

FIN220 CRN 25062 & 25063

Wall Street 101

Understanding Wall Street utilizing the power of Bloomberg Terminals Spring 2017

Instructor: Andrew Cohen

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Class Times: Tuesdays and Thursdays: 9:30a.m.-10:45a.m. & 11 a.m.-12:15 a.m.

Office Hours: Tuesdays and Thursdays: 1:30-2:30 p.m. Wednesdays 9:30 to 11:30 a.m. and by appointment

Course Description and Learning Goals: This course is designed to provide students with in depth knowledge of Wall Street while learning how to utilize Bloomberg Terminals to gain practical knowledge and experience. We will use Bloomberg Terminals to analyze the stock market from both a “top-down”, country and industry wide prospective as well as a “bottoms-up” individual company prospective. We will examine the specific strategies from ten of Wall Street’s greatest investment “gurus” (including Warren Buffett and Peter Lynch) while utilizing the power of Bloomberg terminals to implement those strategies. We will also explore profitable trading strategies from news events. We will have special guest speakers from the investment industry. Everyone will also be required to complete Bloomberg Market Concepts and receive a Bloomberg Certification which can boost your credentials for getting an internship or employment.

We will analyze the following topics with the Bloomberg shortcuts in **Bold**. The ultimate goal of this course is to give you the tools to become a savvy investor in the stock market!

Week 1

- Introduction to The Stock Market and Bloomberg
 - Why Invest in The Stock Market?
 - Learning and Utilizing the Power of Bloomberg Technology **BU BPS**
 - **BMC** Bloomberg Market Concepts:
 - Use Code: **ACFIN220G20** for 9:30am class
 - Use Code: **ACFIN220F20** for 11:00am class
 - **BMC-Introduction, Economic Indicators and Currencies** (2 hours)
 - Equity Markets Overview
 - World Equity Indices: **WEI WCAP ECFC BI-ECONG COUN**
 - Learning the essentials of Global Equity Markets
 - Relationship between Macro-Economic Factors and Equity Markets
 - Relationship of Currency movements on Global Equities **FXTF WBG**

Week 2

- World Equity Indices: **WEI WATC FXFC FXFM**
- Earnings Season Analysis: **EA ANR EVTS BCAL**
- Market Valuation Analysis: **MRV COUN CRP XLTP-XCRA WPE**
- Group Selection for World Equity Analysis and recommendation presentation
- **BMC Fixed Income** (3 hours)
 - Relationship of Interest Rates on Equity Valuations

Week 3

- **BMC Equity Sections:** Introducing the Stock Market & The Nature of Equities
- Understanding fundamental valuation measures:
 - “Important Ratios...” “on Blackboard Resource page

- Fund Screening: **ETF-BQ FSRC MHD SECF**
- **MRV, WATC, XLTP-XCRA & CRP** continued
- **Group Presentations:** World Equity Analysis and recommendation

Week 4

- **Group Presentations:** World Equity Analysis and recommendation
- **Equity Index Test**

Week's 5 through 7

- **BMC Equity Section (completion)**
 - Equity Research
 - Absolute and Relative Valuation
- **Evaluating Stocks "The Guru Investor"**
 - Value Stocks: Chapters 3 to 6
 - Growth Stocks: Chapters 7 to 9
 - Quantitative Formulas: Chapters 10 to 12
 - Presentation sign-up
 - Bloomberg Industry Analysis: **BI RRG**
 - Introduction to Factor Backtester: **FTST**
 - Introduction to Equity Screening: **WATC EQS EQBT**
 - Idea Generation: **NI SCREEN**

Week 8

- **Guru Investor Group Presentations and Report**
- Guest Speaker to be determined

Week's 9 through 11

- Factor Back Tester: **FTST**
- Equity Screening: **EQS EQBT**
- Portfolio and Risk Analysis: **PORT**
- Idea Generation: **NI SCREEN**
- Company Analysis: **DES KI FA SPLC BI**

Week 12

- **Portfolio Group Presentations** (using **FTST, EQS, PORT**)
- Guest Speaker to be determined

Week 13

- Detailed Company Analysis:
 - Relative Valuation: **RV EQRV RVC PEBD BI**
 - Absolute Valuation: **ANR BRC DDM XLTP-XDCF**
- Trading Strategies
 - Reaction to news and other events: **NRR NSE NI CN NRS GN DSCO RES BRC**
 - Bullish or Bearish?
- Introduction to Options and using Options to increase profits and reduce risk.
 - **OMON OVME** (If time allows)

Weeks 14 & 15

- Stock Analysis Test
- Review for Final Exam

Required Reference Book:

- **The Guru Investor “How to beat the market using history’s best investment strategies”**
by John P. Reese

Companion Websites:

- www.guruinvestorbook.com
- www.validea.com
- www.seekingalpha.com

Suggested Daily Readings: (from Bloomberg Terminal)

- Bloomberg News: **DAYB NEWS NRR**
- Bloomberg Functions For The Market Stories: **FFM**
- Bloomberg Briefs: **BRIE**
- Wall Street Journal
- Financial Times

Bloomberg Supplemental Information:

- Bloomberg Quick Takes: **QUIC**
- Bloomberg Career Center: **JOBS**

Accommodation Statement: Students are encouraged to self-disclose disabilities that have been verified by the Office of Educational Accessibility by providing Accommodation Letters to their instructors early in the semester in order to start receiving accommodations. Accommodations will not be made until the Accommodation Letters are provided to instructors each semester.”

Grades for the course:

This course utilizes Bloomberg Professional Terminals and as such proficiency in learning the applications of this marvelous technology is a must for the class. Class participation and attendance is crucial for success and requires that students attend class when held, and actively utilize the Bloomberg Terminals at least 4 hours per week. The more time you dedicate to using Bloomberg, the more you will learn, the easier it will be to follow what I teach, and the better you will do on your reports and exams. I especially recommend spending a lot of time learning the functionality of Bloomberg terminals in the first week. The exams will test your ability to use your Bloomberg terminal to gather data and evaluate Stocks and Equity Indexes based on the material we cover in class within a time guideline. You will also be graded on in class presentations. The Final Exam will be based on the cumulative knowledge we have learned in class and material from “The Guru Investor”. I have given you the opportunity to earn over 1020 total points (1000 +20 Extra Attendance Points). I will also add in additional extra credit opportunities. See breakdown and corresponding final letter grade below.

***Get Ready to Excel as a Pro:** As a Strome student, you are here to not only master your chosen field but to get ready to become a professional. To help you *Get Ready to Excel as a Pro*, this class will adhere to the professional principles of communication, preparation, and performance. Specifically, that means class begins on time – do not be late, be early. Work is due when it is due, not late. Digital devices are put away until after class. Emails will be professional in tone. Written assignments will be free of misspellings and grammatical errors. As your professor, I will help you *Get Ready to Excel as a Pro* by providing you feedback, rewards, and penalties as detailed in this syllabus. All assignments and tests will be posted on Blackboard with due dates. It is your responsibility to actively monitor Blackboard. I will ensure to give you ample time and notice to complete your assignments. **Late assignments will not be accepted. Your Final Exam grade will replace your lowest score on one of the other assignments if it helps your overall grade. If you miss one assignment or test your Final Exam grade will replace it.**

Bloomberg Market Concepts Certification	100 pts
Bloomberg Market Concepts Score	100 pts
World Equity Analysis Presentation	100 pts
Equity Index Test	100 pts
Guru Investor Group Presentation and Report	100 pts
Portfolio Group Presentation Score	100 pts
Stock Analysis Test	100 pts
Final Exam	300 or 400pts
Attendance and Extra Credit	20 pts + (-5 points for each missed class)

A	940 and above	C	740 – 769
A-	900 – 939	C-	700 – 739
B+	870 – 899	D+	670 – 699
B	840 – 870	D	640 – 669
B-	800 – 839	D-	600 – 639
C+	770 – 799	F	Less Than 600

Academic Integrity: Students are expected follow the O.D.U. Honor Code.

About Plagiarism
The College of Business and Public Administration
Old Dominion University

What is it?

The Old Dominion University (ODU) Undergraduate Catalogue (2008-2009, p. 13, F) defines plagiarism as follows:

A student will have committed plagiarism if he or she reproduces someone else's work without acknowledging its source; or if a source is cited which the student has not cited or used. Examples of plagiarism include: submitting a research paper obtained from a commercial research service, the Internet, or from another student as if it were original work; making simple changes to borrowed materials while leaving the organization, content, or phraseology intact; or copying material from a source, supplying proper documentation, but leaving out quotation marks. Plagiarism also occurs in a group project if one or more of the members of the group does none of the group's work and participates in none of the group's activities, but attempts to take credit for the work of the group.

Hints for Avoiding Plagiarism:

- *More than three words is plagiarism.* This is a good yardstick to use when wondering whether or not quotes are appropriate. They are, if you are copying more than three words in sequence.
- *One source is not "common knowledge."* Common knowledge does not require citation. But something is not common knowledge if you have found just one source for the information.
- *When in doubt, cite!* If you have any doubt about whether or not to cite a source, err on the side of making the attribution.
- *If your co-author sounds surprisingly eloquent, make sure the contribution is his or her own.* We often work in groups and co-author papers and projects. You should ask the question of your co-author if you doubt the work is their own. In group work, you are responsible for the project/paper in its entirety.
- *Look away.* When you are writing, do not have open books or papers in front of you as you type. Read your sources, and then put what you have read into your own words.
- *Writing is hard work.* Paraphrasing is relatively easy, writing is hard. Learning to be a good writer is part of what your college education is about. Staring at an empty screen in *MS Word* does become less daunting over time!
- *Just because it's on the Internet, doesn't mean it's yours.* The Internet is a fantastic resource and search engines are terrific research tools. But what you find on the Internet was written by someone. You must cite Internet web sites, and if you use a quote, use appropriate quotation procedures.
- *Paraphrasing is more than changing a verb tense or reordering a list.* There is a difference between citing a source for a fact and creating a bad quote.
- *Use a Style Guide.* Purchase a style guide and refer to it. Your teacher may suggest one or look for one at Amazon. Popular and timeless guides are by the American Psychological Association, Strunk and White, and Kate Turabian.

The High Cost of Plagiarism

In your professional career, you will find that reputation is everything. Plagiarism can ruin your reputation and cost you your professional career, along with the respect of your peers and family. Plagiarism at Old Dominion University is an act of academic dishonesty that has serious consequences. Note that plagiarism is specifically covered in the ODU Honor Pledge. Refer to the Student Handbook and Student Affairs for details about sanctions and penalties for this behavior.