# Professor Account Guide

## Logging in to your professor account:

1. Visit https://portal.bloombergforeducation.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.



## 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.

2. To create a new class code, click "Add Class"



3. 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.



4. 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.

5. 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.

Cancel          Add Class

6. 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:

1. 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.

BMC    CLASSES    PROFILE    CASE STUDIES    ELP PROGRAM    RESOURCES ▾

### Bloomberg Market Concepts

✸ **Certificate**
Available 24 hours after
all modules are completed

| Type | Expires | |
|------|---------|---|
| Professor Rate | Aug 15, 2021 | Access Courses |

**Please note:**
Your BMC scores were last updated on Aug 21, 2019 15:53 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 effective use the Bloomberg Terminal. You will learn the fundamentals of economics, currencies, fixed income, and equities.
**Deadline:** n/a

| Module | Status | % Correct |
|--------|--------|-----------|
| Introduction | Not Started | |
| Economic Indicators | Not Started | - |
| Currencies | Not Started | |

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

BMC    CLASSES    PROFILE    CASE STUDIES    ELP PROGRAM    RESOURCES ▾

### Manage Classes

Show [10 ▾] Entries                          Add class

| Class | Learners | Deadline | Status |
|-------|----------|----------|--------|
| Demo Class | 5 | Aug 01, 2020 | Open |
| Demo1 | 0 | Nov 29, 2019 | Open |
| DEMO2 | 0 | Oct 30, 2019 | Open |

Showing 1 to 3 of 3 entries          Previous  1  Next

3. 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.

4. 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.

**Class Details**

**Demo Class**

Creation Date: August 14, 2019    Deadline: August 01, 2020    Edit Class
Learners: 5    Class Code: 2VFT7GCWQ6

Required Component    All Modules ▼

| Learner | Signed Up | Fall 2019 - Gettin... | Fall 2019 - Core C... | Fall 2019 - Portfol... | 4Q2018 Learning ... | All Modules |
|---|---|---|---|---|---|---|
| Demo Learner | Aug 14, 2019 | In Progress | In Progress | In Progress | | In Progress |
| Test Learner | Aug 13, 2019 | In Progress | In Progress | In Progress | | In Progress |
| Test Learner | Aug 08, 2019 | | | | In Progress | In Progress |
| Test Learner | Aug 14, 2019 | In Progress | In Progress | In Progress | | In Progress |
| Test Learner | Aug 14, 2019 | In Progress | In Progress | In Progress | | In Progress |
| Previous | | Page 1 of 1 | | 20 rows ▼ | | Next |

Note: BMC is an unproctored assessment with non-randomized questions and options, which are only updated during a release of a new BMC edition. The Certificate of Completion is granted to any learner who completes BMC irrespective of their score.

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

**Class Details**

**Demo Class**

Creation Date: August 14, 2019    Deadline: August 01, 2020    Edit Class
Learners: 5    Class Code: 2VFT7GCWQ6

Required Component    Core Concepts ▼

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

| Learner | Signed Up | Introduction | Economic Indic... | Currencies | Fixed Income | Equities | Completed |
|---|---|---|---|---|---|---|---|
| Demo Learner | Aug 14, 2019 | Completed | - | - | - | - | |
| Test Learner | Aug 13, 2019 | Not Started | - | - | - | - | |
| Test Learner | Aug 14, 2019 | Not Started | - | - | - | - | |
| Test Learner | Aug 14, 2019 | Not Started | - | - | - | - | |
| Previous | | Page 1 of 1 | | 20 rows ▼ | | Next | |

6. 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

Print All Questions

7. 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.



## 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.

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



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

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 Bloomberg Terminal®.

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