and evidence of the earliest exchanges can be traced back to over 5000 years ago. • Futures contracts were born out of the need to standardize what was delivered on an agreed forward negotiation on goods.	**GLCO <GO>** **CTM <GO>**
Commodity Fundamentals • Fundamentals such as storage, transportation, and variations in quality provide insight into the supply and demand structure of each commodity market. • Demand for oil is forecasted to grow in the long term, mostly due to increasing demand in the developing countries. • OPEC was founded in the 1960s to monitor the stability and prices of oil markets to secure an efficient and regular supply of petroleum to consumers. • There are different types of refineries and they vary in sophistication - more sophisticated refineries will have the capabilities to turn crude into a higher number of refined products. Crude oil can also vary widely in physical characteristics, such as density and sulfur content.	**BMAP <GO>** **MAPS <GO>** **GP <GO>** **OPEC <GO>** **NTBK <GO>**
Commodity Players • Commodity companies are generally classified into one of two categories: producers or consumers. • Producers of commodities have exposure to price decreases and hedge the risk by buying instruments to lock in the highest selling price possible. • Consumers have exposure to price increase and want to lock in the lowest price possible. • Trading houses act as intermediaries between producers and consumers, moving raw materials from their place of production to their place of consumption. • Banks provide financing, credit, and hedging capabilities to all commodity market players. Banks used to own assets across the value chain, however, after the 2008 financial crisis and the bank bailout, they were forced to sell the assets and end physical trading. • Speculators are individuals or firms that take directional views on the asset prices of commodities without being involved in the value chain or providing any service. • Speculation can be carried out using different instruments, from mutual funds or ETF's for retail investors, to indices for large asset managers, and futures for commodity trading advisors or CTAs.	**GP <GO>** **NTBK <GO>** **N <GO>** **CCRV <GO>** **BI <GO>** **BMAP <GO>** **REFO <GO>**

Commodities Submodules	Terminal Functions

Trading Commodities
• Producers, consumers and traders of physical oil can use the financial benchmarks to hedge the risks and exposures on OTC contracts. Price reporting agencies like Platts and Argus provide a price assessment for a wide range of oil types and contracts.
• The following are the main reasons why commodity trading happens:
  • Safe haven during economic uncertainty
  • Inflation hedging
  • Diversification of portfolio
  • Speculation
• Like any other financial market, market sentiment can impact price. This phenomenon has become more pronounced with the increasing financialization of the commodities markets, as more people trade benchmark crude oils.
	GLCO <GO>
	
	GP <GO>
	
	NH <GO>
	
	CCRV <GO>
	
	WCRS <GO>
	
	GRR <GO>
	
	DRAM <GO>
	
	RATT <GO>
	
	COT <GO>
	
	FFLO <GO>

Take the next step.

For additional information, press the <HELP> key twice on the Bloomberg Terminal®.

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