

FNCE 3498/MBAF 698: Equity Research and Capital Markets: Practical Applications of Bloomberg Terminals

**Loyola Marymount University
Summer Session II 2020
Online**

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Office Hours:

Professor Josh Spizman: <https://calendly.com/joshua-spizman/15minutezoom>

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Required Materials:

Students must have internet access and the ability to take and complete Bloomberg Market Concepts (web browser needed) and access Bloomberg Anywhere (available via web browser or mobile platform).

Course Prerequisites

FNCE 3400 or FNCE 3410 or MBAA 6070 with a minimum grade of C (2.0).

Course Description

This course focuses on using Bloomberg terminals in different aspects of financial analysis and valuation. The class has three components. First, all students are required to complete five courses from Bloomberg Market Concepts (BMC): “Terminal Basics,” “Economic Indicators,” “Currencies,” “Fixed Income,” and “Equities.” The class ties together themes of equity research and capital markets research to create an analyst report for a single company using data and information from the Bloomberg terminal. The course will take place using a virtual finance lab, where students will have access to the full Bloomberg terminal from anywhere in the world.

Component #1: Bloomberg Market Concepts (BMC) (five courses)

These are required for all students. These courses (total time of 10 hours) will provide students with a foundation of finance concepts and valuation methods, as well as the key functions of the Bloomberg terminal.

Component #2: Equity research using Bloomberg

Students will perform the roles of an equity research analyst. They will learn how to use Bloomberg screens to find potential investment opportunities. They will perform financial analysis, understand the supply chain, and size the market using Bloomberg functions. The final equity research report will consist of an analysis of the company’s strategy and competitive positioning, an intrinsic valuation, and an investment recommendation.

Component #3: Capital markets research using Bloomberg

Students will learn how to leverage the Bloomberg terminals to follow broad capital market trends. The focus will be on high-level discussion, interpretation, and application. Students will learn how to integrate broad trends in capital markets to better inform their equity research reports.

Learning Outcomes

This course contributes to student achievement of the following CBA core learning outcomes:

- LG.1.C: Students will be able to identify and analyze opportunities and challenges faced by organizations in a global marketplace.
- LG.2.A: Students will be able to identify problems and apply creative problem-solving skills to address them.
- LG.3.A: Students will communicate effectively on business topics in written and oral form.
- LG.4.A: Students will be able to create, read and use financial reports for decision-making.
- LG.4.C: Students will be able to analyze and evaluate companies within their industries based on their unique value proposition/competitive advantages.

Upon completion of this course, students should successfully demonstrate the following course learning outcomes:

- Develop an investment philosophy and build corresponding stock screening criteria
- Use Bloomberg functions to conduct equity research
- Apply the research to create an equity research report
- Perform valuation with Bloomberg's provided tools
- Predict economic conditions using the yield curve.
- Evaluate the credit worthiness of a company.
- Incorporate short interest and insider trading activity of a company to inform the investment recommendation

Assignments

Bloomberg Market Concepts

Students are required to complete five courses from Bloomberg Market Concepts (BMC): "Terminal Basics," "Economic Indicators," "Currencies," "Fixed Income," and "Equities." This must be completed by Friday, July 31 at 7am PST. You must upload your certificate of completion to the Brightspace assignment. *When you sign up, you must use the class code: NGLR86TFJQ*

Homework assignments

There will be a total of eight homework assignments. Each homework assignment will help to prepare your analyst report. Each assignment will be posted and must be submitted within Brightspace. Each homework assignment will be worth 500 total points towards your final grade.

Weekly market update

There will be four weekly market updates due at the end of weeks 2, 3, 4, and 5. Each student will present their market update (maximum 5 minutes) once during the summer. Each submission will be worth 100 total points towards your final grade and the presentation will be worth an addition 100 total points towards your final grade.

Analyst Report – Written

There will be analyst report that will be turned in at the end of the summer session. A detailed template will be provided to you and each homework assignment is designed to build your report using Bloomberg Terminals.

Company Presentation

During the last week of class, you will make an equity research presentation based on your analyst report via Zoom. Specific directions on the presentation will be provided. In addition, you will be required to provide a weekly company update during your live meeting time.

Attendance and participation

LinkedIN

Students are required to Connect with BOTH professors on LinkedIn.com by 11:59pm on Friday, July 3, 2020. **This is worth 100 points towards attendance and participation.**

Grading:

Your cumulative course grade is made up of 10,000 total points. The assignments, total points, and percent of the total points are provided below. You are responsible for your own performance.

Assignment	Total Points	% of total
Bloomberg Market Concepts	1,000	10%
Analyst Report – Written	2,000	20%
Company Presentation	1,000	10%
Homework assignments	4,500	45%
Weekly market update	500	5%
Attendance and participation	1,000	10%

Final grades will be determined based on the following grading schedule.

Letter	Above	Below
A	9,300	10,000
A-	9,000	9,299
B+	8,700	8,999
B	8,300	8,699
B-	8,000	8,299
C+	7,700	7,999
C	7,300	7,699
C-	7,000	7,299
D	6,500	6,999
F	0	6,499

Course Policies

Communication

All communication will be done via Brightspace. It is the responsibility of the student to ensure that he/she has access. Given the fast-paced and fully online nature of this course, **we highly recommend you check Brightspace daily.**

E-mails

All e-mails to the professor must be written in a proper, professional manner. If your e-mail message is unprofessional or contains grammatical or spelling mistakes, it will be returned to you with a request that you correct the message and resend it. Before sending an e-mail, you should read it over one time.

Class attendance

Students are expected to attend the live Zoom synchronous sessions and actively participate in class discussions. Below are the expectations for your participation in the Zoom class sessions:

- “Show up” to class in the same way you would for an in-person class
- Be virtually present through audio and video. Communicate with us if this is not possible.
- Treat others with the same respect as you would in a classroom setting. Do not use the Zoom platform for communication unrelated to coursework.
- Do not share any class content without our permission.

Online pledge

In order to respect and maintain the privacy of my peers and instructor, I pledge to refrain from sharing any of our class materials on other platforms or any unauthorized use, disclosure, copying, distribution, or the taking of any action in reliance on the contents of this course, including but not limited to videos, assignment sheets, student comments, instructor and student posts, any identifying information for my peers or instructor. To do so would be disruptive to the course and violate the expected code of conduct. I will act in accordance with honoring the intended audiences of the work produced. I will treat class material as privileged in order to create a supportive and productive classroom.

Tentative Nature of the Syllabus

If necessary, this syllabus and its contents are subject to revision; students are responsible for any changes or modifications distributed in class or posted on Brightspace.

Academic Honesty Policy

Loyola Marymount University is a community dedicated to academic excellence. Academic honesty in scholarship and creative work stands at the center of LMU's academic life, and is essential for true learning and creation of knowledge to take place. As a university in the Jesuit and Marymount traditions, this community expects its members to act in accordance with the highest standards of honesty and ethics at all times. Violations of academic honesty undermine the fundamental educational mission of the University and cannot be tolerated. Students are responsible for understanding the standards of academic honesty and determining how they apply to their academic work and behavior. Students are responsible for contacting their instructor(s) before assignments are due to proactively resolve any questions they may have. You may find the LMU Academic Honesty Policy here: <http://academics.lmu.edu/honesty/>

Americans with Disabilities Act

Students with special needs as addressed by the Americans with Disabilities Act who need reasonable modifications, special assistance, or accommodations in this course should promptly direct their request to the Disability Support Services Office. Any student who currently has a documented disability (physical, learning, or psychological) needing academic accommodations should contact the Disability Services Office (Daum Hall Room 224, 310-338-4535) as early in the semester as possible. All discussions will remain confidential. Please visit <http://www.lmu.edu/dss> for additional information.

Classroom Observation

It is a practice in the College for faculty members to observe classes taught by other faculty. Therefore, faculty from our College, or other colleges, may attend class sessions.