

BUSINESS RESEARCH CLINIC

Bloomberg

March 5 & 6, 2008

Bloomberg

The Bloomberg Terminal, or Bloomberg Professional® service, provides real-time tracking of financial markets. In addition to market data Bloomberg provides news and analyst ratings. BYU's licenses do not allow users to execute trades.

- **Locations:** The Library's Bloomberg terminal is located near the MEG Reference Desk, on the first floor of the Library's south wing. The Marriott School has a terminal in the computer lab on the first floor of the JKB.



Keyboard Basics

Many keys automatically do something, but you must hit the <GO> (Enter) key to execute others. To see the Windows Start Menu and use other programs hover over the bottom of the left screen and the Taskbar will appear.

- **Default:** Log off. Or type OFF <GO>.
- **ESC:** Return home.
- **HELP:** Search for information, e.g. type Warren Buffet HELP and you'll get a list of areas within Bloomberg where those terms appear. Don't know a ticker? Type the company name and hit HELP. Hitting HELP twice opens a chat box, where a Bloomberg employee will assist you.
- **MENU:** Works like the Back button on an internet browser. At the home page it brings up a basic menu.

Sector Keys

The yellow sector keys are located where the F (function) keys are on a standard keyboard. Enter a term or ticker and then hit the sector key and <GO>.

- **People:** People search.
- **Govt:** US Treasury and non-US government securities
- **Corp:** Corporate debt (bonds)
- **Mtge:** Mortgage-related securities
- **M-Mkt:** Money market
- **Muni:** Municipal debt (bonds)
- **Pfd:** Preferred Shares
- **Equity:** Equity Shares
- **Comdty:** Commodity Markets
- **Index:** Indices
- **Currency:** Currency Market

Common Commands

- ANR <GO>**: Analysts' recommendations and ratings.
- BBT <GO>**: Bloomberg Bondtrader® monitors bid and offer prices for bills, notes, bonds, and interest rate swaps from 17 dealers.
- BETA <GO>**: Historical Beta calculations.
- BLP <GO>**: Bloomberg Launchpad.
- CACT <GO>**: Corporate action calendar, e.g. stock buyback announcements in the past week.
- CBQ <GO>**: Country quotes, an overview of facts, figures, and markets in the chosen country.
- DES <GO>**: The description page of a company.
- DOCS <GO>**: Access documentation files.
- DSRC <GO>**: Search for companies by description. Create a portfolio/basket.
- EASY <GO>**: Tips and shortcuts.
- ECO <GO>**: Reports on the economy.
- ECST <GO>**: Economic statistics.
- EE <GO>**: Earnings estimates.
- EIU <GO>**: Reports from the Economist Intelligence Unit.
- FA <GO>**: Financial analysis templates for the selected company.
- FUND <GO>**: Main menu for funds and holdings.
- FXIP <GO>**: Foreign exchange information platform.
- G <GO>**: Graph functions. GP <GO> to graph price.
- GICS <GO>**: Global industry classification system for browsing for companies by industry.
- GRAB <GO>**: Email a screenshot. Alternatively, just left-click and drag. The box you create is automatically copied to the computer's clipboard. Or right-click for more options.
- HCPI <GO>**: Historical prices and percentage changes.
- IGPO <GO>**: Intraday price graph. MGIP for multiple securities.
- MA <GO>**: Details of current and historical mergers and acquisitions.
- MANU <GO>**: Access users manuals.
- N <GO>**: News. TOP <GO> presents top news stories.
- PBSK <GO>**: Create a portfolio or basket of securities. You can then treat it like an index, getting price charts and history.
- PGEO <GO>**: From an equity's home page this will allow you to segment the company's financials by products, brands, and geographies.
- QSRC <GO>**: Custom equity search (screener) using fundamental and technical data. Create a portfolio/basket.
- RV <GO>**: Peer group analysis.
- (ticker) Equity (ticker) Equity <GO>**: To compare two stocks.
- YCRV <GO>**: Display fair market yield curves.

MEGI

BYU's Business Library

www.lib.byu.edu/business

Unlike Bloomberg most resources licensed by the BYU Library are available over the Internet. They can be found on the MEGI website (Management, Economics, and Government Information). Use the Find a Database tool to search by name or click on a link to a subject page, where databases are categorized topically.

For More Cheatsheets: Enter DOCS <GO> then 9 <GO> then 3 <GO>.

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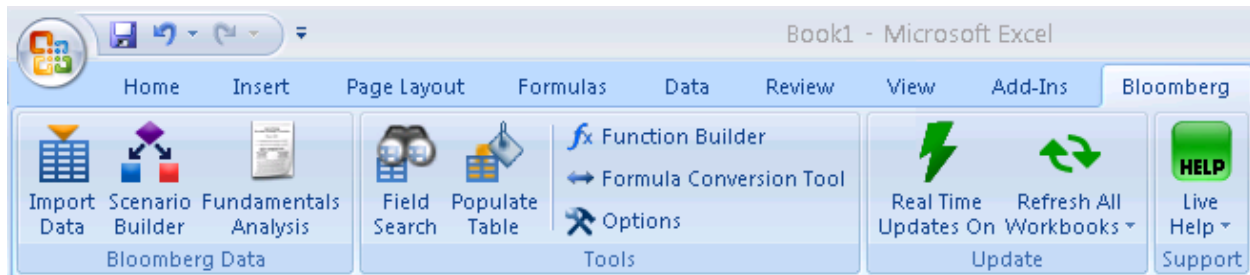
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Importing Bloomberg Data into Excel

The Library's terminal is set up to download data to Excel. At the top right in Excel there is a Bloomberg menu that provides easy-to-use wizards for importing. Import Data provides historical and intraday data (intraday only goes back 1.5 years). Scenario Builder helps you perform what-if analyses. Fundamentals Analysis will import financial statements.



BBXL <GO> provides overviews and cheatsheets for the Excel add-in. If you know the Bloomberg functions you can enter them directly into Excel without using the wizards. For example: =blp("f equity", "last_price") returns Ford Motor Co.'s last price.

Bloomberg Certification

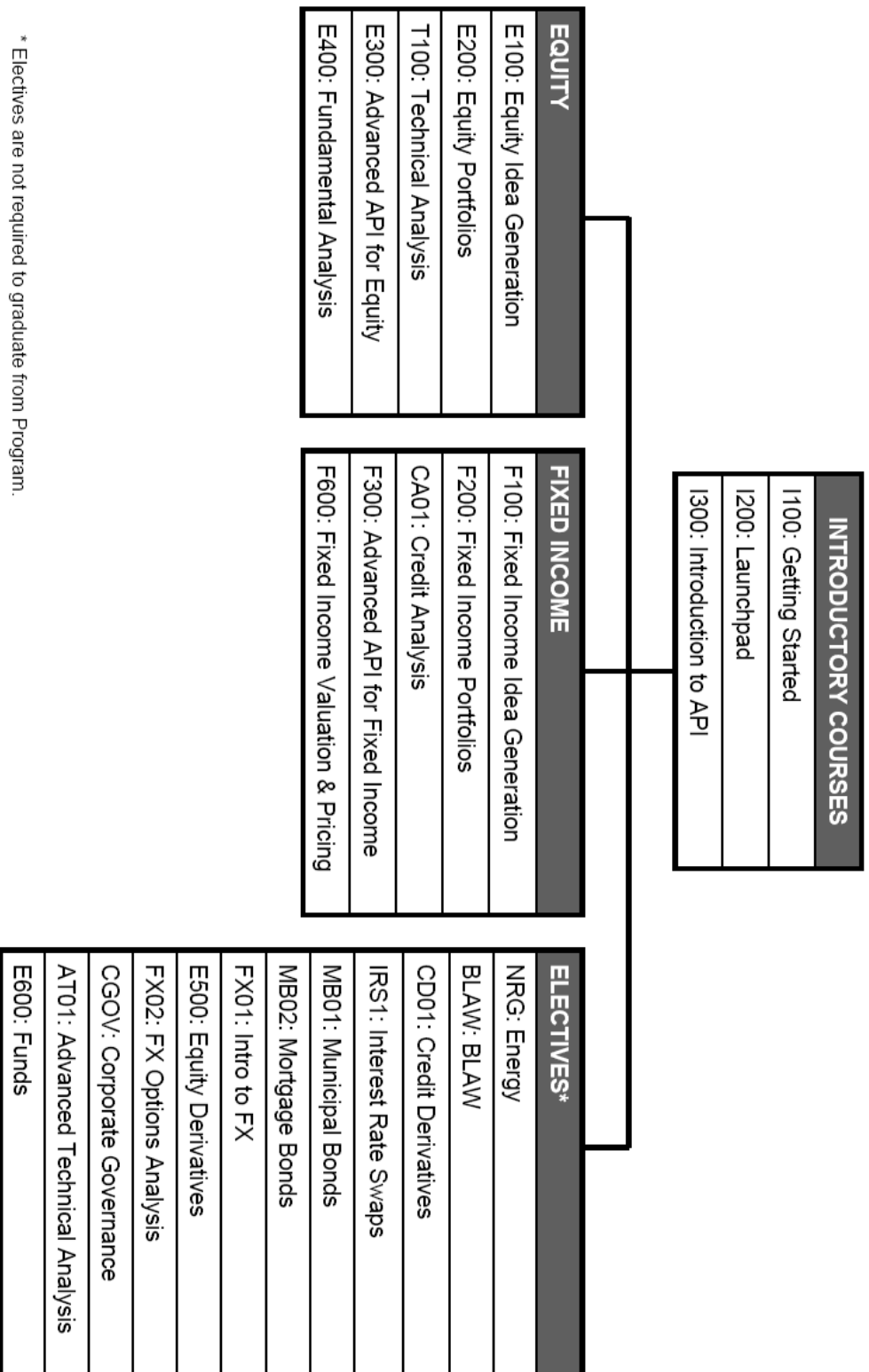
CERT <GO> provides an overview of the Certification program. Certifications are available in Fixed Income or Equity. Each requires the 3 introductory courses, plus 5 courses on fixed income or equity. There are also electives on topics like foreign exchange, derivatives, and energy.

To complete the Bloomberg Certification program you'll need to create a personal log in. To do this simply hit <GO> instead of logging in, or if Bloomberg is already logged in type UREG <GO>.

Fill out the form. Some of the fields don't make sense for our university setting but don't worry about it, just pick something. Don't set it up to send you the Bloomberg Magazine. It'll just be sent to the library and we already get a copy, thanks. After you create a log in they will phone you to enable it.

The instructional videos are located at BU <GO>, 9) Online Interactive Seminars. Please use headphones to listen to the videos. At the end of each video a code is provided. To take the exam you must hit CERT <GO>, click on "Contact Us", and provide the course number and this code. They will then enable the exam. Handouts for each course are available at DOCS <GO>.

Bloomberg Certification Courses



* Electives are not required to graduate from Program.

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