

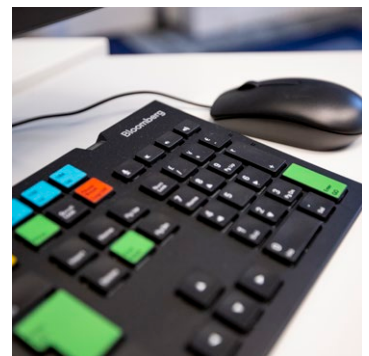


# Bloomberg Business Advantage



GUILDHOUSE SCHOOL  
LONDON

“For students looking for a competitive edge in business, finance and economics and those who want to develop their business awareness, skills and experience. On this challenging course you will complete the Bloomberg Market Concepts certification (BMC), an eight module course that will give you a solid foundation on a Bloomberg Terminal used by investment bankers all over the world. You will develop essential skills needed to go on to study business at a higher level”



**LONDON, UK**

## WHAT'S INCLUDED



### TUITION

This course will include lectures and workshops as well as fantastic opportunities to use our Bloomberg lab for research throughout the course.



### BLOOMBERG TERMINALS

Students are able to access Bloomberg Terminals which are at the cutting edge of innovation- delivering fast access to indispensable news, data and trading tools. Students are able to use them to research and turn knowledge into action.



### EDUCATIONAL VISITS

Our educational visits provide the perfect complement to lectures and workshops and give a real world perspective to our courses. They include visits to the Bloomberg, The Bank of England and some London Universities.



### ACTIVITIES

We offer a variety of onsite and offsite activities including bowling, discos and workshops. Our activities provide opportunities for students to use the English they have learnt and make international friends.



### EXCURSIONS

Full day excursions and sight-seeing visits allow students to really get to know London and the UK. We use attractions in London, and visits to cities such as Cambridge as a classroom where students will find historic and cultural information through guided walking tours and visits.



### CERTIFICATE

Awarded for the successful completion of the course and final presentation.

# Bloomberg Business Advantage

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## COURSE OVERVIEW

Using the Bloomberg Terminal computer software system, designed for professionals in the finance sector to monitor and analyse real-time financial market data- this course is a fantastic opportunity to work with this world-renowned system. Participants will explore a variety of different elements of business including marketing, management and leadership and ethics. Students will use the Bloomberg Terminals to conduct their own research which they will collate and present to a panel of judges on the final day of their course. They also have the opportunity to gain the BMC qualification in using the terminals. Lessons and workshops will be complemented by visits to relevant places of interest such as the Bank of England and a business university. London is also home to the Bloomberg European Headquarters- the first wholly owned and designed Bloomberg building in the world- our students will visit this exciting destination as part of this programme.

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## PROGRAMME OUTCOMES

You will:

- Use the Bloomberg Terminals to either complete a business research project or complete the Bloomberg Market Concepts certification.
- Understand how to apply to university in the UK.
- Develop academic skills such as critical thinking, presentation skills and research methodologies.
- Develop essential skills such as confidence, leadership and teamwork.

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## ACTIVITIES & EXCURSIONS

Half-day excursions have academic and cultural learning objectives that will inform and inspire the academic programme as well as familiarising students with one of the world's greatest cities. Evening activities are energetic, social & fun - highlights; a West End Musical, Disco and a comedy workshop. Weekend Excursions are stimulating with Saturday a mix of exploration and learning whereas Sunday is more relaxing.

## COURSE INFORMATION

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<b>CLASS SIZE:</b> Maximum 14	<b>AGE RANGE:</b> 14 - 17	<b>COURSE LENGTH:</b> 2 weeks
<b>ACADEMIC REQUIREMENTS/ LANGUAGE LEVEL:</b> Upper intermediate B2 level recommended	<b>START DATES:</b> 02/07/23 (2 weeks) 16/07/23 (2 weeks)	<b>FEES:</b> £3,098.00 (2 weeks)

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## SAMPLE PROGRAMME

WEEK 1	MORNING	AFTERNOON	EVENING
09.00 - 12.00		13.00 - 16.30	19.30 - 22.00
<b>SUN</b>	Arrival at accommodation and induction from house parents		Orientation & Welcome party
<b>MON</b>	Student orientation to CATS London + HE lesson Introduction to Business Studies- business objectives + entrepreneurship lesson	London city walk: Westminster & London Eye	Comedy Workshop
<b>TUES</b>	External environment lesson Introduction to Bloomberg terminals. Use of terminal to research businesses to base project on	Bank of England & Bloomberg SPACE Exhibition visit	Cinema night
<b>WEDS</b>	Marketing mix lesson Use of Bloomberg terminals to research specifically on their chosen business in regard to profitability, expenditure and market share	Architecture Tour: London Financial District	Free evening
<b>THUR</b>	Management/ leadership lesson Use of Bloomberg terminals to research how changes in economy have influenced costs and demand of their chosen business.	Visit to a London University	Welcome Disco
<b>FRI</b>	Stakeholders/ business ethics lesson Use of Bloomberg terminals to research level of competitiveness of rival firms of their chosen business	British Museum	Street Dance workshop
<b>SAT</b>	Included Full Day Excursion: Cambridge, Walking Tour & an entrance to a Cambridge College		Project group work and relaxing

WEEK 2	MORNING	AFTERNOON	EVENING
09.00 - 12.00		13.00 - 16.30	19.30 - 22.00
<b>SUN</b>	Full Day Excursion: Thorpe Park		Project group work
<b>MON</b>	Visit to a London University	Cash flow lesson (90mins) Use of Bloomberg terminals to research financial stability of chosen business in regards to cash flow, assets and liabilities. (90mins)	Magic Workshop
<b>TUES</b>	London City treasure hunt (3hrs)	Innovation strategy lesson (90mins) Use of Bloomberg terminals to research on the current CEO/ leader of their chosen business. (90mins)	Musical Theatre in the West End
<b>WEDS</b>	Visit to a London University	Recruitment process lesson (90mins) Use of Bloomberg terminals to research supplier and customer chains of their chosen business. (90mins)	Free evening
<b>THUR</b>	Westfield shopping centre trip (3hrs)	Employability workshop (90mins) Use of Bloomberg terminals to finalise their research and summary of findings for their project presentation. (90mins)	Disco
<b>FRI</b>	Museum of Brands visit	Student presentation to a panel of judges. This will include members of CATS College London and external Business contact. (3hrs)	Leaving Party
<b>SAT</b>	Visit: London Chill Out Day, local Park, sight-seeing & Shopping		Free evening
<b>SUN</b>	Departure		

This is a sample programme and all elements may be subject to change.  
Lessons may take place in the mornings or afternoons.