

FIN220: "Wall Street 101"

Fall 2022: 11am CRN: 23454, 1:30pm CRN: 28771

Trading, Market Making & Investing Utilizing The Power of Bloomberg

Instructor: Distinguished Senior Lecturer Andrew Cohen
Classroom: Gregory Lumsden Trading Room: Constant Hall Room 2002
Contact: E-mail: acohen@odu.edu phone: 757-683-7004 or 683-3337
Class Times: Tues/Thurs: 11:00am–12:15pm 1:30-2:45pm
Office Hours: Tues/Thurs: 9:30-11am & 2:45-4pm & by appointment
Textbook: **A Practical Guide to Trading, Market Making, and Investing** (Revised Preliminary Edition) is available for purchase in digital format via <https://store.cognella.com/83554-1B-005>

Course Description and Learning Goals:

- Learn over 100 Bloomberg terminal functions to easily navigate essential financial data.
- Achieve a "BMC" certification to build a foundational understanding of the financial markets, foster success in future courses and improve prospects.
- Learn practical Trading and Market Making strategies
- Play Engaging Simulations including StockTrak and FutureTraders to practice Investing and Trading Strategies
- Learn passive versus active investing and stock valuation methods.
- Learn to access and evaluate the impact of important news events.
- Utilize Bloomberg to learn and present stock valuation techniques.

Pre-Class Prep: Create Free Bloomberg, BMC & StockTrak Accounts:

- <https://portal.bloombergforeducation.com> **BMC**
 - **11am:** Use Class code: **38CP65N49M**
 - **1:30pm:** Use Class code: **JBDRS3YGXZ**
 - For BMC help, please contact bbg.edu@bloomberg.net
 - For Bloomberg Help: Call 212-318-2000
- www.StockTrak.com
 - **11am** <https://www.stocktrak.com:443/members/register?session=FIN220Fall11am>
 - **1:30pm** <https://www.stocktrak.com:443/members/register?session=FIN220Fall22>
 - StockTrak Student User Guide to help students get familiarized with StockTrak before trading begins: <https://content.stocktrak.com/stocktrak-student-user-guide/>.

After registering for Stocktrak, Begin Assignment 1

We will analyze the following topics with the Bloomberg shortcuts in **Bold**. Homework Assignments highlighted in **Yellow**. Due dates are subject to change based on how much material we cover in class.

Suggested Daily Readings: from the Bloomberg Terminal:
N TOP FFM BRIE QUIC WSJ NYT

Week 1: Introduction to the Stock Market, Stocktrak and Bloomberg

- www.StockTrak.com Investment Game Introduction & Workshop
 - What is a business? What is a stock?
 - The Birth of a Stock: **IPO DES ETF**
- Why Invest in The Stock Market?
- Pros and Cons of Stocks relative to Bonds, Real Estate, Commodities, etc.
- Learning & Utilizing the Power of Bloomberg Technology **UNI TLIV N FFM**
- Equity Markets Overview
- Trading Strategies: Basic order types: Market & Limit Orders

Week 2:

- **Explore how stock prices are determined.**
- **Learn the Roles of a Trader and a Market Maker**
- **Learn how to place market and limit orders**
- **Learn basic trading strategies using limit and stop orders.**
- **Introduction to charting and technical analysis**
- **Learn how to use stop orders to optimize technical analysis trading strategies**

Week 3:

- **Homework: StockTrak Assignment 1: Due Friday 9/16**
 - **Practical Guide to Trading: Chapters 1 & 2**
- **Learn the role of Market Makers**
- **Explore the strategies and key skills of Market Makers**
- **Explore technical analysis and utilize it for trading decisions**
 - **GPO TECH BI ATPR BTST RRG BT**
- www.playfuturetraders.com Trading Game Workshop **Level 1**
 - **11am <https://www.playfuturetraders.com/addClass?id=60add759-7669-4ce3-aaeb-165bd7790984>**
 - **3pm <https://www.playfuturetraders.com/addClass?id=2310645a-e64f-4e7b-bd78-044780e1e588>**

Week 4:

- **Homework: Due Monday**
 - *Practical Guide to Trading Chapters 3 & 4*
 - www.playfuturetraders.com Trading Game Workshop Level 2
 - *StockTrak Assignment 2: Due 10/14*
 - *BMC-Introduction, Economic Indicators and Currency Modules*
- **Special Guest Speaker: Bloomberg Technical Analyst Anthony Feld BIATPR**
- *Learn Essential Economic Indicators and their role in the stock and bond markets*
- *Learn the basics of international investing and how currency movements affect returns*

Week 5:

- **Homework: Due Monday**
- **BMC-Fixed income Modules**
- *Learn the basics of Fixed Income*
 - *Factors that determine Bond Price movements*
- *Relationship of Interest Rates on Equity Valuations* **DEBT WB WCDM CSDR GEW ILBE BYFC GC**
- www.playfuturetraders.com Trading Game Workshop Bonds: Levels 1 and 2.

Weeks 6 through 8

- **Homework: Due Monday**
 - *Practical Guide to Trading: Chapters 5 & 6*
- **Homework: Due Monday**
 - *BMC Equity Modules*
- *Stock Overview/Analysis: DES BICO FA CP RMAP*
- *Learn the five-step absolute valuation process and the attendant pitfalls*
 - *Absolute Stock Analysis: ANR MODL DDM XLTP-XDCF*
 - *Absolute Value Workshop*
- *Relative Value Workshop*
 - **PBAR, RV, EQRV, PEBD, WATC, EQS**
- www.playfuturetraders.com Trading Game Workshop: Advanced Strategy
- **Midterm Exam: 100 Pts**

Week 9

- **Homework: Due:**
 - *Practical Guide to Trading: Chapter 7*
 - **Extra Credit -BMC: Terminal Basics: Exploring the Equity Market**
- **News Sentiment & Social Media**
- *Reaction to news: KI TLIV MOST NSE NI CN TOP CACS DSCO TA RES BRC*

- Bloomberg Sentiment Fields:
 - **NCAT**
 - **SOCI**
 - **TREN: Positive & Negative Sentiment Social Velocity**
 - **WATC: News Heat**
 - **NT**
 - **GN**
 - **GT**
 - **NSTM**
 - **SI (Short interest)**
- *Bullish or Bearish? Magnitude of movement?*
- *Game Theory and basic probability*

Week 10

- **Homework: Due:**
- *Equity Screening to create a Portfolio: EQS & WATC Workshop*
- *Evaluating Stocks www.validea.com User: odustocks, P/W validea*
- *Portfolio Group Presentation Workshop utilizing FTW FTST EQS PORT*
- **Bloomberg BMC Portfolio Mgmt Discussion**
 - *Generating Ideas and Building a Portfolio*
 - *Analyzing a Portfolio*
 - *Assessing Portfolio Risk*
- **Guest Speakers: Validea Capital: Justin & Jack**
 - www.Validea.com

Weeks 11 & 12

- **Homework:**
- **Bond Assessment Extra Credit Quiz**
 - **BMC: Portfolio Management Module (2hrs)**
 - **Complete Future Traders Assignment**
 - *Get a foundational understanding of what a portfolio manager's role is like.*
 - *Learn Terminal functionality that portfolio managers use every day as well as the concepts portfolio managers are required to know to be successful.*
- **BI ATPR Extra-Credit Presentations**

Stocktrak->Summarize your results->%Wins versus losses, P&L Lessons learned

- **Homework: Practical Guide to Trading Chapter 10**
- **Company Overview: DES BICO FA CP KI EE ANR MODL DRIV SPLC**
- **XLTP XIDA– In Depth Company Analysis**
- **Company Ownership/Insider Trading: OWN GPTR INSD**

- Bloomberg Industry Analysis: BI
- Societal Trends: Impact on stock valuation
- Relative Stock Analysis: GF PEBD RV EQRV BI DRIV
- Introduction to Stock Options (if time allows)
 - Practical Guide to Trading Chapters 8 & 9

Week 13

- Homework: Practical Guide to Trading Chapter 11
- [Stock Analysis Presentation and Report \(200 Points\)](#)
- www.playfuturetraders.com Trading Game competition (extra-credit)

Week 14:

Additional topics: Trading options
Review for Final Exam

Final Exam will be given during our scheduled Final Exam time period:

- 11am section: 12/13: 12:30pm to 3:30pm
- 1:30 pm section: 12/15: 12:30pm to 3:30pm

BMC Extra Credit assignments: (1% each) up to 10%

- 11am: Use Class code: **XLTQ7YCNJW**
- 3pm: Use Class code: **HX5TFY9VSZ**

Additional Reference Books & Companion Websites:

- Barrons
 - https://partner.barrons.com/p/p_bie/enter-redemption-code/ODU37ytwyn
- The Guru Investor by John P. Reese: www.guruinvestorbook.com
- www.validea.com User: **odustocks**, P/W **validea**
- The Motley Fool Investment Guide: www.fool.com
- www.investopedia.com

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. Emails will be professional in tone. Written assignments will be free of misspellings and grammatical errors.

Developing strong communication skills will be one of the most important factors in your future success! It is crucial to have you learn these skills in class, so I can help guide you through the process and assist you with any problems you encounter in your communication skills so they will not hurt your future professional credibility and reputation.

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.

Classroom Expectations:

- *This course utilizes Bloomberg Professional Terminals and proficiency in learning the applications of this marvelous technology is required.*
- *Class participation is crucial for success and requires that students attend class when held, and actively utilize the Bloomberg Terminals several hours per week.*
- *The exams will be open book and open Bloomberg to test your ability to use your Bloomberg terminal to gather data and evaluate Stocks based on class material within a time guideline. The questions will be similar to the end of chapter questions from our textbook*
- *You will also be graded on a final presentation.*
- *The Final Exam will be based on the cumulative knowledge we have learned in class.*
- *I will record our lectures and publish them on Blackboard, so if you miss a class you will have the opportunity to view the material you missed.*

Grading Criteria:

Your Final Grade will be based on a weighted average percentage of the following **Assignments** and **Tests** with plenty of **Extra-Credit opportunities** to boost your grade:

- | | |
|----------------------------------|-----|
| ● Attendance: | 10% |
| ● StockTrak: Assignment 1 | 5% |
| ● StockTrak: Assignment 2 | 10% |
| ● BMC: Total | 15% |
| ○ <i>Economic Indicators</i> | 2% |
| ○ <i>Currencies</i> | 2% |
| ○ <i>Fixed income</i> | 2% |

- Equities 6%
- Portfolio Management (+10%) 3%
- **Future Traders Assignment completion** 10%
- **Mid-Term Exam** 10%
- **Mandatory Finals:**
 - **Individual Stock Presentation** 20%
 - **Final Exam** 20%
- **Extra-Credit: Due 12/2/22**
 - **StockTrak Accounting** +2%
 - **StockTrak Options** +2%
 - **BMC Terminal Basics (extra credit)** +2%
 - **BMC Equity Options (extra credit)** +2%
 - **Bond Post Assessment** +2%
 - **Future Traders Tournament** +1-4%
 - **Student Survey Completion** +2%

- *I will always update your points and expected grade in a timely manner on Canvas so you will have full transparency of your expected grade.*
- *It is your responsibility to monitor Canvas to keep track of your grades and progress and alert me in a timely manner if there is any mistake.*

A	94% and above
A-	90 – 94%
B+	87 – 90%
B	84 – 87%
B-	80 – 84%
C+	77 – 80%
C	74– 77%
C-	70 – 74%
D+	67 – 70%
D	64 – 67%
D-	60 – 64%
F	Less Than 60%

Final Grades are Final! *Since I offer ample extra credit opportunities during the semester and give you full transparency of your expected grade on Blackboard, I DO NOT ever adjust or round up final grades after the Final Exam is completed.*

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

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.”

This course specifically meets the LeADERS Research area. Courses with a LeADERS designation help students showcase their development of employer-valued skills throughout their undergraduate experience. For more information and to become a LeADERS Candidate visit www.odu.edu/leaders