

QUICK GUIDE TO USING BLOOMBERG

TERMINALS— available in the Goizueta Business Library on the *Sydney* workstation and in the 4th floor Computer Lab at the Business School; each includes a Bloomberg keyboard

LOGGING ON – press the red **CONN/DFLT** key on the top right row; enter the LOGIN NAME and PASSWORD <GO>

LOGGING OUT – press the red **CANCEL** key on the top left row; CTL+ALT+DEL (green **DEL EOL** key), Logoff, OK

LOGIN NAME/PASSWORD – located in First Class/Library Information conference/Passwords folder

KEYBOARD FUNCTIONS

- **YELLOW** [keys **F2-F11**] - market sectors (e.g. government, corporate, mortgage, money markets, municipals, preferred, equity, commodity, index, currency)
- **GREEN** – action keys
 - **GO** – Enter key
 - **HELP** – Bloomberg Help
 - **MENU** - return to higher level; sometimes functions like ESC or BACK keys
 - **PAGE UP/PAGE DOWN** – navigates multiple screens (look for number of screens on upper right corner)
- **RED** – Login (**CONN/DFLT**) and Logoff (**CANCEL**)

CHANGING DATA PARAMETERS – you can change certain data parameters such as Date, by using the gray **TAB** key to jump to **ORANGE** boxes on the screen and typing the appropriate information

POPULAR SEARCH STRATEGIES

*TIP: Hitting the **YELLOW** [keys **F2-F11**] market sector key displays all the content options for that sector; type the desired number followed by <GO> to drill down*

Business News – Type <News>

Identify Company Coverage in Bloomberg – Type company name or Ticker Symbol <HELP>

Lookup Company Ticker Symbol – Type <EQUITY> TK company name <GO>, (e.g. <EQUITY>TK apple computer<GO>)

Lookup Cusip Number – Type <EQUITY>ID<GO>

Lookup Company Information Using the Ticker Symbol

- **Historical Closing Stock Prices** – Type Ticker Symbol<EQUITY>HP<GO>
 - To view this data in a graph, type Ticker Symbol<EQUITY>GP<GO>
- **Dividends** – Type Ticker Symbol<EQUITY>DVD<GO>
- **Company Description** – Type Ticker Symbol<EQUITY>DES<GO>
- **Company Management** – Type Ticker Symbol<EQUITY>MGMT<GO>
- **Corporate Action Calendar** – Type Ticker Symbol<EQUITY>CACs<GO>

Company's Financial Health – Type Ticker Symbol<EQUITY>ISSD<GO>

Company News – Type Ticker Symbol<EQUITY>CN<GO>

Market Averages - <EQUITY><GO>WEI<GO>

Comparing Two Securities - Type Ticker Symbol<EQUITY>Type Ticker Symbol<EQUITY><GO>

Compare a Company against its sector peers – Type Ticker Symbol<EQUITY><RV><GO>

- To view this data in a graph, Type Ticker Symbol<EQUITY>COMP<GO> (allows you to determine relative value on a total return basis)

League Tables – Type LEAG<GO>

Mergers & Acquisitions – Type MA<GO>

DOWNLOADING – you do **NOT** have the capability to download any information from Bloomberg

PRINTING

- **One screen** - with the information displayed on the screen, hit the green **PRINT** key; just that page will output to the printer
 - instructions for paying for your printed pages are posted at the YELLOW printer
- **Multiple screens** – if the document contains more than one page, precede hitting the **PRINT** key by typing the number of pages you want to print; the total number and displayed page # appears in the upper right corner of the screen (e.g. Page 1/10)
 - To print a 9 page document, type 9, press **PRINT** key
 - To send only the first 4 pages to the printer, type 4, press **PRINT**
 - To print selected pages (e.g. pages 1,3,7), display each page on the screen (use the green **PAGE FWD** and **PAGE BACK** keys) and hit the **PRINT** key

E-MAIL

- To e-mail an image of a screen, type GRAB<GO>
- Follow the steps to enter your e-mail address and a subject line, followed by <GO>
- To send the e-mail, when prompted, type 1<GO>