Logging on to the Bloomberg terminal:

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Get a list of recommendations, price target, time periods and a consensus rating for the chosen company.
One of the two Bloomberg questions in Finance 302. Graph and display the historical sensitivity of a company compared to a market index. BETA is used to help determine the level of risk for a company.
Provides information on industries that have been analyzed by more than 100 Bloomberg analysts. Themes, performance, metrics and industry insight is given for each selected.
Bloomberg’s certification program information can be found here. Basic information about certification is:

- Log in using the username and password that you created (not the UA pwd)
- Enter BU
- Watch all 4 core videos (lengths range from 19-31 minutes)
- Take Core exam
- Watch 1 Market Sector video of your choice
- Take Market Sector exam
- Results are immediate. If you pass, click the request printed version of certification
Choose all SEC filings that the company has for a stated period of time. Allows you to view all, or just a specific filing type. If not at a Bloomberg terminal, go and get these filings directly from the SEC at: http://www.sec.gov/edgar/searchedgar/companysearch.html
**COMP**

**Comparative Total Returns**

<table>
<thead>
<tr>
<th>Security</th>
<th>Currency</th>
<th>Price Appreciation</th>
<th>Total Return</th>
<th>Difference</th>
<th>Annual Eq</th>
</tr>
</thead>
<tbody>
<tr>
<td>LUV US Equity</td>
<td>USD</td>
<td>-40.34%</td>
<td>-40.14%</td>
<td>7.85%</td>
<td>-9.74%</td>
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<tr>
<td>DLBL US Equity</td>
<td>USD</td>
<td>-47.99%</td>
<td>-47.99%</td>
<td></td>
<td>-12.24%</td>
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<tr>
<td>SPX Index</td>
<td>USD</td>
<td>-5.64%</td>
<td>5.38%</td>
<td>53.37%</td>
<td>1.05%</td>
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</tbody>
</table>

Comparative Return


Period: Monthly

No. of Period: 60 Month(s)

<HELP> for explanation.
1<Go> for Settings, Use <Page> for tables

3Y 6M YTD 1Y 2Y 3Y 5Y 10Y

- SouthWest Airlines Co.
- Delta Air Lines Inc.
- S&P 500 Index

Australia 61 2 9777 0830 Brazil 5511 3049 4500 Europe 44 20 7200 7500 Germany 49 69 9204 1210 Hong Kong 852 2577 6000 Japan 81 3 3201 0900 Singapore 65 5212 1000 U.S. 1 212 910 2000

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3H 6H YTD 1Y 2Y 3Y 5Y 10Y

- SouthWest Airlines Co.
- Delta Air Lines Inc.
- S&P 500 Index

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Provides fundamental background information and financial data for a selected company. Many of these items can be clicked through to view more detailed reports. Full reports can be printed out in pdf format.
Customize and display economic calendars for a country, region and/or event type. This can be done for historical analysis.
Includes earnings’ projections for Bloomberg and third-party analysts for a specific company.
Financial Analysis

Provides historical financial information for a company. Choose your date range and view key statistics or any one of the financial statements. Also gives you a graphical representation of the metrics that you are viewing.
View a company’s financial situation for the data item(s) of your choosing. You can view trends of your company vs. others’ and indices. Additionally, you can add trend lines for insider transactions, debt offerings, estimates etc, to see what historical events had an effect on the company’s financials.
IPO
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Monitor equity offerings by industry, stage, performance or index.
Compare a chosen company to others within their industry or peer group.
Search for any security in the Bloomberg system by category or asset class. Clicking the chosen security will bring you to the start menu for company (or corresponding) analysis.
Find all the major suppliers and customers of a selected security. Also allows you to easily see a company’s peers and analyze their supply chain.
WACC
Weighted Average Cost of Capital

Displays the economic value added, capital structure and cost breakdown of capital for a particular company.
Display comparisons of regional indices on current and historical level.