Bloomberg has leveraged its expertise in financial information to develop The Bloomberg Aptitude Test (BAT) – a tool designed to enhance financial recruiting, aid students with employability and offer a link between university classrooms and Wall Street.

The BAT is a two hour test comprised of 100 multiple-choice aptitude questions, covering eight key performance areas. The test provides students valuable feedback regarding their personal strengths in relation to a financial career and then allows them to connect with Bloomberg’s network of over 20,000 employers to discuss internships and full-time entry level positions.

Employers using the Talent Search are seeking a wide range of skill sets and experience for a variety of roles, including: Consulting, Accounting, Insurance, Compliance, Research and Development, Investment Banking, Sales, HR, Trading, Marketing, Analytics and Global Data. In addition to providing access to traditional entry level schemes, the BAT also provides students an exclusive avenue to be recruited by Hedge Funds and small boutique financial firms that are normally very difficult to engage.

- BAT questions are structured to place students into real-world scenarios encountered in a variety of financial roles. The questions are updated every month to reflect current events that are moving and shaking the financial markets. This allows students the chance to apply classroom concepts to analyse pertinent scenarios, thereby providing relevant content and context that can at times be lacking from outdated case-studies found in textbooks.
BENEFITS FOR STUDENTS

Students from over 3500 universities around the world are deriving value from the BAT in numerous different ways.

- Students can evaluate their strengths in each of the **eight key performance areas** as compared to other students around the world. This provides insight into where an individual stands compared to the global talent pool against whom they will be competing for jobs.

- Students can be contacted by over 20,000 companies around the world through the **Bloomberg Talent Search** to be invited to **interview for internships and full-time entry level roles in finance**.

- Students can promote themselves in up to five countries through the Talent Search allowing them to maximize the job search both locally and abroad.

- Students can gain insight into different roles in finance through test questions and can **get early exposure to scenario questions that may be presented in interviews**.

- Students can include BAT scores on resumes and LinkedIn profiles allowing them to add a top and trusted name in finance to their profile.

- Students can be featured on the **BAT Hall of Fame** bringing recognition and prestige to their university.
Professors around the world are offering the BAT to their students through a course integration program that provides many benefits for students and professors alike:

- **Bloomberg Briefs**: Professors and students can receive **six months of free Bloomberg Briefs** - Bloomberg's premium industry specific newsletter valued at $2,000 and used by tens of thousands of hedge fund managers, bankers and portfolio managers. Bloomberg Briefs serve as a valuable teaching tool when referenced in lectures. Briefs also provide insight into the industry, help students stay up-to-date on current events and enhance performance in interviews.

- **University Reports** can be provided to **evaluate your students’ aggregate performance** compared to other students on a National, Regional and Worldwide basis. Reports help to identify general areas of strength and development within a student group.

- **Bloomberg Market Concepts (BMC)** is a finance course that blends the fundamentals of **financial theory with real-world events and data** through a series of interactive and engaging tutorials that tell the story of finance from a practitioner’s perspective. The BMC teaches essential market awareness by demonstrating the close interrelation between Equities, Fixed Income, Currencies, Commodities and Economic Indicators using **70 different Bloomberg Terminal functions**. Students who take the BAT in the months of August and September will receive complimentary access upon release.

Bloomberg Briefs and University Reports are only offered with course integration. Course Integration can be through an alternative assignment, extra credit or a mandatory exam. To integrate the BAT into your curriculum, please contact Jacqueline Truong at [jacqueline.truong@bloomberginstitute.com](mailto:jacqueline.truong@bloomberginstitute.com).