Join top professors and academic administrators for a full-day seminar designed to help you maximize your academic advantage using Bloomberg. Experts from Bloomberg, along with top educators and Wall Street veterans, will present how the Bloomberg Professional® service can be used as a powerful teaching tool, giving your faculty and students access to the same platform used by the world’s leading banks, corporations and government agencies.

Please see the reverse of this document for the day’s full agenda.

To register for this event, please visit bloomberglp.com/ucla2013april
FRIDAY, APRIL 19, 2013
8:00 am-4:00 pm // Cocktail Reception Immediately Following // Complimentary Registration for Academic Professionals

8:00-8:45 am
REGISTRATION & NETWORKING BREAKFAST

8:45-9:00 am
WELCOME
Judy D. Olian, Ph.D. – Dean and John E. Anderson Chair in Management, UCLA Anderson School of Management

9:00-9:45 am
BLOOMBERG FOR EDUCATION OVERVIEW
Matt Nolfo – Education Initiative Director, Bloomberg L.P.
- Bloomberg history and business overview
- Customer support services for universities
- Training resources for students, including Bloomberg University and Bloomberg Essentials; using Bloomberg’s People Search to locate business decision makers
- Overview on how to utilize Bloomberg for teaching and research

9:45-10:15 am
INTEGRATING BLOOMBERG INTO THE CURRICULUM
MaryBeth Shagena – Visiting Faculty, Department of Finance, Xavier University
- Presentation of teaching practices, classroom exercises and course curricula used at Xavier University
- Adapting Bloomberg to current project in syllabus
- Modifying undergraduate and master-level programs
- Teaching Bloomberg beyond finance

10:15-10:45 am
ENHANCING RESEARCH AND SCHOLARSHIP WITH BLOOMBERG
R. Stafford Johnson, Ph.D. – Professor of Finance, Xavier University
- How Bloomberg contributes to scholarship and research in fixed income, financial markets, derivatives and investments
- Advanced screening for news and securities, efficient markets analysis, option-adjusted spread analysis and using Excel®

10:45-11:00 am
BREAK

11:00 am-12:00 pm
RESEARCHING GLOBAL SUPPLY CHAINS USING BLOOMBERG
Mark Schwartz – Global Data Manager, Bloomberg L.P.
- Classroom-use case scenarios that leverage public business relationships via the supply chain function
- How students can analyze geopolitical risk, operational risk and pricing trends when valuing a company

12:00-1:00 pm
Lunch Break

1:00-2:00 pm
MACRO-ECONOMIC OVERVIEW FOR 2013
Richard Yamarone – Senior Economist, Bloomberg Economics Brief
- Which indicators to watch for signs of an economic recovery
- Why the U.S. economy may not be able to avoid recession
- The Big Three Drivers – employment, income and spending
- Five indicators of discretionary spending that will tell us when the recovery is here

2:00-2:30 pm
UCLA’S PLAN FOR FINANCIAL LEADERSHIP
Jason Hsu, Ph.D. – Adjunct Professor, Master of Financial Engineering Program at UCLA Anderson School of Management; Chief Investment Officer, Research Affiliates
Robert Weiler – Associate Dean, MBA Program and Parker Career Management Center at UCLA Anderson School of Management
- Why Bloomberg? Rationale for creating the Bloomberg lab
- What employers expect in terms of Bloomberg skills
- Integrating Bloomberg into the Master of Financial Engineering Program curriculum

2:30-2:45 pm
BLOOMBERG INSTITUTE
Ryan Leer – Director of University Relations, Bloomberg Institute

2:45-3:00 pm
BREAK

3:00-4:00 pm
PANEL: MAXIMIZING YOUR BLOOMBERG INVESTMENT
John Caccavale – Executive Director, Duke Financial Economics Center, Duke University
Fadel N. Lawandy – Assistant Professor, Interim Director, C. Larry Hoag Center for Real Estate and Finance, Chapman University
Mehdi Salehizadeh, Ph.D. – Professor and Chair, Department of Finance, San Diego State University

4:00-5:00 pm
NETWORKING RECEPTION