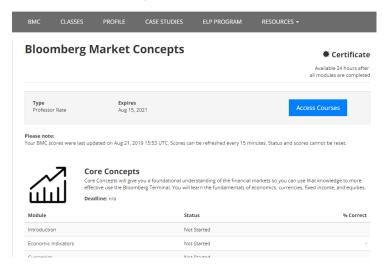
Professor Account Guide

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

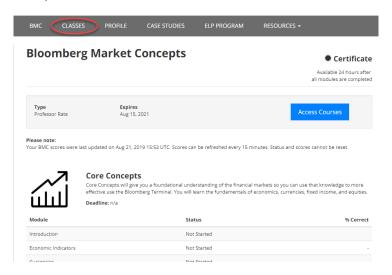
Once logged in, you will be taken to your Bloomberg Market Concepts (BMC) Status Page. This page shows your progress throughout the BMC modules. If your BMC access has expired and you would like an extension, please contact your Bloomberg for Education Account Representative.



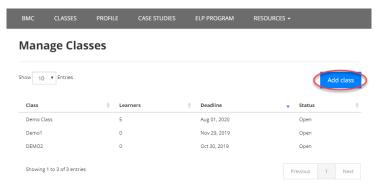
Creating a BMC class code:

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

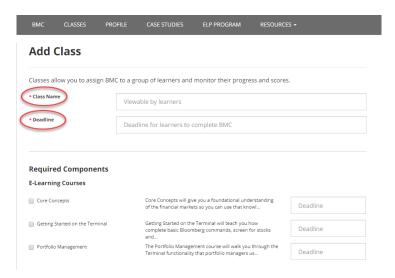
1. From your Professor Dashboard Page, click "CLASSES" in the navigation bar. This page will show any existing class codes you have set up.



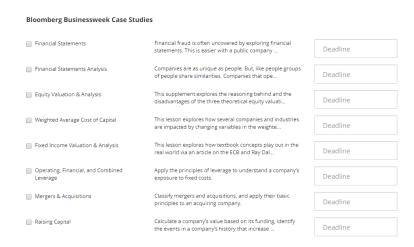
2. To create a new class code, click "Add Class"



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.



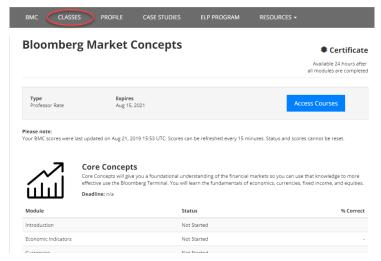
5. A randomly generated code will be assigned automatically based on this information and provided once you click "Add Class"



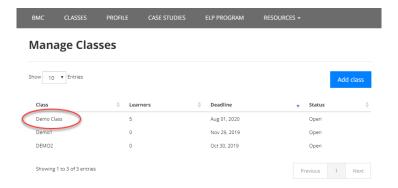
6. Once you have your class code (e.g. HKYJSMFF45), distribute this code to your students and instruct them to input it when they sign up form BMC. There is no limit on the number of students you can have register for a class code.

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 throughthe "CLASSES" tab on your Professor Dashboard.



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

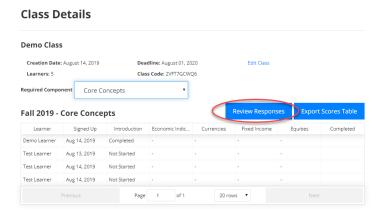


3. This will display the "Class Details" page, which provides information on how many students have registered, how many have completed the course and allows you to view the course code and edit any of the class details.

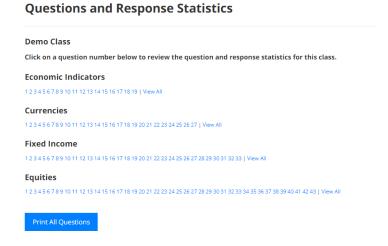
4. To review how your group of students performed on a specific course, use the dropdown at the center of the page to specify the course you want to track.

Class Details Demo Class Creation Date: August 14, 2019 Deadline: August 01, 2020 Edit Class Class Code: 2VFT7GCWQ6 Required Component All Modules Fall 2019 - Gettin... Fall 2019 - Core C... Fall 2019 - Portfol... 4Q2018 Learning ... All Modules In Progress Demo Learner Aug 14, 2019 In Progress In Progress In Progress Aug 13, 2019 Test Learner Aug 08, 2019 Aug 14, 2019 In Progress In Progress Test Learner Aug 14, 2019 In Progress In Progress In Progress In Progress 20 rows ▼ of 1

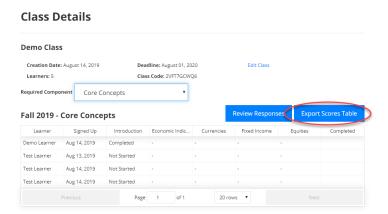
5. To review how your group of students performed on each individual question, click "Review Responses".



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



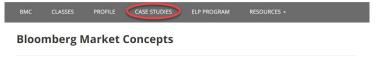
7. To pull an aggregate report of students' scores by module, click the "Export Score Table" button on the Class Details page. This will begin an Excel download to your computer.



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.

Available case studies

- 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.

 2. 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.

 3. Equity Valuation & Analysis
 This supplement explores the reasoning behind and the disadvantages of the three theoretical equity valuation models.

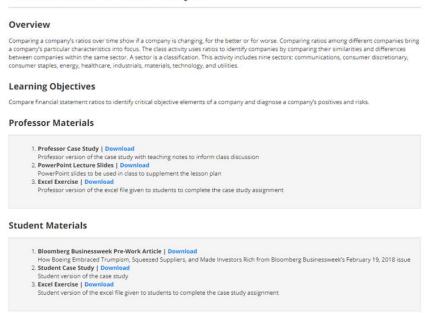
 4. Weighted Average Cost of Capital
 This lesson explores how several companies and industries are impacted by changing variables in the weighted average cost of
 - capital (WACC) formula.

 5. 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



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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