A Bloomberg Professional Services Offering

Getting started on the Bloomberg Terminal.

Bloomberg for Education

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Introduction

For more than 20 years, Bloomberg for Education has been committed to helping universities and colleges incorporate the Bloomberg Terminal® into their academic programs to better prepare students for the global job market.

Universities and colleges around the globe use Bloomberg to bring the real world of finance into the classroom, providing students with access to the same information platform used by leading decision makers in business, finance and government.

The Bloomberg Terminal seamlessly integrates the very best in data, news and analytics. The Terminal is a 24-hour, global financial services system that provides transparent and reliable financial, economic and government information covering all market sectors. It features company financials, market data spanning more than 20 years, charts, statistics, a communications platform and current news reports.

This guide is intended to provide an overview of the Bloomberg Terminal so you can get started using this powerful tool.

The Bloomberg Terminal

The Bloomberg keyboard

The red stop keys, green action keys and yellow market sector keys help you access information quickly and easily.

Helpful keys

The Escape or Cancel key allows you to exit the current function and cancels the current activity on the screen.

Click on the Help button once to access a help page; click on it twice to access the Help Desk.

Enables keyword search of the entire Bloomberg database.

The yellow market sector keys enable you to:

- Load securities. **Example –** IBM US <EQUITY> <GO>
- Access market sector menus. **Example –** <CORP> <GO>

The Menu key opens a menu of related functions.

The <GO> or Enter key executes the command typed in the command line.

The Bloomberg Terminal

Accessing the application

The Bloomberg Terminal delivers news, data and analytics to your desktop. You can access the application in one of the following ways:

- Double-click the green Bloomberg icon on your computer desktop.

or

- From the Windows Start menu, select START > All Programs > Bloomberg > BLOOMBERG. Once you open the application, the following Bloomberg panel ("window") appears on your desktop.

Note – If you have problems locating the application on the computer, consult your Information Technology department for guidance on installation and configuration.

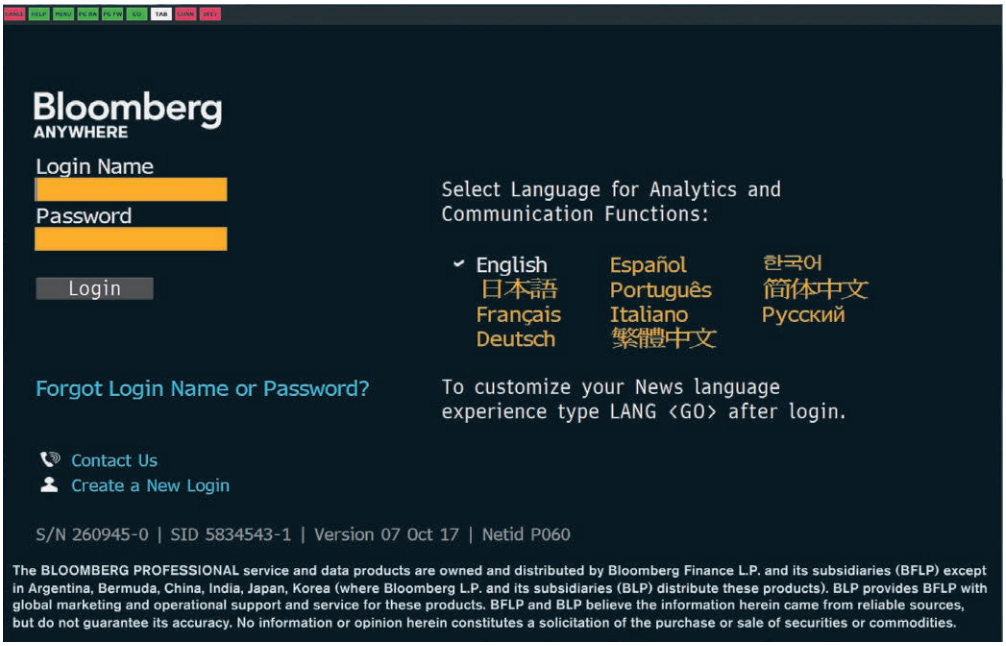
The Bloomberg Terminal

Logging in

Once you open the Bloomberg Terminal application, you must log in with a login name and password.

- Click on one of the Bloomberg panels.
- Press the green <Enter/GO> key on the keyboard. The login screen appears, including the yellow highlighted Login Name and Password fields as shown below.
- You will be prompted to create a login name and password when logging in for the first time.
- Press <GO>.

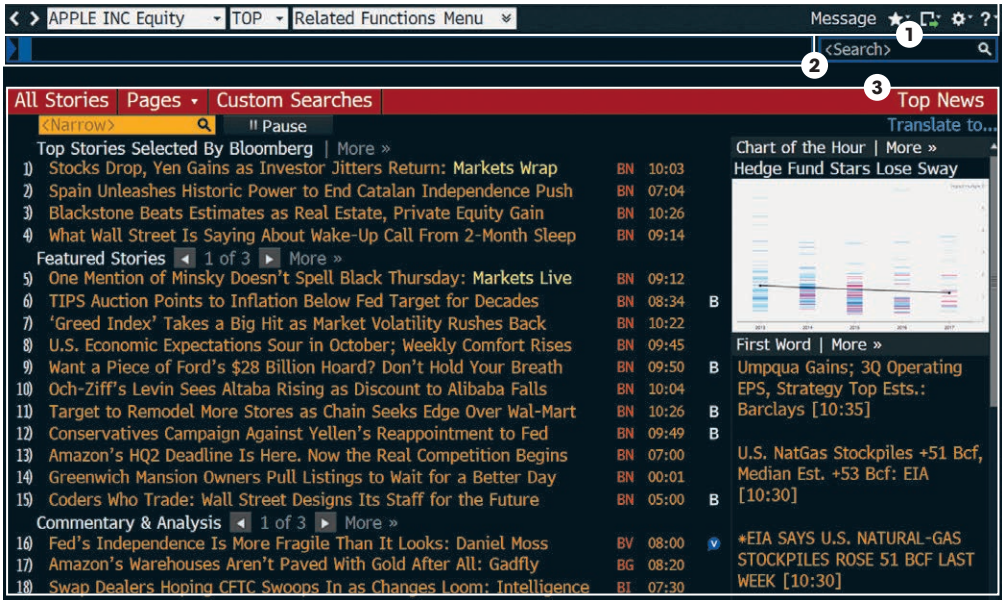
Up to four Bloomberg panels or windows appear on your computer desktop with default "wake-up" screens.



The Bloomberg Terminal

Bloomberg panels

When you first log in to Bloomberg, up to four Bloomberg panels appear. The panels are independent workspaces that enable you to multi-task within the Bloomberg system. You can move from one panel to another using the blue <PANEL> key on the keyboard or by clicking on the specific panel you want from the Windows taskbar.



The four Bloomberg panels enable you to work with multiple functions simultaneously. As shown above, each panel is divided into three main sections:

1. **Toolbar –** The left side of the toolbar includes the menu tab and a drop-down list of recently loaded securities, with the current loaded security visible. The right side features icons to help you perform key tasks, including exporting data, viewing favorite places and securities, accessing Help and adjusting your defaults and display.

2. **Command line –** Here you enter commands for functions and securities. You can also perform a keyword search for securities and functions from the command line. This Autocomplete feature makes the Bloomberg Terminal entirely discoverable from the command line.

3. **Function area –** Here you will see the actual function content displayed.

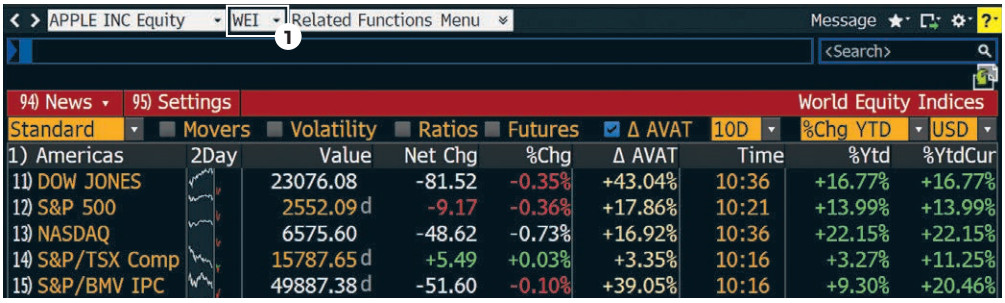
Functions & securities

About functions

Functions are unique Bloomberg applications that provide analysis and information on securities, sectors, regions and more.

Each function is accessed by typing in its unique mnemonic (a short, memorable name) and then pressing the <GO> key.

Example – WEI is the mnemonic for the World Equity Indices analysis function. To access this function, enter WEI <GO>. The mnemonic for the function in your selected window is always displayed in the toolbar.



1. Function mnemonic.

Types of functions

There are two types of functions:

- Non-security functions provide information or analysis on an entire market sector and do not require a loaded security.

  Example – WEI is a non-security function because it provides information for dozens of equity indices on one screen. You can run WEI without loading a security by loading WEI <GO> as shown above.

- Security-specific functions analyze a loaded security.

  Example – GP (Graph Price) is a security-specific function because you must specify a security before graphing its price. You must load a security to run the GP function: IBM US <EQUITY> GP <GO>.

Using functions

There are two main ways to run functions, depending on whether or not you know the function mnemonic.

If you know the function mnemonic:

- Enter the function mnemonic in the command line.
- Press the <GO> key.
- The function runs on the active Bloomberg panel.

  Example – In the command line, enter WEI <GO>.

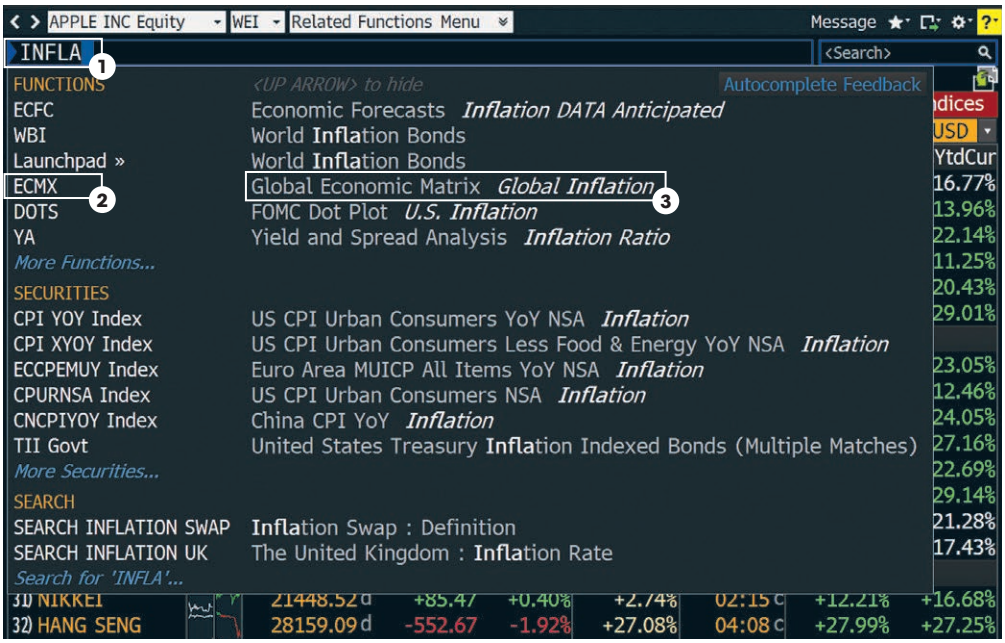
If you don't know the function mnemonic:

- Type a keyword for the information you want in the command line. (As you type, Autocomplete provides a list of suggested functions.)
- Select the function you want to run from the list.
- The function runs on the active Bloomberg panel.

  Example – You want to find a function that analyzes inflation.

Functions & securities

Working with securities



1. Keyword in Command line.
2. Function mnemonic.
3. Function title.

Note – If you are running a security-specific function, the security you want to analyze must be loaded before you run the function (covered in the next section).

About securities

Securities are financial instruments — like stocks and bonds — that you can analyze with Bloomberg functions. Once you have loaded a security on a panel, it appears in the loaded security field on the panel's toolbar. You can run a series of functions to analyze the loaded security.

Note – The loaded security remains the active security on the panel until you load a different security.

Loading securities

There are three main ways to load a security — depending on whether or not you know the security's ticker symbol or identifier.

If you know the ticker symbol for the security you want to load:

- Enter the ticker symbol in the command line.
- Press the yellow market sector key corresponding to the security type (Corp, Muni, Equity, etc.).
- Press the <GO> key.

The security appears as the loaded security in the active panel's toolbar.

Example – Using Ford Motor Company, enter F <EQUITY> <GO>.

If you know one of the widely used identification numbers for a security (e.g., CUSIP, ISIN, BBGID):

- Enter the security identification number in the command line.
- Press the yellow market sector key corresponding to the security type (Corp, Muni, Equity, etc.).
- Press the <GO> key.

The security appears as the loaded security in the active panel's toolbar and a categorized menu of security-specific analysis functions appears.

Example – Using the CUSIP for Wal-Mart Stores Inc., enter 931142DD2 <CORP> <GO>.

Functions & securities

If you don't know the ticker or any other identification number for the security you want to load, follow the steps below:

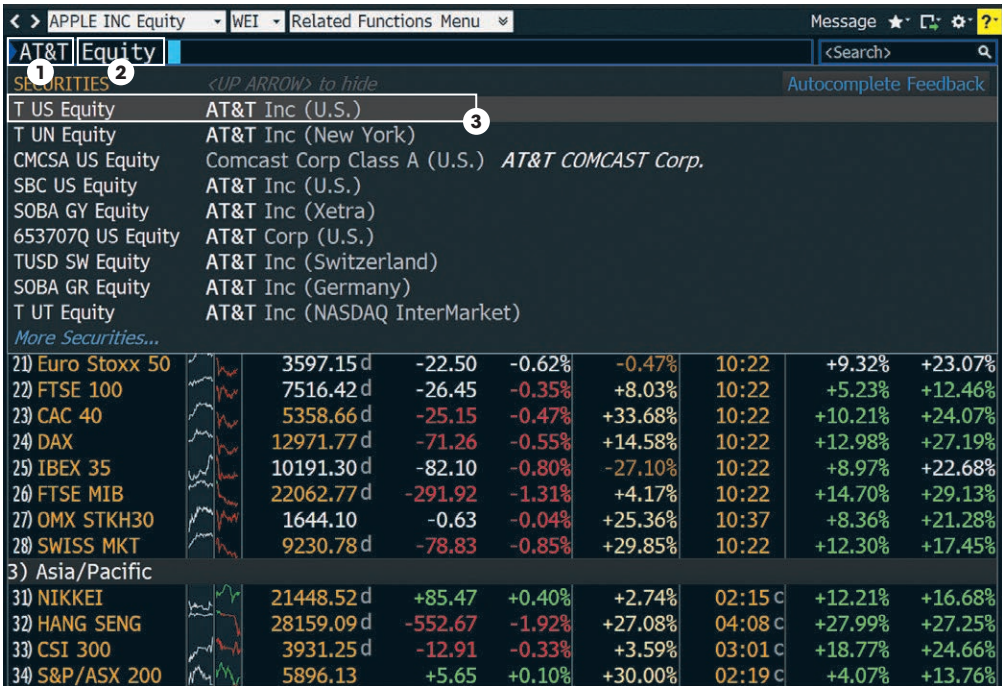
- In the command line, start typing a keyword for the financial instrument you want to analyze.

As you type, Autocomplete provides a list of suggested securities.

- Select the security you want to load from the list.

The security appears as the loaded security in the active panel's toolbar and a categorized menu of security-specific analysis functions appears.

Hint – The more information you enter, the more refined the list becomes. If you know the type of security you are looking for, press the matching yellow market sector key to update the results.



1. Keyword.
2. Market sector (yellow key).
3. Security appears in Autocomplete.

Navigation

Basic search (autocomplete)

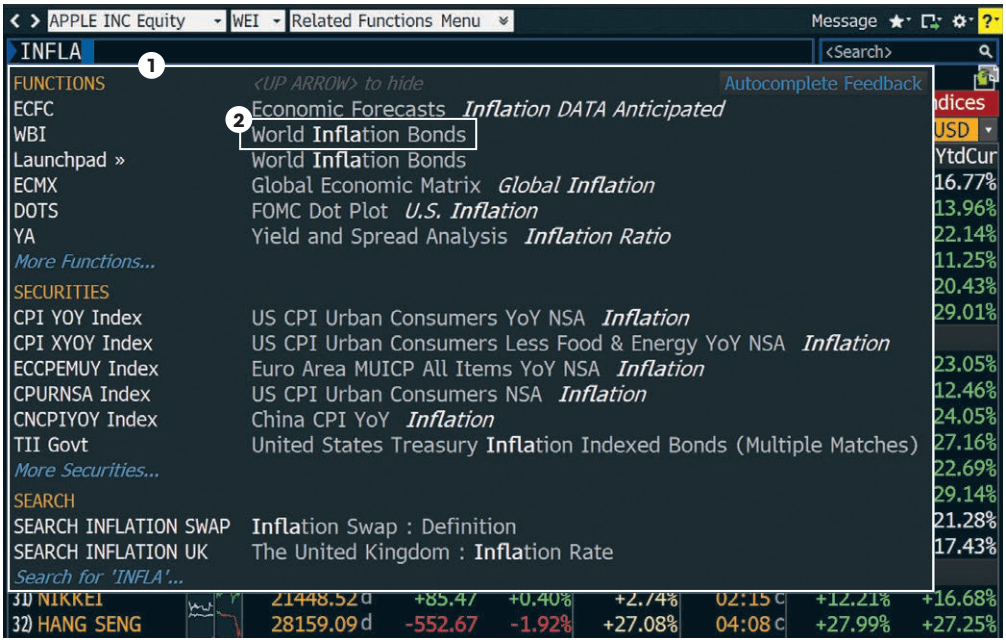
Bloomberg's intelligent Autocomplete search makes it easy to find the security or function you want.

- Type a term in the command line at the top of the active panel.

As you type, Autocomplete displays a list of suggested functions and securities.

- From the list, pick a function to run or a security to load.

The panel updates with the security or function you have selected.



1. Autocomplete suggested listings.
2. Click to select a suggested function.

Navigation

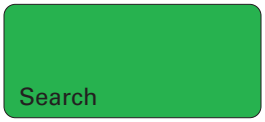
Full search

If you can't find what you're looking for with a basic search (Autocomplete), you can use the comprehensive Help Search (HL) function. HL allows you to search by keyword across all categories of information, including functions, securities, companies and people. HL groups results by category and relevance.

- Enter a search term in the command line at the top of the active panel.
- Press the <SEARCH> key on the keyboard. HL appears with a categorized list of matches.
- Select the appropriate match from the featured search results section of the screen.

  or

  Select a category from the left sidebar to display full category results.



HL search results

Navigation

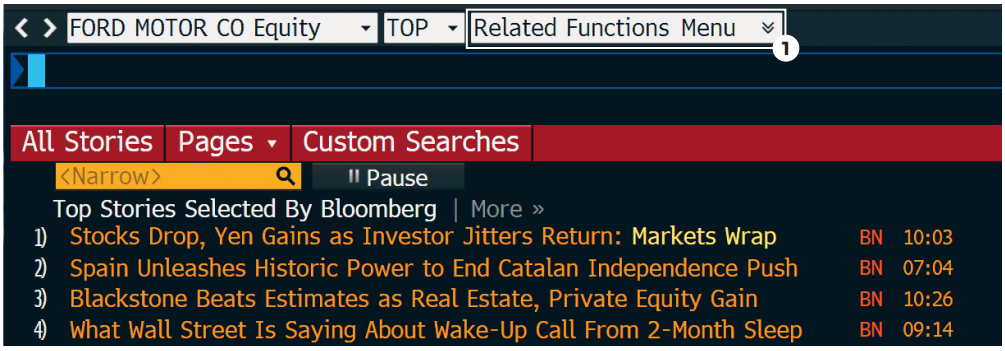
Browsing menus

About menus

All Bloomberg functions are organized by menus that are classified by market sector or product type. Each menu is part of a hierarchy, going from the individual functions up to the Bloomberg Home menu. You can browse menus to discover more about the analysis and information the Bloomberg Terminal offers.

Here are some sample paths illustrating the navigation through the menu hierarchy to individual functions:

- Main Menu > Equities > Analyze FORD MOTOR CO Equity > Company Analysis > Financial Analysis > FA
- Main Menu > News & Research > TOP



1. Related functions menu.

Accessing menus

There are three ways to access menus:

- Menu button
- Menu key
- Yellow key

Menu button & menu key

From any function, click the Menu button on the toolbar or press the <MENU> key to access a menu of related functions. Once you access the menu, click or press the <MENU> key again to move up to the next menu in the hierarchy.

Yellow key

To access the menu of functions related to a market sector, press the market sector's yellow key, then <GO>.

Example – To browse the Equities menu, press <EQUITY> <GO>.

Loading a security

To access the menu for a specific security, simply load the security's ticker or other identifier.

Example – To access the menu of functions that can be used to analyze IBM US, enter IBM US <EQUITY> <GO>.

Navigation

1. Menu breadcrumbs
2. Cancel
3. Category heading/ navigation

Menu layout

Bloomberg menus are intuitively organized to speed your search efforts.

Menu breadcrumbs

These show your path in the overall menu hierarchy and enable you to navigate backward and forward.

<CANCEL> X

Click <Cancel> X located in the upper right-hand corner to close the menu.

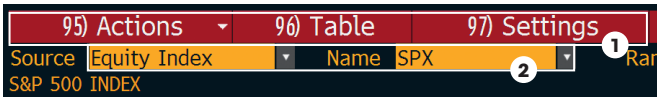
Categories & functions

Menus organize functions under categories. For category headings followed by ">", click the category to see the next menu in the hierarchy.

Performing analysis

Navigating functions

Bloomberg functions use common screen elements that work in similar ways. Once you learn about these elements, you can use any function.



1. Menu bar
2. Amber fields
3. Number <GO>
4. Clickable area

Menu bar

The red bar at the top of each function includes the function's title at the right and provides drop-down menus and buttons to help you perform key tasks. It may also contain a page number indicator.

Amber-colored fields

Amber fields indicate areas on the screen that you can change. Amber-colored fields represent editable-form elements, text and data input areas and drop-down lists.

Clickable areas

Moving your cursor over a clickable area of the screen shows one of three types of indicators:

- **White outline box –** Indicates most clickable items, including entries in lists, menus and tables.
- **Numbered information –** Numbers indicate a topical link, enabling quick access to a related page by either clicking the line or entering the number and clicking <GO>.
- **Highlighting –** Indicates clickable buttons and tabs.

Keyboard navigation

Typing in the number next to an option allows you to quickly navigate within the function using only your keyboard. Many clickable onscreen options are labeled with a Number <GO>.

Performing analysis

Stock/Company screening

The Equity Screening (EQS) function enables you to perform sophisticated searches for equity securities. The following is a quick-start overview for using EQS.

Step 1

- Enter EQS <GO>.

The Equity Screening screen appears.

Step 2

Use the Screening Criteria section to define preliminary search criteria.

- Click a category. A window appears with options for the selected category.
- Drag and drop the appropriate criterion from the window so that it appears in the Included Options or Excluded Options section of the window.
- Click the Update button.

The criterion for the category is saved and the window closes. The Selected Screening Criteria section at the bottom of the tab updates with your selected criterion and count of company matches.

Step 3

Use the Add Criteria section to refine the search with more data-driven criteria, e.g., industry classifications, fundamentals and ratios.

- Click the Fields button.

  The Browse Fields window appears with a list of all of the available search criteria fields.
- Use the category tree or Search field at the left of the window to identify the specific criteria fields for which you want to set conditions, then click the Select button.

  The Add Criteria section of the Build/Edit Screen tab updates with the name of the selected criterion field and additional fields that allow you to set a condition(s) for the selected criterion.
- Enter the appropriate condition(s), then press <GO>.

  The Selected Screening Criteria section of the screen updates with your selected criterion.

Step 4

Once you have selected all the criteria for the search, click the Results button.

The list of companies (equities) matching your search criteria appears.

Optional – To explore further options such as saving the search or exporting the results to Excel, click the red Output and Actions toolbar buttons on the Results Page.

Note – To access a complete guide to using EQS, press the green <HELP> key once from within the EQS function.

Performing analysis

Analyzing a company

In Functions & securities and Navigation, we described the overall logic and navigation of the Bloomberg Terminal. With that information, the complete breadth and depth of information on Bloomberg are intuitively and completely discoverable.

This section highlights some of the key company analysis functions available on Bloomberg.

1. The DES function analyzes the loaded security.
2. DES is the mnemonic for the Description function.

Note – Once you load a security, you can run any number of functions to analyze that security without having to reenter the security.

Step 1

Load the company you want to analyze.

Example – Enter F US <EQUITY> <GO>.

The company appears in the panel's toolbar as the loaded security.

Step 2

Run the analysis function on the loaded security in one of the following ways:

- Click on a category or function from the menu window — or type the mnemonic in the command field — to explore the full range of analysis options.
- Enter the mnemonic for the specific function you want to run, then press <GO>.

The analysis function runs on the loaded security.

Example – Enter DES <GO>.

Performing analysis

Mnemonics for popular company analysis functions

DES	Company description and overview
CN	Company news
HP	Historical price table
GP	Historical price chart
GIP	Intraday price chart
DVD	Dividend information
ERN	Earnings summary
FA	Fundamentals and financial statements
RG	Total return comparison
RELS	Capital structure (including bonds and CDS spreads)
G	Technical analysis and/or Multi-security charts

Note – To access a function's Help Page (a comprehensive user guide), press the <HELP> key once.

For cheatsheets that provide lists of popular analysis functions for specific security types, enter BU <GO>, then click the Access Training Documents link.

Analyzing an index, bond or currency

The Functions & securities and Navigation sections of this guide describe the overall logic and navigation of the Bloomberg Terminal. With them, the total breadth and depth of information on Bloomberg are completely discoverable. This section highlights the process behind loading different types of securities and indices and running analysis functions.

Load the security or index you want to analyze using the Autocomplete feature or by entering a ticker and pressing the yellow key.

Examples

SPX <INDEX> <GO>	S&P 500 index
USURTOT <INDEX> <GO>	Index tracking the U.S. unemployment rate
EUR <CURNCY> <GO>	Euro spot
F 12 07/16/31 <CORP> <GO>	Ford Motor Credit bond, 7.45% coupon, matures July 16, 2031
CL1 <CMDTY> <GO>	Front-month NYMEX-traded sweet crude oil futures contract

Run the analysis function on the loaded security in one of the following ways:

- Click on a category or function from the menu to explore the full range of analysis options.
- Enter the mnemonic for the function you want to run, then press <GO>.

For cheatsheets that provide lists of popular analysis functions for specific security types, enter BPS <GO>, then click through to your chosen subject.

Note – In some cases, a function that works for one type of security does not work for a different type of security. For example, the Yield Analysis (YA) function allows you to value a bond. If you load an index and try to run the YA function, an error message appears because the analysis and security type are incompatible.

Exporting data

The Bloomberg Excel Add-in

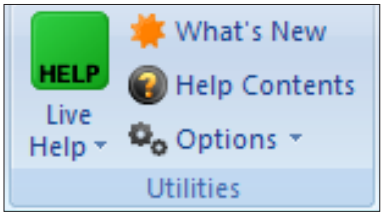
Introduction

The Bloomberg Excel Add-in is a powerful tool that delivers Bloomberg data into a Microsoft® Excel spreadsheet for custom analysis and calculations. All data must remain on a licensed Bloomberg workstation.

On a computer where the Bloomberg software is active, you can access the Bloomberg Excel Add-in from the Excel taskbar.

The following is a quick overview of the Bloomberg Excel Add-in. For further details on and resources related to the Bloomberg Excel Add-in:

- On the Terminal, enter API <GO>.
- On Excel's Bloomberg tab, in the Utilities group at the far right, select Help Contents.



Installation of the Add-in

If you do not see the Bloomberg tab in Excel, you can try to install the Add-in by completing the following steps.

Step 1

From the computer's task bar select
Start > All Programs > Bloomberg > Install Excel Add-in.

An Installing Bloomberg Excel Add-in dialog box appears.

Step 2

Click Install. A confirmation dialog box appears.

Step 3

Close the dialog boxes.

Step 4

Close Excel.

Step 5

Open Excel. A Bloomberg tab appears on Excel's taskbar.

Note – If you are unable to install the Add-in, consult your Information Technology team regarding administration rights to the computer.

Exporting data

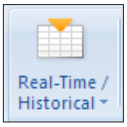
Bloomberg Data Wizard

The easiest way to download data to Excel via the Bloomberg Excel Add-in is to use one of the Bloomberg Data Wizard tools. The wizards provide a guided process to draw data from Bloomberg into a spreadsheet.

Step 1

On the Bloomberg tab of the Excel spreadsheet, in the Import group, choose from the following options:

- To download most forms of data, click the Real-Time/ Historical icon.



The Bloomberg Data Wizard window appears with four data type options.

- To download values from financial statements and/or earnings data, click the Financials/Estimates icon.

The Bloomberg Fundamental Analysis Wizard window appears with two data type options.

Step 2

Move your mouse over each of the data type icons to display a blurb describing the type of data that is available with each Wizard option.

Step 3

Click on the icon representing the type of data you want to download.

Step 1 of the Wizard appears.

Step 4

Follow the instructions that appear in the Wizard window to build your data set.

Once you have completed all of the steps in the Wizard, the spreadsheet updates with the data you requested.

Bloomberg formulas in Excel

The Bloomberg Wizards are the easiest way to download data to Excel. The wizards write the Bloomberg API formulas for you. You can, however, write the formulas yourself if you need more flexibility than the wizards provide.

When using any of the formulas, you must specify the security for which you want to retrieve data (Security) and you must specify the data item you want to retrieve (Field). The Security must be represented as (Ticker) (Market Sector), for example, IBM US Equity.

The Field must be represented by its field mnemonic. For example, to retrieve the last price for a security, the field mnemonic is PX_LAST. The Field Search tool in Excel enables you to search for field mnemonics by category or keyword. Access the Field Search tool by clicking the Find Fields icon on the Bloomberg tab.

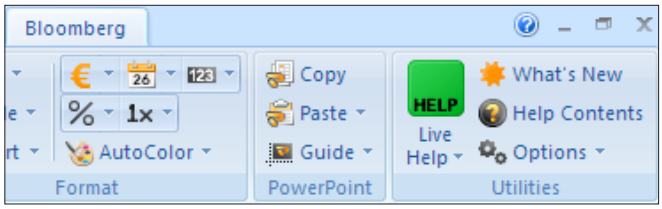
Additional resources for the Bloomberg Excel Add-in

On the Bloomberg Terminal:

XLTP <GO>	Library of preformatted Excel spreadsheet templates
HELP DAPI <GO>	Further detailed information on how to use Excel API

Within Excel:

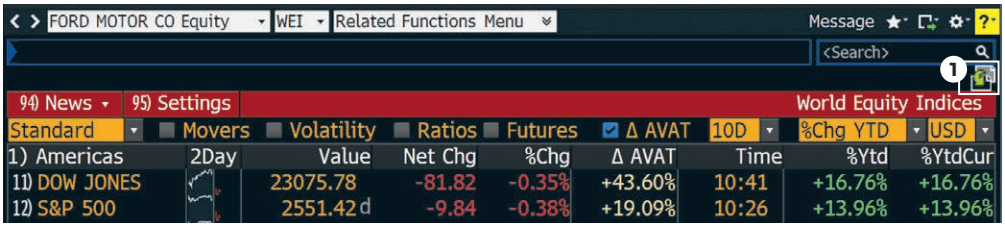
On the Bloomberg tab, within the Utilities group, click on the Help Contents icon to get information and instructions on using the Excel Add-in to retrieve data.



Exporting data

Drag & drop

Some functions display a drag and drop icon in the top right corner of the screen. You can click on and drag this icon to move securities from the current screen into another application such as a Microsoft® Excel spreadsheet or a Bloomberg Wizard as part of the Bloomberg Excel Add-in. Once in a wizard or in a spreadsheet, the tickers appear with Bloomberg market identifiers.



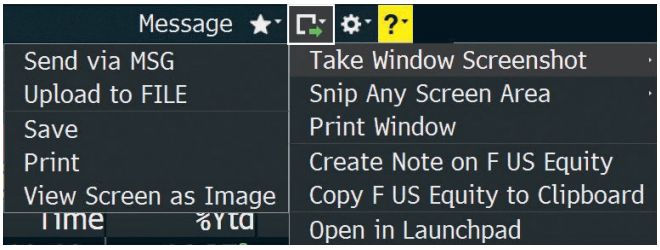
1. Drag & drop icon

Note – When you use drag and drop, only the securities and/or data from the function's current page move. If you have more than one page of securities, you must repeat the drag and drop for each page.

Printing & other export options

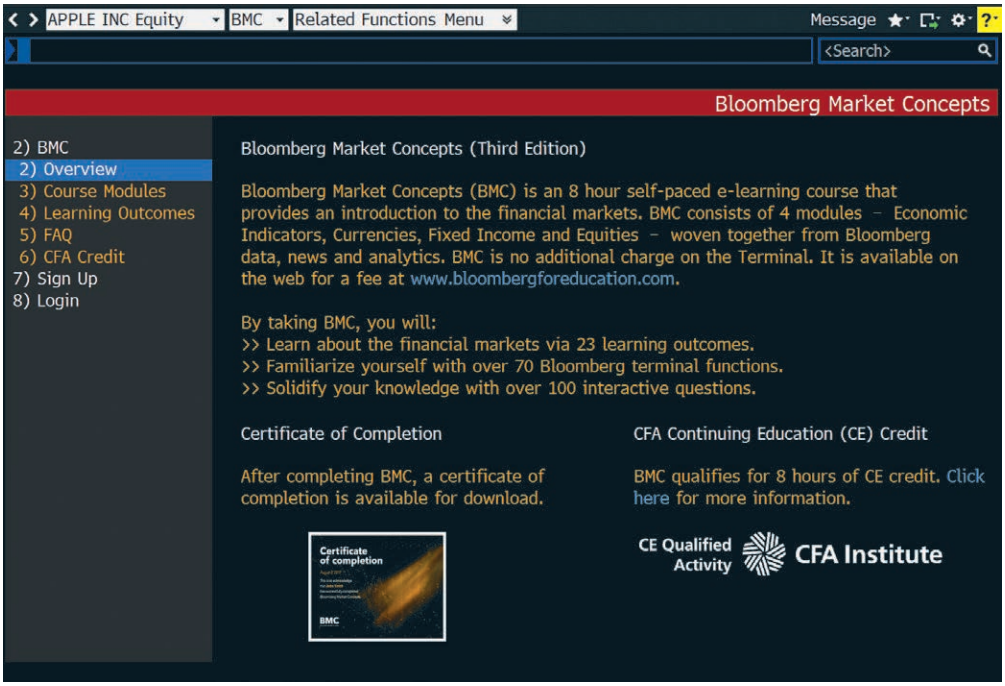
There are various ways you can save or export screen shots from Bloomberg.

To display a list of export options, click on the Export icon at the top right of a panel's toolbar.



Bloomberg Market Concepts (BMC)

The best next step to get acquainted with the Bloomberg Terminal is to complete the certification course: Bloomberg Market Concepts (BMC). BMC is an 8-hour, self-paced e-learning course that provides a visual introduction to the financial markets and covers more than 70 Terminal functions. BMC consists of four modules — Economics, Currencies, Fixed Income and Equities — woven together from Bloomberg data, news, analytics and television. By taking BMC, learners familiarize themselves with the industry-standard service through four heavily interconnected modules.



By taking BMC, you will:

Learn the language of finance

- Supplement your university learnings with practical knowledge of the markets.
- Familiarize yourself with more than 70 Bloomberg Terminal functions.

Discover the inner workings of the markets

- Learn what moves markets.
- Familiarize yourself with key benchmarks that professionals monitor.

Get Bloomberg on your resume

- Receive a certificate of completion after completing BMC.
- Demonstrate your comfort with the gold standard data platform.

Type BMC into the command line to access the full course.

Getting help & learning more

There are a variety of ways to get help using the Bloomberg Terminal.

Bloomberg Help

Enter HELP <GO> for an online user guide to the overall logic and navigation of the Bloomberg Terminal.

Bloomberg Resource Center

Enter BPS <GO> for the Bloomberg Terminal Resource Center homepage with links to training resources, including training documents and video tutorials.

Help pages

Each function has a comprehensive, searchable online user guide designed to answer common questions and describe key functionality. From within any function, press <HELP> once to access that function's Help Page.

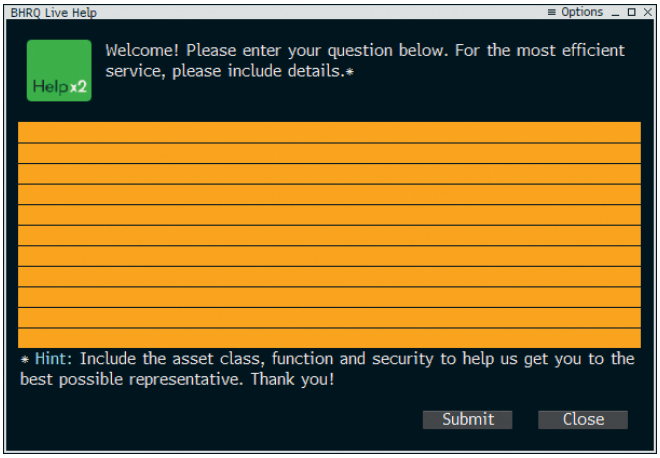
Bloomberg Help Desk

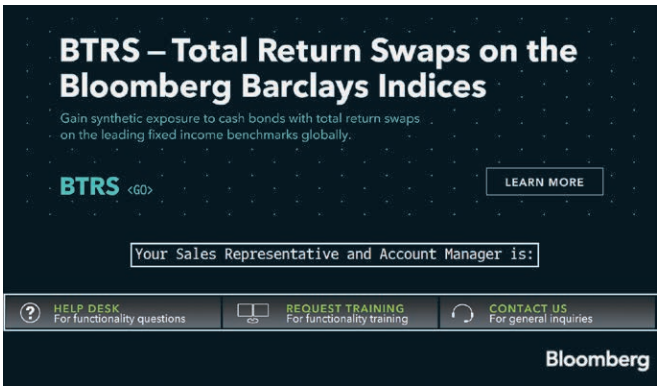
To ask any Bloomberg-related questions, students can start an email communication with the Bloomberg Help Desk. Press <HELP> twice to connect.

Additional support

For additional Bloomberg support, press the red <ESC/CANCEL> key. From the <CANCEL> screen you'll find links to:

- Contact the Help Desk
- Contact the Tech Support Team
- Contact Us
  (a list of all local Global Customer Support numbers)
- Your Account Manager and Product Representative
  (simply click on the rep's name)





Functions

To see a more comprehensive list of more than 150 targeted functions for students, visit USER <GO>.

Training & navigation

BMC Get Bloomberg certified and learn more about the financial markets.

BHL Visit the Bloomberg Help and Learning Center.

BPS Locate topic-specific cheatsheets and videos.

BU Search for, enroll in and launch a wide variety of webinars and training resources.

Charting & graphs

GP Chart securities and technical studies on the Bloomberg Terminal.

HS Visualize and compare the performance of two securities.

GC Chart yield curves and see how interest rates move over time.

GF Visual analysis of a company's fundamentals.

ECWB Allows you to standardize and manipulate economic data.

Commodities

BGAS See pricing for the North American natural gas spot market.

BOIL Get a full picture of global oil & refined products spot pricing.

CPF Analyze expert forecasts for future commodity prices.

FDM Access comprehensive fundamental commodities data.

GLCO Monitor the price movement and performance of global commodities.

NGAS Analyze natural gas statistics for the U.S., Canada and Mexico.

WETR Analyze current, historical and forecasted weather trends.

Company analysis

DES Access consolidated financial data and fundamental background information.

BI Access industry analyses from Bloomberg Intelligence.

BIP Search for primers on companies, industries or topics.

BICO See a company primer to quickly educate yourself on a company.

QUIC Leverage QuickTakes to put important news events in context.

ANR See analyst recommendations and price targets for an equity.

Currencies

FXFC Analyze currency price forecasts by contributors.

FXCA Conversion calculation.

FXC Matrix of currency rates.

WCRS Visually rank and compare current and historical currency rates.

WIRA Track international reserve assets and related growth rates.

GMM Monitor the most significant moves in the global financial markets.

Derivatives

OMON See real-time pricing and market data for call and put options.

OVME Price and back-test equity derivative products and strategies.

OVML Structure and price multi-leg FX options for various strategies.

Functions

Economics

FED Monitor the activities of the U.S. Federal Reserve bank.

CENB Access portals to other international central bank resources.

ECO See economic calendars for upcoming industry and central bank releases.

ECST Monitor economic data from multiple sources.

ECFC See economic forecasts and compare regional forecasts.

Equities

EQS Screen for companies to validate your trade ideas.

FA Find a company's financial statements and fundamental data.

IPO Monitor equity offerings to discern competitor financing strategy.

CAST See a debtor's organization and capital structure.

CACS See a calendar of corporate actions and events for a security.

WEI Get comprehensive market surveillance for global equities markets.

RV Compare a stock to its peers across various metrics.

EQRV Evaluate whether a company is fairly valued relative to peers.

CM Monitor the key events influencing a company's stock price.

Excel tools

XLTP Access a library of Excel templates for custom data analysis.

DAPI Learn about retrieving data into Excel using Bloomberg API formulas.

FLDS Locate specific Excel fields for your formulas.

Fixed income

SRCH Search fixed income securities for trends and trade ideas.

DDIS See the maturity distribution of debt for a selected issuer.

YAS Price fixed income securities and calculate yields in one place.

BTMM Assess a country's current interest rate environment.

ALLQ See dealer-contributed prices in real time for corporate bonds.

DEBT Determine the holders who are most exposed to a country's debt.

WB Monitor sovereign bond yields, spreads and performance.

CRPR Assess the creditworthiness of an issuer or fixed income security.

CRVF Search for curves that are relevant to your fixed income market analysis.

SRSK Get transparent, quantitative estimates of the 1-year default probability of a country's sovereign debt and 5-year CDS spread.

Mergers & acquisitions

BUYP View M&A buyer profiles to peg possible acquirers for your assets.

MA Track and analyze M&A and arbitrage spread data in real time.

MARB Monitor real-time merger and acquisition arbitrage spread data.

MRGC Evaluate hypothetical merger scenarios.

PE Access functions for PE fundraising, screening and market monitoring.

Functions

News

TOP Get the day's top worldwide news stories in one place.

TWTR Search for Twitter news on Bloomberg.

CN See top news on a specific company.

FIRS Read summarized news stories to track market-moving news.

SALT Set up email alerts for news on the companies you follow.

BRIE Read Bloomberg newsletters on markets, economics and industries.

Portfolio management

PRTU Create, manage, and share your portfolios for analysis in PORT.

PORT Analyze portfolio performance, scenario analysis and exposure.

EQBT Back-test fundamental investment strategies.

UNCL Create custom classifications to aggregate your portfolio or benchmark.

BBU Upload your portfolios, benchmarks, and custom data for analysis in PORT.

CDE Create custom fields to use your unique data across the Bloomberg Terminal.

Additional resources

MSG Send and manage email communications through your Bloomberg.net email account.

MRUL Manage message rules, including forwarding emails to your Bloomberg.net email to your personal email account (Gmail, Yahoo, etc.).

JOBS Search for jobs at companies in the finance industry.

PEOP Proprietary people database where you can filter for alumni.

MVP Most-viewed people on Bloomberg over the last day, week or month.

RICH View the world's highest-net-worth individuals.

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