

Professor Account Guide

Logging in to your professor account:

1. Visit <https://portal.bloomberforeducation.com/login>. The professor account and dashboard can only be accessed through the web, not through the Terminal.
2. Enter your username and password into the fields
3. If you have not set up a professor account, please visit <http://bit.ly/BMCProf> and enter your information

Once logged in, you will be taken to your Bloomberg Market Concepts (BMC) Status Page. This page shows your progress throughout the BMC modules. If your BMC access has expired and you would like an extension, please contact your Bloomberg for Education Account Representative.

The screenshot shows the Bloomberg Market Concepts dashboard. At the top, there is a navigation bar with 'Bloomberg for Education', 'BMC', 'Classes', 'Case Studies', 'ELP Program', 'Resources', and 'Example Professor'. Below the navigation bar, the main heading is 'Bloomberg Market Concepts' with a 'Certificate' icon and text: 'Available 24 hours after completion. Click here to learn more.' A table shows 'Access Courses', 'Type: Professor Rate', and 'Expires: Jul 26, 2021'. A 'Please note' section states: 'Your BMC scores were last updated on Jan 10, 2020 17:26 UTC. Scores can be refreshed every 15 minutes. Status and scores cannot be reset.' Below this is a 'Core Concepts' section with a bar chart icon and text: 'Core Concepts will give you a foundational understanding of the financial markets so you can use that knowledge to more effectively use the Bloomberg Terminal. You will learn the fundamentals of economics, currencies, fixed income, and equities. Deadline: n/a'. At the bottom, a table shows module progress:

Module	Status	% Correct
Introduction	Completed	

Creating a BMC class code:

Class codes allow you set a deadline for completion, track student progress throughout BMC and download comprehensive reports.

1. From your Professor Dashboard Page, click "CLASSES" in the navigation bar. This page will show any existing class codes you have set up.

This screenshot is similar to the previous one, but the 'Classes' item in the navigation bar is circled in red. The 'Core Concepts' section remains the same. The table at the bottom now includes a second row:

Module	Status	% Correct
Introduction	Completed	
Economic Indicators		33%

- To create a new class code, click "Add Class"

Bloomberg for Education BMC **Classes** Case Studies ELP Program Resources Example Professor

Manage Classes

Open Closed

Class	Learners	Deadline	Status
Math101	5	Feb 04, 2021	Open
Finance 204	1	Apr 10, 2020	Open

- Enter the "Class Name" as you would like it to display on your Professor Dashboard. The "Deadline" is the date the students should complete all the required BMC components. You also have the option to specify specific deadline dates for each of the BMC courses.

Bloomberg for Education BMC **Classes** Case Studies ELP Program Resources Example Professor

Add Class

Classes allow you to assign BMC to a group of learners and monitor their progress and scores.

Class Name * Viewable by learners

Deadline * Deadline for learners to complete BMC

Required Components

E-Learning Courses

<input type="checkbox"/> Core Concepts	Core Concepts will give you a foundational understanding of ...	Deadline
<input type="checkbox"/> Getting Started on the Terminal	Getting Started on the Terminal will teach you how complete ...	Deadline
<input type="checkbox"/> Portfolio Management	The Portfolio Management course will walk you through the ...	Deadline

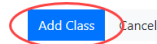
- If your university is an Experiential Learning Partner (ELP), you will have the ability to assign Bloomberg Businessweek Case Studies to students. The assigned case studies will appear directly on the student's web portal.

Bloomberg Businessweek Case Studies

<input type="checkbox"/> Financial Statements	Financial fraud is often uncovered by exploring financial statements. This is easier with a public company ...	Deadline
<input type="checkbox"/> Financial Statements Analysis	Companies are as unique as people. But, like people groups of people share similarities. Companies that ope...	Deadline
<input type="checkbox"/> Equity Valuation & Analysis	This supplement explores the reasoning behind and the disadvantages of the three theoretical equity valuati...	Deadline
<input type="checkbox"/> Weighted Average Cost of Capital	This lesson explores how several companies and industries are impacted by changing variables in the weighte...	Deadline
<input type="checkbox"/> Fixed Income Valuation & Analysis	This lesson explores how textbook concepts play out in the real world via an article on the ECB and Ray Dal...	Deadline
<input type="checkbox"/> Operating, Financial, and Combined Leverage	Apply the principles of leverage to understand a company's exposure to fixed costs.	Deadline
<input type="checkbox"/> Mergers & Acquisitions	Classify mergers and acquisitions, and apply their basic principles to an acquiring company.	Deadline

- A randomly generated code will be assigned automatically based on this information and provided once you click "Add Class"

A 10-digit **Class Code** will be assigned to you on the next page. Please distribute this code to your learners and instruct them to input it when they sign up. This will allow us to connect their accounts with yours and display their progress to you.



- Once you have your class code (e.g. HKYJSMFF45), distribute this code to your students and instruct them to input it when they sign up form BMC. There is no limit on the number of students you can have register for a class code.

Reviewing student progress and pulling score reports:

- Once your students register for BMC with your class code, you can track their progress on BMC through the "CLASSES" tab on your Professor Dashboard.

Bloomberg for Education BMC **Classes** Case Studies ELP Program Resources Example Professor

Bloomberg Market Concepts

Certificate
Available 24 hours after completion.
[Click here to learn more.](#)

[Access Courses](#) **Type** Professor Rate **Expires** Jul 26, 2021

Please note:
Your BMC scores were last updated on Jan 10, 2020 17:26 UTC. Scores can be refreshed every 15 minutes. Status and scores cannot be reset.

Core Concepts
Core Concepts will give you a foundational understanding of the financial markets so you can use that knowledge to more effectively use the Bloomberg Terminal. You will learn the fundamentals of economics, currencies, fixed income, and equities.
Deadline: n/a

Module	Status	% Correct
Introduction	Completed	-
Economic Indicators	33%	-

- To check student progress for a given class code, click the Class Name on the Manage Classes screen.

Bloomberg for Education BMC **Classes** Case Studies ELP Program Resources Example Professor

Manage Classes

[Add Class](#)

Open Closed

Class	Learners	Deadline	Status
Math101	5	Feb 04, 2021	Open
Finance 204	1	Apr 10, 2020	Open

- This will display the "Class Details" page, which provides information on how many students have registered, how many have completed the course and allows you to view the course code and edit any of the class details.

- To review how your group of students performed on a specific course, use the dropdown at the center of the page to specify the course you want to track.

Bloomberg for Education BMC **Classes** Case Studies ELP Program Resources ▾ Example Professor

Class Details [Edit Class](#) [Sponsor Web Access](#)

Math101

Creation Date: July 25, 2019 Learners: 5 Unused Web Licenses: 0
 Deadline: February 04, 2021 Class Code: NBL6H7K4F9 Used Web Licenses: 0

Required Component: All Modules ▾

⇄ Learner	⇄ Signed Up	⇄ Fall 2019 Getting Started on the Terminal	⇄ Fall 2019 Core Concepts	⇄ Fall 2019 Portfolio Management	⇄ All Modules
John Doe	Aug 12, 2019	In Progress	In Progress	In Progress	In Progress
Jane Doe	Jul 23, 2019	In Progress	26.23%	10.0%	In Progress

- To review how your group of students performed on each individual question, click "Review Responses".

Bloomberg for Education BMC **Classes** Case Studies ELP Program Resources ▾ Example Professor

Class Details [Edit Class](#) [Sponsor Web Access](#)

Math101

Creation Date: July 25, 2019 Learners: 5 Unused Web Licenses: 0
 Deadline: February 04, 2021 Class Code: NBL6H7K4F9 Used Web Licenses: 0

Required Component: Core Concepts ▾

Fall 2019 Core Concepts Review Responses [Export Scores Table](#)

⇄ Learner	⇄ Signed Up	⇄ Introduction	⇄ Economic Indicators	⇄ Currencies	⇄ Fixed Income	⇄ Equities	⇄ Completed
John Doe	Aug 12, 2019	Completed	-	-	-	-	
Jane Doe	Jul 23, 2019	Completed	26%	22%	24%	33%	Jul 26, 2019
Jim Doe	Jul 23, 2019	Completed	26%	15%	21%	9%	Jul 25, 2019
Jack Doe	Jul 23, 2019	Completed	32%	33%	27%	28%	Jul 25, 2019

- Then select any of the questions throughout BMC to see the percentage breakdown of answer choices from your students.

Questions and Response Statistics

Demo Class

Click on a question number below to review the question and response statistics for this class.

Economic Indicators

[1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) [11](#) [12](#) [13](#) [14](#) [15](#) [16](#) [17](#) [18](#) [19](#) | [View All](#)

Currencies

[1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) [11](#) [12](#) [13](#) [14](#) [15](#) [16](#) [17](#) [18](#) [19](#) [20](#) [21](#) [22](#) [23](#) [24](#) [25](#) [26](#) [27](#) | [View All](#)

Fixed Income

[1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) [11](#) [12](#) [13](#) [14](#) [15](#) [16](#) [17](#) [18](#) [19](#) [20](#) [21](#) [22](#) [23](#) [24](#) [25](#) [26](#) [27](#) [28](#) [29](#) [30](#) [31](#) [32](#) [33](#) | [View All](#)

Equities

[1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) [11](#) [12](#) [13](#) [14](#) [15](#) [16](#) [17](#) [18](#) [19](#) [20](#) [21](#) [22](#) [23](#) [24](#) [25](#) [26](#) [27](#) [28](#) [29](#) [30](#) [31](#) [32](#) [33](#) [34](#) [35](#) [36](#) [37](#) [38](#) [39](#) [40](#) [41](#) [42](#) [43](#) | [View All](#)

- To pull an aggregate report of students' scores by module, click the "Export Score Table" button on the Class Details page. This will begin an Excel download to your computer.

Bloomberg for Education BMC Classes Case Studies ELP Program Resources Example Professor

Class Details Edit Class Sponsor Web Access

Math101

Creation Date: July 25, 2019 Learners: 5 Unused Web Licenses: 0
 Deadline: February 04, 2021 Class Code: NBL6H7K4F9 Used Web Licenses: 0

Required Component: Core Concepts

Fall 2019 Core Concepts Review Responses **Export Scores Table**

Learner	Signed Up	Introduction	Economic Indicators	Currencies	Fixed Income	Equities	Completed
John Doe	Aug 12, 2019	Completed	-	-	-	-	
Jane Doe	Jul 23, 2019	Completed	26%	22%	24%	33%	Jul 26, 2019
Jim Doe	Jul 23, 2019	Completed	26%	15%	21%	9%	Jul 25, 2019
Jack Doe	Jul 23, 2019	Completed	32%	33%	27%	28%	Jul 25, 2019

Exploring and downloading Bloomberg Businessweek Case Studies:

Bloomberg Businessweek Case Studies are sets of supplementary lessons and exercises that allow professors to translate academic theory into the real-world practice of finance. With a focus on experiential learning, each lesson brings the textbook to life with a recent Bloomberg Businessweek article, PowerPoint slides, an in-class activity, a homework case study, and a tutorial video demonstrating how to answer the case questions using the Terminal. These supplements are available to professors at schools with three or more Terminals.

- From your Professor Dashboard Page, click "CASE STUDIES" in the navigation bar. This page will show all the available case studies.

Bloomberg for Education BMC Classes **Case Studies** ELP Program Resources Example Professor

Bloomberg Market Concepts **Certificate**
 Available 24 hours after completion. [Click here to learn more.](#)

- You can click into each case study to see the available materials.

Available case studies

- [Financial Statements](#)
 Financial fraud is often uncovered by exploring financial statements. This is easier with a public company than a private one, as we will see by studying the fall of health technology corporation Theranos.
- [Financial Statements Analysis](#)
 Companies are as unique as people. But, like people groups of people share similarities. Companies that operate within the same sector or industry tend to share certain characteristics. Such characteristics are highlighted by calculating and comparing a company's financial ratios.
- [Equity Valuation & Analysis](#)
 This supplement explores the reasoning behind and the disadvantages of the three theoretical equity valuation models.
- [Weighted Average Cost of Capital](#)
 This lesson explores how several companies and industries are impacted by changing variables in the weighted average cost of capital (WACC) formula.
- [Fixed Income Valuation & Analysis](#)
 This lesson explores how textbook concepts play out in the real world via an article on the ECB and Ray Dalio's investment strategy.

3. You do not have to download the student materials. If you assign the case study as part of a class (see above), the student materials will automatically be added to the student's BMC web portal.

Financial Statements Analysis

Overview

Comparing a company's ratios over time show if a company is changing, for the better or for worse. Comparing ratios among different companies bring a company's particular characteristics into focus. The class activity uses ratios to identify companies by comparing their similarities and differences between companies within the same sector. A sector is a classification. This activity includes nine sectors: communications, consumer discretionary, consumer staples, energy, healthcare, industrials, materials, technology, and utilities.

Learning Objectives

Compare financial statement ratios to identify critical objective elements of a company and diagnose a company's positives and risks.

Professor Materials

1. **Professor Case Study** | [Download](#)
Professor version of the case study with teaching notes to inform class discussion
2. **PowerPoint Lecture Slides** | [Download](#)
PowerPoint slides to be used in class to supplement the lesson plan
3. **Excel Exercise** | [Download](#)
Professor version of the excel file given to students to complete the case study assignment

Student Materials

1. **Bloomberg Businessweek Pre-Work Article** | [Download](#)
How Boeing Embraced Trumpism, Squeezed Suppliers, and Made Investors Rich from Bloomberg Businessweek's February 19, 2018 issue
2. **Student Case Study** | [Download](#)
Student version of the case study
3. **Excel Exercise** | [Download](#)
Student version of the excel file given to students to complete the case study assignment

Please note the following:

- If your school has at least 3 terminals, you will have access to download these case studies.
- If your school DOES NOT have at least 3 terminals, you will only be able to download a preview of the case studies.
- If your school has at least 3 terminals but you are blocked from accessing the case studies, please contact bbg.edu@bloomberg.net.

Take the next step.

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

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