

# INTRODUCTION TO BLOOMBERG

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The Bloomberg logo, featuring the word "Bloomberg" in white, bold, sans-serif font, centered within a solid black rectangular background.

**Bloomberg**

# Topics

- Getting started – how to create a login
- Accessing the terminal
- Navigating the terminal
  - Keyboard
  - Panels
- Functions versus Securities
- Common commands
- Bloomberg certification – Bloomberg Market Concepts (BMC) course
- Help Resources
- DEMO

# Create a login – in person (LITC A02)

- Use your trincoll email address plus cell phone for verification code
- Double-click Bloomberg icon to start program, then click “<Enter> or <Go> to begin”
- Click on “Create a New Login” and follow instructions
- NOTE: this login is not related to your Trinity credentials

**Bloomberg**

Login Name  
[Orange box]  
Password  
[Orange box]  
Login

Select Language for Analytics and Communication Functions:

✓ English	Español	한국어
日本語	Português	简体中文
Français	Italiano	Русский
Deutsch	繁體中文	

[Forgot Login Name or Password?](#)

[Contact Us](#)  
[Create a New Login](#) (highlighted with green box and arrow)

To customize your News language experience type LANG <GO> after login.

S/N 624013-0 | SID 4989377-1 | Version 50.10 | Netid W110

<https://commons.trincoll.edu/frtc/how-do-i-start-using-the-bloomberg-terminals/>

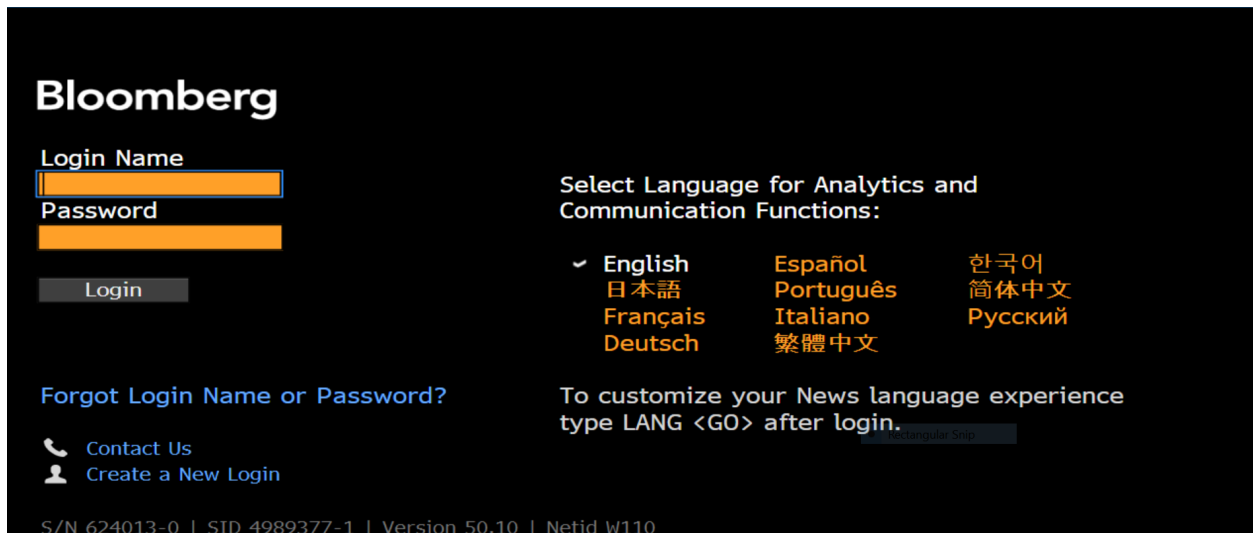
# Create a login - remote

- Go to <https://portal.bloomberforeducation.com/register> and select “Signup as a Learner”
- Enter your information and trincoll email, then select “Sign Up”
- Verify your identity with a verification email
- Email Cheryl Cape at [cheryl.cape@trincoll.edu](mailto:cheryl.cape@trincoll.edu) that your account is waiting to be authorized
- After your account is authorized, go to Terminal Access tab and account creation wizard to create a Bloomberg login.

<https://commons.trincoll.edu/frtc/how-do-i-start-using-the-bloomberg-terminals/>

# Accessing the terminal – in person

- Double-click the Bloomberg icon on desktop to start program
- Click on “<Enter> or <Go> to get started
- Enter your Bloomberg username and password
- Forgot your login credentials or they have expired? Call the Bloomberg support number listed on the screen



The screenshot shows the Bloomberg login interface. On the left, there is a 'Login Name' field with an orange input box, a 'Password' field with an orange input box, and a 'Login' button. Below these are links for 'Forgot Login Name or Password?', 'Contact Us', and 'Create a New Login'. On the right, there is a section titled 'Select Language for Analytics and Communication Functions:' with a list of languages: English (checked), Japanese, French, German, Spanish, Portuguese, Italian, Simplified Chinese, Korean, and Russian. Below this list is a note: 'To customize your News language experience type LANG <GO> after login.' and a 'Language Shop' button. At the bottom, there is a footer with the text: 'S/N 624013-0 | SID 4989377-1 | Version 50.10 | Netid W110'.

**Bloomberg**

Login Name  
[Orange Input Box]

Password  
[Orange Input Box]

Login

Forgot Login Name or Password?

Contact Us  
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Select Language for Analytics and Communication Functions:

✓ English	Español	한국어
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To customize your News language experience type LANG <GO> after login.

Language Shop

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# Accessing the terminal - remote

- If you have previously created a terminal login in-person, you do NOT need to create a new login using the previous steps
- Go to <https://bba.bloomberg.net>
- Login in with Bloomberg username/password
- Verify identity with cell phone
- Launch Bloomberg within browser or as separate windows
- Requires one-time installation of Citrix Workplace app on your computer

<https://edtech.domains.trincoll.edu/fall-2020-remote-access-to-bloomberg-professional>

# Bloomberg specialized hardware

- Keyboard

- Green navigation keys
- Yellow market sector shortcut keys
- Menu – move back up one menu
- Help – help resources
- Blue panel key to move between windows
- Remote users - go to <https://bba.bloomberg.com/help> for keyboard emulation instructions



- Panels

- There are 4 panels (windows) open at all times
- Additional pop-up windows, such as Help, LaunchPad, etc.
- Closing one of main panel windows closes Bloomberg

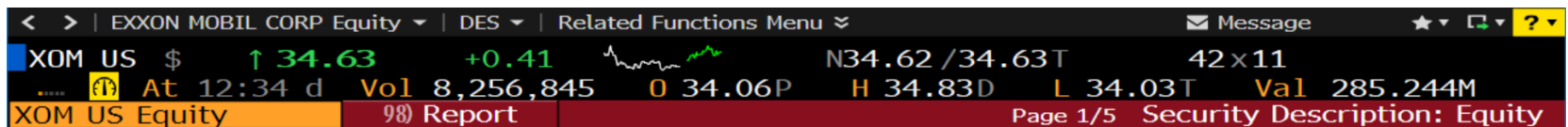
# Functions versus Securities

- Functions –

- Unique Bloomberg functions that provide analysis or information
- Use on securities, sectors, regions, news, etc.
- Can be security specific or general
- Accessed by mnemonic followed by <GO>

- Securities

- Financial instruments, such as stocks or bonds
- Analyzed by Bloomberg functions
- Current security shows in panel toolbar





# Common commands

- News
  - TOP <GO> - headline news
  - READ <GO> - news stories sorted by hits by Bloomberg users
- Company and security analysis
  - SECF <GO> - security finder
  - DES <GO> - description and background information
  - GP <GO> - chart a specific security
- BPS <GO> - Search for topic specific cheat sheets and information
- BI <GO> - Bloomberg Intelligence – industry analysis

# Bloomberg Certification

- Bloomberg Market Concepts course
  - Self-paced, e-learning course
  - 3 Modules
    - Core Concepts (8 hours)  
(Economic Indicators, Fixed Income, Currencies, Equities)
    - Getting Started on the Terminal (2 hours)
    - Portfolio Management (2 hours)
  - In-person – BMC <GO> and sign up (uses separate login credentials)
  - Remote – follow instructions at <https://edtech.domains.trincoll.edu/remote-access-to-bloomberg-market-concepts-course/>

# Documentation and Help Resources

- While logged in –
  - Use autocomplete in search bar
  - Press Help key once to access function's help page
  - HELP <GO> online user guide
- Trinity resources – <https://commons.trincoll.edu/frtc>
- Recommended: work through [Getting Started on the Bloomberg Terminal guide](#)
- Contact –
  - Cheryl Cape, Instructional Technologist at [cheryl.cape@trincoll.edu](mailto:cheryl.cape@trincoll.edu)
  - Yoli Bergstrom-Lynch, Research Librarian at [yolanda.bergstromlynch@trincoll.edu](mailto:yolanda.bergstromlynch@trincoll.edu)
  - Student Technology Assistants at [sta-help@trincoll.edu](mailto:sta-help@trincoll.edu)