



BLOOMBERG MARKET CONCEPTS (BMC) CERTIFICATION

CERTIFICATION FOR FINANCE STUDENTS

BRIEF EXPLANATION OF THE BMC CERTIFICATION

- Main points of BMC
 - 8 hours long
 - Self-paced
 - E-learning course
- Contents:
 - 4 modules:
 - Economics
 - Currencies
 - Fixed Income
 - Equities
- Course objective:
 - Introduction to financial markets

A BREAKDOWN OF THE MODULES

- Economic Indicators

- Fundamentals of publication and analyzation
- Explanation of qualities of good economic indicators
- Learn how to use economic indicators to spot inflection points
- Submodules
 - *The Primacy of GDP*
 - *Monitoring GDP*
 - *Forecasting GDP*

- Currencies

- Explore history and mechanics
- Identify the three main drivers of currency valuation
- Discuss the role central banks play in inflation and deflation
- Discover how currency markets affect investors and businesses and how they manage the risk
- Submodules
 - *Currency Market Mechanics*
 - *Currency Valuation*
 - *Central Banks and Currencies*
 - *Currency Risk*

BREAKDOWN CONTINUED

- Fixed Income
 - Discover the purpose of bond markets
 - Discover how bond markets grew to be the biggest, most complex markets, in the world
 - Explore how yields facilitate comparison across bond markets
 - Describe how government bond yields are a yardstick by which all other investments are measured
 - Describe how bond markets instill discipline in governments
 - Discover why, when and how central banks make interest rate decisions
 - Explore how bond valuation is driven
 - Describe the importance of the yield curve
 - Interpret the meaning of the four major shifts in the yield curve
 - Interpret the meaning of the meaning of curve inversion
 - Submodules
 - *The Roots Of The Bond Market*
 - *Bond Valuation Drivers*
 - *Central Bankers & Interest Rates*
 - *The Yield Curve & Why It Matters*
 - *Movements In The Yield Curve*

BREAKDOWN CONTINUED

- Equities

- Calculate equity index performance of single stocks
- Explore the nature and allure of equity ownership
- Identify why equities are more volatile than bonds
- Describe how bond markets instill discipline in governments
- Describe how industry and supply chain analysis is foundational to equity research
- Discover how the use of accurate industry drivers facilitates accurate earnings forecasts
- Describe the five-step absolute valuation process and the attendant pitfalls
- Identify the three types of relative valuation and the role of future earnings growth when assessing fair value
- Submodules
 - *Introducing the Stock Market*
 - *The Nature Of Equities*
 - *Equity Research*
 - *Absolute Valuation*
 - *Relative Valuation*

COST

- Cost of course:
 - Can be taken on a Bloomberg terminal for free
 - Or taken online at the student rate of \$149 USD
 - More information about Bloomberg terminals can be found at the website below
 - <https://www.bloomberg.com/professional/solution/bloomberg-terminal/>