

The MBA *at* UNC

Competition for internships and full-time employment offers is a demanding endeavor. Students who are productive from day one have better chances at surpassing their competition in the job search.

Recognizing this challenge, the MBA Program and the Capital Markets Lab offer a financial technology program — THE TOOLS OF FINANCIAL MARKETS — that provides students with an early introduction to the financial technology tools used each day by Wall Street professionals. The timing of the program allows students to undertake this essential work before the crush of responsibilities that accompany the fall semester core courses.

Students completing this program at the conclusion of ASW will be well-prepared to conduct financial research and to gain more comprehensive perspectives and a deeper understanding of financial market activity that will raise the likelihood of success in the finance job search.

Each day features multiple sessions and practical application. The last day of the program features a guided tour through the Bloomberg and FactSet applications with the specific aim of identifying topics and applications that will assist participants in preparing for job/internship interviews. Some of the material on the first two days will be covered in sessions during the academic year in the core MBA finance classes in the fall semester and typically on Fridays when first-year MBA students are in class. These sessions generally occur after the Wall Street treks in October. Given the demands of the regular core MBA academic program, the last day session emphasizing interview preparation is only offered during this program.

Program details and daily schedule are on the reverse page. Program and required materials fee is \$800. Registration is through the same system used for other ASW courses. THE TOOLS OF FINANCIAL MARKETS is limited to 45 students, and registration is on a first-come, first-served basis. You must enroll in ASW I or ASW II to be eligible to enroll in this course.

PROGRAM BENEFITS

- Access to Bloomberg and other financial technology that hone marketable interview skills and enhance effectiveness in summer internships beginning day one
- Research opportunities, using identical technology that interviewers and recruiters use, for knowledgeable and well-trained presentation in interviews
- Dynamic financial technology training in a pressure-free setting with no competing demands or distractions



THE TOOLS OF FINANCIAL MARKETS

A NEW PROGRAM FOR MBA STUDENTS



UNC
KENAN-FLAGLER
BUSINESS SCHOOL

THE TOOLS OF FINANCIAL MARKETS

SCHEDULE	Day One	Day Two	Day Three
9 - 10:15 a.m.	Finance/Technology Overview	Introduction to FactSet	Bloomberg Application Hour
10:15 - 10:30 a.m.	Break	Break	Break
10:30 - 11:45 a.m.	Introduction to Bloomberg	Company Research in FactSet	FactSet Application Hour
11:45 a.m. - 1 p.m.	Lunch	Lunch	Lunch
1 - 2:15 p.m.	Equity Markets/Analysis in Bloomberg	FactSet Hands-On	Completing Bloomberg Essentials — Equity Markets
2:15 - 2:30 p.m.	Break	Break	Break
2:30 - 3:30 p.m.	Bloomberg Hands-On (Group A)	AIM/Portfolio Management Introduction	Completing Bloomberg Essentials — Equity Markets
	Financial Research (Group B)		
3:30 - 3:45 p.m.	Break	Break	Break
3:45 - 4:45 p.m.	Financial Research (Group A)	Free Time in Capital Markets Lab	Free Time in Capital Markets Lab
	Bloomberg Hands-On (Group B)		

“Being a career switcher, I was concerned about gaining exposure to Bloomberg and FactSet as early as possible. THE TOOLS OF FINANCIAL MARKETS gave me the much-needed exposure and afforded the opportunity to experience the power and effectiveness of the Capital Markets Lab, which is an incredible resource. It also gave me insight into what a career in the industry might be like, which proved to be the most valuable part of the program. Although I had no prior experience, I felt very confident after completing the program in my ability to use these resources and understood how professional investors leverage the tools to make investing decisions. For those interested in investing in the financial markets, I highly recommend attending THE TOOLS OF FINANCIAL MARKETS. It gives unique insight into the industry and allows students to test the tools that drive the financial markets.”

— JEB TERRY (MBA '11)