

**NICOLA BORRI**

# **A BLOOMBERG TERMINAL PRIMER**



**I QUADERNI DI MINERVA BANCARIA**

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# A BLOOMBERG TERMINAL PRIMER\*

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- \* This primer is an introduction to Bloomberg mainly designed for undergraduate and master students, as well as practitioners, that have never used a Bloomberg terminal before, and that want to learn quickly the first steps required to start using one. I thank Rob Langrick and participants to various Bloomberg for Education conferences who helped me understand that you never stop learning new and additional Bloomberg functions; Blair Wilkie for her Bloomberg Weekly Tip; and Giorgio di Giorgio who convinced me to publish this primer. Note that I am not affiliated in any ways with Bloomberg, nor I have been in the past. This primer was first prepared as teaching material for my finance classes at LUISS University, Rome.

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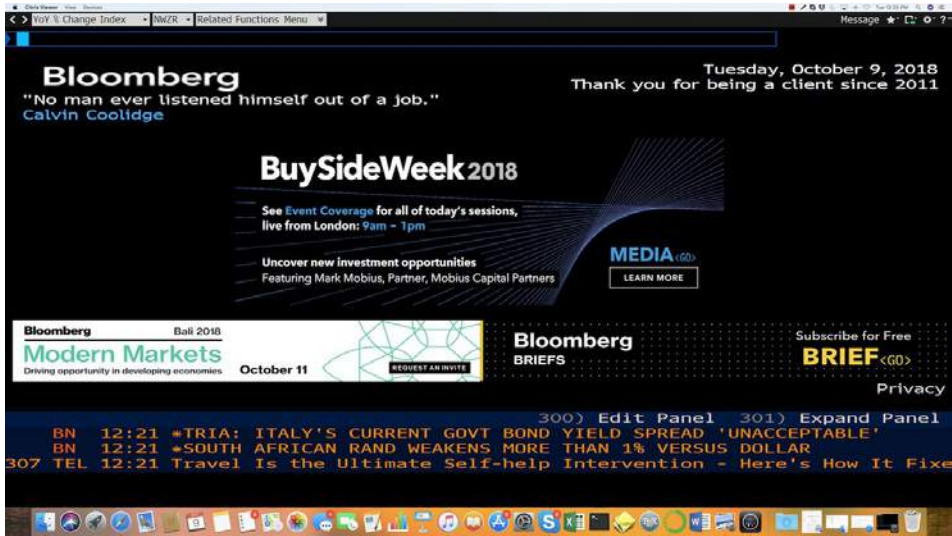


## INTRODUCTION

Bloomberg is a platform that provides real-time and historical market data (e.g., stock prices, bond quotes and yields, GDP and unemployment data, news, etc.). According to the New York Times, "Bloomberg is the web that weaves together much of the global financial ecosystem" (April, 17 2015). This primer describes some basic functions that should allow anyone begin using Bloomberg in no time. All the functions illustrated in this primer must be entered in the Bloomberg command line on the top of a typical Bloomberg terminal window, as the one represented in figure 1.



Figure 1 - Bloomberg Terminal Window



Notes: This image captures a typical Bloomberg Terminal window after login. Users enter functions in the command line, in the upper left part of the window where the light blue square cursor is visible.

A great learning tool is currently available on Bloomberg and it is called the Bloomberg Market Concepts < BMC >. Reading this primer and taking the Bloomberg BMC will give the reader a great overview of what is possible to achieve using Bloomberg. BMC is a 8- hour self-paced e-learning course that provides an introduction to financial markets. BMC consists of 4 modules (economic indicators, currencies, fixed-income, and equities). At the end of the course, users receive a certificate of completion. Note that you can take the course for free using a Bloomberg terminal. On the contrary, if you want to take the course on any computer using a web browser, then you will have to pay a fee: at the time this primer was written, the fee was listed at \$149<sup>1</sup>. Once you take the test, you can add your resume to the Bloomberg platform in order to make it available to

1 Note that < BMC > replaced < BESS >, a test used to evaluate users' knowledge after an online tutorial. Also the BAT test is no longer available on Bloomberg.

all the users (and potential employers); or you can add the BMC certificate to your **linkedin** profile. This shows how Bloomberg can also help users with their job search. For example, < JOBS >, which recently replaced Bloomberg Talent Search (< BTS >), is a function that users and recruiters can use to search and post job vacancies. Potential employers can search users according to many different selection criteria and possibly contact them with job offers. On Bloomberg it is also possible to search for people using the < PEOP > function. The latter is a very useful networking tool when searching for a job. A useful function to use when preparing for an interview is < USER >. By writing < USER > and then < GO >, Bloomberg users will access the users' workflow. For example, you can select a "job" to see what are the functions that Bloomberg users with that particular jobs are more likely to use (for example, the job corresponding to the position you are interviewing for, e.g., stock analyst). Needless to say, make sure you know how to use these functions to look smart during your interview. A last useful feature that you can use to prepare for an interview is < QUICK >, for Bloomberg quick takes. You will find a long list of topics, and by clicking on them you will get "quick" and basic information on all of these. This way you can make sure to be up to date with all the most recent and relevant discussion topics and hopefully ace your job interview. In the next sections, we will cover in detail various Bloomberg functions.

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## NICOLA BORRI

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Nicola Borri joined the faculty at LUISS Guido Carli in 2009. His research interests focus on asset pricing, international finance and macroeconomics. His work has been published on the *Journal of Economic Dynamics and Control*, *Critical Finance Review*, and *Emerging Market Review*. His paper Sovereign Risk Premia (joint with Adrien Verdelhan) received the ABI Country Risk Forum Best Paper Award at the International Risk Management Conference 2010 and the 2010 WRDS Best Paper Award at the European Financial Management Association Conference. He received his undergraduate and master degree from Bocconi University, and a Ph.D in Economics from Boston University in 2009.

This Bloomberg primer is an introduction to Bloomberg mainly designed for undergraduate and master students, as well as practitioners, that have never used a Bloomberg Terminal before, and that want to learn quickly the first steps required to start using one. Detailed description of basic functions and several examples will let anyone be able to start using Bloomberg in no time.

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