

Professional Certificate Courses – Bloomberg Market Concepts

Course Description and Goals

The Professional Certificate in Bloomberg Market Concepts is a 24 hour course run over 4 weeks, providing international students with advanced English level with a foundation of economic and financial concepts in the global marketplace. Studying to use the Bloomberg Terminal computer software system, designed for professionals in the finance sector to monitor and analyse real-time financial market data, this course is a fantastic opportunity to work with this world-renowned system. Students will study to gain the BMC (Bloomberg Market Concepts) qualification, a great addition to business-focused CV.

PROGRAMME OUTCOMES

- ✓ Complete the Bloomberg Market Concepts certification
- ✓ Increase your awareness of the Bloomberg Terminals and their functions
- ✓ Develop your understanding of how markets work
- ✓ Connect economic theory to practical investment applications

Classroom Methodology

The course is highly practical, relevant, and provides a unique learning experience for our students.

Classroom activities include: following the 10hr online course created by Bloomberg Education, lectures and tasks to introduce and explain concepts, project-based group and individual work such as presentations and case studies, and simulated financial trading. The use of up-to-date technology is integrated throughout the course, including use of the Bloomberg terminals for unprecedented access to financial data of countless companies.

The course focuses on the major principles and theories of economic analysis, using real-time data and analytics on global markets and industries to create a course that is highly relevant to the 21st century business world.

Sample Syllabus

Week 1

- Intro to course and materials.
- Getting Started on the Bloomberg Terminals
- Key concepts: Economic Indicators
 - The Primacy of GDP
 - Monitoring GDP
 - Forecasting GDP

Case study: Theranos and Elizabeth Holmes - detecting financial fraud.

Week 2

- Key concepts: Currencies
 - Currency Market Mechanics
 - Currency Valuation
 - Central Banks and Currencies
 - Currency Risk

- Student deliverables: Cryptocurrency research and presentation

Week 3

- Key concepts: Fixed Incomes
 - The Roots of the Bond Market
 - Bond Valuation Drivers
 - Central Bankers and Interest Rates
 - The Yield Curve and Why it Matters
 - Yield Curve Movements

- Case study: Disney's Fixed Income Analysis

Week 4

- Key concepts: Equities
 - Introduction to the Stock Market
 - The Nature of Equities
 - Equity Research
 - Absolute and Relative Valuation

- Student deliverables:
 - Analysis of causes of the Dotcom Bubble burst / Wall Street Crash.
 - Research and mini-presentation on careers in finance