



AN INTRODUCTION TO FINANCE. FROM BLOOMBERG.

Bloomberg Market Concepts ([BMC](#)) blends the fundamentals of financial theory with real-world events and data through a series of interactive and engaging tutorials that tell the story of finance from a practitioner's perspective.

What is Bloomberg Market Concepts (BMC)?

Club

Investment Club

Required Module(s)

Economics, Currencies, Fixed Income, Equities

Due Date

May 31, 2016

Where to take BMC

1) Bloomberg terminal for free via BMC<GO>

2) Or on the web at

www.bloomberginstitute.com

for a student discount of \$149

Group Code

CCINVB200

BMC is an 8-hour, self-paced e-learning course that provides a visual introduction to the financial markets. BMC consists of 4 modules: Economics, Currencies, Fixed Income and Equities – woven together from proprietary Bloomberg data, news, analytics and television.

BMC teaches students 70 of the most used Bloomberg terminal functions by financial investors and further demonstrates the financial concepts being taught in the classroom.

Students who complete BMC will gain an additional level of marketability and confidence as they demonstrate their knowledge of one of the most advanced and trusted financial technology platforms.

ADDITIONAL RESOURCES

1. Follow [Bloomberg News](#) to stay on top of current events
2. Find out more on how [Bloomberg for Education](#) is helping students gain an edge in a competitive job market

BENEFITS OF BMC

1. Get Bloomberg on your resume and receive a certificate of completion
2. Learn the language of finance and supplement your university learnings with practical knowledge of the markets
3. Demonstrate your comfort with the gold standard market data platform
4. Familiarize yourself with key benchmarks that professionals monitor

Questions? Please contact your University Relations Manager at jhochbaum@bloomberg.net

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