

TEACHING & LEARNING

Newsletter for EF Students, Alumni, Teachers, and Friends

Department of Economics and Finance (EF), City University of Hong Kong

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SECTION A: INTERNSHIP AND SUMMER PROGRAM

1. My Summer Internship in Munich

In summer 2017, I went to Germany and worked there as an intern, as a participant of the Global Work Attachment Programme organized by Career and Leadership Centre of the University. This precious overseas internship not only brought me more international exposure, more importantly, it also strengthened my global insights and gave me a better idea about my future path. Upon the

completion of the application and interview process, I was matched with a Germany start-up company. Thanks to all the briefing sessions and workshops organized by the career centre, I was well-prepared to work in Germany before the departure.

My supervisor in Germany is a very kind person and he tried to get to know more about our personality, strengths, and interests before assigning tasks to us. During work, he was highly

concentrated and set a good example for us. We usually had the autonomy when working on different tasks, during which the supervisor gave us enough space to think and work by ourselves.

My tasks included creating sponsorship deck PowerPoints for an international conference, preparing meeting materials, translating a English contract, and conducting multiple industry business research. After translating

the English contract, I learned about the standard value-added tax rate in Germany, which is 19%. I also had some exposure to the structure of business contract and some jargons

related to intellectual property, which was a big challenge during my translation. In addition, in order to structure the content logically and clearly, and facilitate the research work, I had sharpened my skills in using Microsoft Word, along with Excel.



My first dinner with fellow interns in Munich. We bonded tightly in the following 11 weeks.



People in traditional German costumes and carriage celebrated a local festival.

My colleagues usually shared their opinions during work. It seemed to me that the boss or leader were not the only ones who had the power. Everyone had autonomy as well as responsibilities to their tasks and duties. The power distance in Germany is low for sure. Everyone is treated equally and

fairly, which makes the working environment very comfortable. People chat freely during the break. However, when they go back to work, you can feel the concentration and carefulness in the air. On the other side of autonomy, self-discipline

becomes more significant than ever, which is a meaningful lesson I learned from this internship.

Another interesting observation of mine at work is the importance of naming computer files correctly and clearly when uploading them at the workplace. It was not easy to figure out how to name them correctly at first so that anyone would know what the file was about before reading all the content.

In addition to work, my friends and I also hang out often on weekends. There was one time we met many Germans in traditional German costumes during a local festival. We also enjoyed a very festive music performance in a carriage that day. There is a famous clock chime at the Munich New Town Hall, which attracts a lot of people waiting for the bell to ring at noon. There are 32 figures showing the wedding of Duke William V and Renata of Lorraine in 1558.

It is widely known that the Germans love bread. After eating bread for one week, I

started missing rice and noodles. So I began to cook at home. Here, I had greatly sharpened my cooking skills. I made omelette, rice and chicken wings all by myself. I also tried to mix flour to make my favourite pastries, which my mom often made at home. Before this programme, I have never thought of making my favorite food without my mom. It turns out that I have the ability to take good care of myself and my family will not have to worry about me the next time I go away.

Having to get up early to cook and wash clothes by hand reminded me of my self-development as well as maturity. It was also a good training for me to make better time management as there was so much to do in the morning, such as making breakfast, preparing lunch and going to work on time.

Thanks to this global programme, it is a great joy to find out that I have the ability to live independently in a completely different environment with a brand new role.

Crystal WANG Ruiying, BBA Business Economics, Cohort 2015



The New Town Hall at Marienplatz in Munich, Bavaria, Germany.

2. Internship at BEA (China) in Shanghai

The State Council of China aims to turn Shanghai into an international financial centre by 2020. In order to explore the economic development of this first-tier city in China, I joined the Cross-border Study Tour for Post-secondary Financial Talents 2017 and spent six weeks in Shanghai. This scheme mainly consisted of two parts-- Visits and Internship.

To consolidate our knowledge, we attended the flagship financial forum in Shanghai, namely “Lujiazui Forum 2017—Financial

Reform and Steady Development from a Global Perspective”. Speakers shared their views and opinions on topics such as global supply-side structural reform, China’s financial opening-up and financial technology (FinTech). During the discussion, Zhang Tao, deputy governor of People’s Bank of China, considered the security problems of FinTech and called for further regulations on it. From my point of view, China is an emerging economy with booming technological innovations such as the bike-sharing system, Mobike, and

mobile payments through Alipay and WeChat Pay. FinTech brings convenience to our daily life; however, we cannot overlook the risks behind such as Internet privacy violation and the abuse of big data. Strengthening the regulation of FinTech may slow down its rapid development but it is still reasonable to strike a balance between economic development and risk management.

After a series of visits to government bodies and financial institutions, my five-week internship began with the Business Planning & Product Development Department in The Bank of East Asia (China) Limited. My team mainly focused on three dimensions: financial product innovation, risk management and business promotion. During the first week of my internship, I studied the common terms of banking



Andy Lin (Left) and his supervisor

industry used in China, both in Chinese and English versions. Moreover, I read the annual reports of BEA (China) in order to acquire basic background information of the company I was working for. Afterwards, I assisted in a project and analysed the latest financial

reports and financial products in China's banking industry. I gained insights on the trend of financial products development and how China connected itself with global market under the "Go Out" policy.

China's economy plays an important role in the world. Through this scheme, I gained exposure into the Chinese working environment and learned more about its financial development.

Andy LIN Ching Cheung, BBA Business Economics (Cohort 2016)

SECTION B: FURTHER STUDY

1. Reflections on My Oxford Life

I am currently enrolled in the Master's programme in Financial Economics in Oxford. The programme requires mathematical and statistical analysing skills which are needed to apply in the real financial market and economic research, exactly the areas which intrigue me a lot.

The programme lasts for one year, and is divided into three terms – Michaelmas, Hilary and Trinity. In the first two terms, we are required to enrol in 4 core courses; in the last term, our “study life” will become much more diverse since there is a range of electives we can choose from.

- The first few weeks – “Wow”!

As you can imagine, I started my year in Oxford with mixed feelings of nervousness and excitement. Before it started, all students in the programme were given a class-profile book which lists clearly the students' past experience and interest areas in order to familiar us with each other. Even though I



Qu Yuying

had read the class profile, I was “wowed” by my classmates in the first few weeks. They came from 32 countries around the world, with outstanding GPA, stunning resumes, unique extra-curricular skills, expansive hobbies and most importantly, a humble mind to learn from others continuously. These incredibly great classmates reinforced my first impression about Oxford – world-class. They also made my year in Oxford meaningful, bright and pleasant.

- The theme of Michaelmas term – Studying and job-hunting

Due to the short duration of the programme and the demanding curriculum, my schedule was always fully packed in the first term. Apart from studying, nearly everybody is looking for a decent job or summer internship in their preferred areas. During the process, we encouraged and helped each other, through CV editing, repeated mock interviews and pre-exam discussion. Sometimes I felt I was about to “black out” and nearly gave up. But I gradually understood this is a “normal equilibrium” in Oxford and everyone accepts it – “When you work, work hard”. Luckily, when the term came to an end, I received a full-time job offer from Citigroup Private Bank, and passed the mid-term exam with a distinction-level grade. My efforts did pay off.

During the term break, I travelled to Iceland and Morocco with my classmates, finishing off the first 4-month overseas study with a beautiful memory.

- The theme of Hilary term – Blending in and collaborating



Qu Yuying and Classmates

Time flies and the Hilary term started in January. If you think Oxford is a university full of students with hubris and believe they can do things better on their own, then this term will change your mind. We were assigned to all kinds of group projects and



Attending Formal with Classmates from Singapore, Malaysia and China

we have to learn to collaborate in more efficient way than usual, since we always have classmates who need to fly out for job interviews and we always think as a team.

- “Out of the Box” - Wide-ranging extra-curricular activities

But Oxford is not just a place for study and students here are not simply “study machine”. Even when pressured with intensive coursework, I spent time to explore the ancient and mysterious campus, the multifaceted culture, and talk with the versatile and knowledgeable fellows.

I joined Oxford China Forum as a committee member, helping the Forum contact business people for cooperation opportunities. There, I met another group of talents who came from entirely different backgrounds but share a common characteristic – a sense of responsibility. Apart from learning from my

colleagues, I also applied the negotiation skills which I acquired during career service workshops frequently in the process of meeting with successful businessmen, which I treated as the most precious piece of experience I gained through the Forum.

Oxford also nurtures a great many interesting social clubs. The two I enjoyed the most are Blind Wine-tasting Club and Oxford Dancing Club. Every Tuesday, I go to taste a variety of different wines and try to discern their “Appearance”, “Flavour”, “Structure”, “Acidity”, “Alcohol” and “Sweetness”; every Friday, I go to practice Zumba or ballroom dance with professional teachers invited by the Dancing Club. The life I am living is so fulfilling that I feel grateful and blessed.

- Embrace the future – spread the Oxford spirit whenever and wherever;

While I am writing down the trivial stuff and connecting the dots of this past year, I am also counting down to my graduation day in Oxford. I feel I have waited for long to summarize my reflections here.



Attending Trinity Dinner with Classmates

By coming to this program, I located a job, became clearer about the industry I am interested in, and am well acquainted with a bunch of extremely smart and outstanding classmates. However, I firmly believe I am most benefited by the spirit of Oxford. Oxford taught me that being the best and living to my full potential is inspiring, but enjoying life and living in the moment is a more realistic theme to implement. It makes

me think about what we can do beyond those self-centered objectives and goals. The world-class spirit of Oxford taught me to be a “global citizen”, to look at the world with an encompassing mindset, which I appreciated a lot.

**Yuying Qu, BBA Business Economics
Graduate in 2016**

2. My Postgraduate Life at Warwick



Yiu Hei Hang

Hi everyone, I am YIU Hei Hang, Edmund. I was a BBA4 Business Economics student who graduated in 2016. I am now studying Master of Science in Economics, a one-year master's degree program, at the University of Warwick in United Kingdom. I am happy to have this treasurable opportunity to share my life in UK with all of you.

As a matter of fact, the University of Warwick is a peaceful place which looks like



a big village. I love the comfortable environment and I feel very relaxed here. I am now living on-campus accommodation and the view is nice. I am fond of the animals here as they are cute and special. The photo (below) shows a group of Canadian Geese making their way across the street. I have



never seen them in Hong Kong or other places. They always line up and walk around the campus as if they are a group of kids going to school. The vehicles have to stop and wait for them to cross. They eat grass for food and like it very much. At first, I was afraid they would attack people. However, surprisingly, they are very shy and will walk away when people get close to them. Anyway, it is not difficult to see wild animals in this university, including squirrels, swans and ducks.

When it comes to the study life here, I would say that the university offers plenty of resources to students. I belong to the Department of Economics under the Faculty of Social Science. The curriculum here is difficult but I really learn a lot in terms of economic analysis. The core modules are Microeconomics, Macroeconomics, and

Econometrics. My three optional modules are Industrial Economics, Labour Economics and Health Economics. All the professors are very specialized in their courses and they are all experts to me. They advocate the interpretation and application of economic theories, and I am able to learn deeply about the intuitions of different knowledge. The learning atmosphere is good in the sense that we have many opportunities to discuss the concepts with teachers and classmates during lectures and seminars. The interactive learning environment provides incentive for me to ask questions when I have doubts. Our learning process is further enhanced by group assignments. Apart from that, the university also offers a lot of optional training courses for economic students so that we can equip ourselves with useful technical skills in economics, including the utilization of different software such as MATLAB and STATA. Furthermore, in order to prepare for our dissertation which will be submitted at the end of this master's program, the department provides us with numerous research modules and we are free to attend any of them depending on our availability. Overall, I am happy to acquire research skills as the ability to conduct professional research will help us produce a high-quality dissertation.

As this is a one-year program, I am always busy because I need to revise for such advanced materials and many assignments are waiting for me. Examinations are not easy and I need to understand the materials very well in order to get a good result. However, during weekends, I usually travel around so as to relieve my study pressure. The University of Warwick is located in Coventry and I sometimes go downtown. I love the Transport Museum there and it is amazing to learn the transportation history in Britain. Near Coventry, there is a big city called Birmingham. There is a big shopping centre with many different shops and Chinatown is also a nice place with great food. During Christmas, there was a fabulous Christmas market and I found plenty of European-style food and products.



Everyone was enjoying the market and the whole city was very warm. I hope you can feel it through the photos I show you here. In order to celebrate the festive season, many shops offered a big discount of up to 50% off to boost consumption.

During Chinese New Year, the streets of Chinatown came alive with lion dance performance, street food and shows. In my opinion, it is a very good idea to travel with your friends when you study abroad as it is a great time to admire the beauty of the world!

Yiu Hei Hang Edmund, BBA Business Economics Graduate in 2016



Celebration of Chinese New Year

3. “Keep Calm and Carry On”

I am a student, backpacker and runner who is chasing her dream career. I am grateful to be part of CityU where resources are always there to help those who are prepared to fulfil their dreams and career goals.

Like all finance students, working in an investment bank is one of my dreams. To land a job in my dream industry, I spent all my summer holidays working as interns to get more exposure in the industry and build up my skill set. More importantly, the internships have given me opportunities to establish my professional networks, explore my strengths and weaknesses, and gain a sense of direction in my career plan. Thus I decided to step out of my comfort zone and pursue a master’s degree at London School of Economics and Political Science (LSE). It is surely not an easy decision to make since I have to leave everything I built in Hong Kong and start a new life in an unfamiliar place – London, however, this is one of the best decisions I could have made and it is a turning point in my life.

Studying at LSE is fruitful, inspirational and enriching. Academically, to fill up my knowledge gap, I have taken some law classes in corporate finance as I have been building my knowledge on different legal instruments such as case law and statutory law. It allows me to better my understanding of how the legal system protects various stakeholders and balances the power between parties. On the other hand, the corporate finance and accounting classes taught me how to put theories into practice. I especially enjoy studying the impacts of the application of theories in relation to the real world as well as the changes in the underlying assumptions.

At LSE, life is exciting, robust, demanding and competitive. I am surrounded by geniuses who have impressive achievements and share similar goals with me. People are generous and willing to share their notes and ideas. I am really grateful for the study group culture at LSE. We always form study groups and practice interviews together. As

a group we stay strong together. I am grateful to work with these amazing people and I absolutely appreciate all their support and encouragement throughout my time at LSE.

Apart from school, I have also made a bucket list of the year at LSE since I want to try something new and different to unleash my potentials. Last month, I completed my first half marathon - Vitality North London Half Marathon. It is a truly amazing experience and the best birthday gift ever to myself. In the last 3 miles, I was almost forced to quit the race since the rain got heavier and I twisted my left ankle. However, in my mind, I never doubted about completing the race after months of practice. Other runners showed me their support and gave me hugs. Fortunately, I made it to the finish line and I never felt this satisfied, thankful and proud. And yes, it is indeed the “greatest finish line” in the world.

In addition, I was appointed to be the Chief Finance Officer at LSE’s Bowling Club. I was responsible for consolidating all the accounting information, such as expenses and future club activities, to produce a forecast of the future cash flow and prepare for the application for university subsidies for our events. It is always very satisfying to see the events have been held successfully.

LSE actually reminds me of the good old days at CityU. I am proud to be a graduate from CityU where support and guidance are always available. I still feel the CityU bond even though I am now studying at LSE. Studying at CityU not only allows me to build on solid academic knowledge, but also offers me an incredible experience in broadening my horizon and developing my potential as an individual.

The most remarkable experience for me was joining an exchange program in the United States. I got a chance to realize my teenage dreams and have a real taste of the American culture. More importantly, I made some life-long friends from all over the world, who

inspired me with a global outlook and a network. I never have to worry about finding a place to stay when I travel. They even helped me settle down in London. It is truly amazing how they broadened your global outlook with inspirational “brain food” and influenced the rest of my life beyond just one semester. I would never hesitate to apply for such an amazing experience if I were you guys. CityU actually offers both financial and non-financial assistance such as the exchange student funds and student internship funds. As always, these opportunities are for those are well prepared.

As for the internship, I was indeed very fortunate to have landed my first internship at Hong Kong Monetary Authority. My application for other internships such as PwC, BOC, IBD and other, came much easier after my first internship and the right attitudes. I do understand how difficult it is to get your first internship and it is also reasonable to take the strategy - “Get

whatever financial internship you can get in your first year, regardless of the brand.” I tried absolutely everything.

CityU students are always mistaken as less competitive as the three top universities in Hong Kong. From my perspective, this is only a rumor and we should not restrain ourselves with this physiological trap. Indeed, I always believe that one’s ability and success is shaped by one’s attitude. All big dreams start with little steps, and therefore, it is always a good idea to plan ahead and consistently deliver your “little” targets at the time. Thus, even if I failed, I changed for the better with good discipline. Failure cannot defeat you but make you stronger if you learn from your mistakes. As the famous British motto goes - “Keep Calm and Carry On”.

Phoebe Chan Yik Ling, BBA Finance Graduate in 2016



Phoebe Chan and Classmates in LSE

4. My Chevening Journey



A photo taken in the campus of the University of Birmingham.

After graduation from the BBA in Finance programme from the City University of Hong Kong (CityU), I spent three years working in the area of treasury operations in the local banking industry. A new page in my life started when the Chevening Scholarships offered me a chance to study my favourite master's program in the UK for free. I still remember how overjoyed and excited I was the day I received an e-mail from Chevening congratulating me for getting the scholarship. Not only did the scholarship fully-sponsor my tuition fee, but it also offered me return flight tickets and a monthly stipend to cover my accommodation and daily expenses. The most fascinating highlight of the scholarship program was that I got a chance to network and build long-lasting friendships with outstanding scholars from all over the world.

I am now enrolled in the MSc Programme in International Money and Banking at the University of Birmingham. Birmingham is the second largest city in the UK and it is centrally located where you can travel and explore other British cities easily. The programme covers traditional

macroeconomic theories and contemporary financial industry issues. I enjoy attending guest lectures held in the University. Professors and researchers who focus on current money and banking studies are invited to give us new insights about the latest banking issues. My schoolmates are from all over the world and it is totally a new experience to make friends from different cultures.

I joined an exchange programme at the University of Nottingham when I was a year 2 student at CityU. The one-semester exchange brightened my university life. It is partly why I wanted to come back to the UK for the master's programme. I love British culture and I love how internationalized the British university campuses are. You make new friends every day and you can practise English in your daily life. I thank CityU College of Business for offering me a chance to study abroad. Every day is a new adventure here. I actively participate in the

networking events organized by the Chevening Scholarships and day trips organized by the University of Birmingham, and I have a good time with my flatmates in school accommodation. Living and studying in overseas will give you a chance to be independent, manage yourself and get to understand your real needs. Once you leave your beloved family behind, you'll have to learn to manage time for your studies, manage your spending and strive for balance between study and play. I always remind myself to "Work hard, play hard" during this one-year study in Birmingham.

After having worked a few years and



A photo taken during the Chevening Scholarship Orientation Day held in London ExCeL

meeting people and getting inspired. One of my unforgettable memories is staying with a British family for a weekend. My host is Mr. Fielden who is a writer. He lives in a small village near Bradford-on-Avon with his wife and a dog. I received warm welcome from this lovely couple and they treated me like their daughter. I learned more about the daily life of a British family. We cooked leek soup and roasted a duck together. They also took me to theater for a modern ballet show. I remember the beautiful landscape in their neighborhood and the generous love I received.

There is a saying, "magic happens outside your comfort zone". It is not an easy decision to quit my job and study in an overseas campus. Yet, I can be very sure it will be one of my best decisions in life. I encourage myself not to waste a single day here in the UK. Go and explore the world and meet people. Apart from the knowledge I gain from the master's programme, the friendship and personal growth that come along in this journey will be the most rewarding gift. For everyone who is going to start a new journey



I took a trip to London with other Chevening Scholarships recipients from Russia, the Dominican Republic, Serbia and other countries.

returned to the campus, I cherish every chance to travel and explore this world. I try to visit a new city in the UK every weekend and travel around Europe during holidays. The more you travel, the more you can observe what is happening around us. Meanwhile, you will grow. You grow wiser and more mature. I love every moment of

in your university study or exchange programme, hit the road for the world is a book.

Wendy Lam Wan Ting, BBA Finance
Graduate in 2013



Mr. Fielden, my host during a homestay, drove me to see beautiful landscape in Avebury.

SECTION C: STUDY TOUR

Wonderful study tour to Laos

On 20 July 2017, I embarked on a one-month Laos study journey - an enjoyable, wonderful and life-changing learning experience. I gained knowledge, as well as a new perspective on life.

Laos is a landlocked and underdeveloped country, where many things are similar to those in China in the 1980s. Its economy is not well-developed, and not surprisingly, lives there are so simple. About 80% of the Laotians work as farmers. One thing that really impressed me was: despite the country's under-development, food there tasted really good as it was truly organic, and I found chickens running freely and happily in Laos. What also surprised me was Laos has the best pork in the world!

One of the best things of this tour was we had about 13 students and 1 professor from our University; and 13 students and a few teachers from the National University of Laos, making the tour really interesting as we could have fun with

the Laotian students every day! We played, sang and danced together (Laotians like dancing). We also talked about the differences of our cultures and lives. This experience can be very useful for my career, because I learned to get along with people



ECO Tourism



Monks in Laos

from a different cultural background.

About 90% of Laotians are Buddhists, and I could feel that they are a peaceful and friendly people. One day my Laotian friend and I walked together on the street, a woman sitting outside of a massage shop, asked us, "Massage?" My friend joked, "Is that free?" Then she smiled and replied, "Yeah, it is free if it is you!" Wow! How nice she was! Obviously, if I made a joke like that in Hong Kong, I would be scolded. As my friend explained: "Everyone can be friends in Laos! Laotians are very easy going and like meeting new friends. "

We visited many places, like hydropower plants, universities,

special economic zone, beer factory, and also talked with governors etc. We learned a lot of practical knowledge. For example, how Laos negotiated with foreign investors to build a hydropower plant to make profit together. At the same time, how the Lao government ensured the plant would not harm the environment and the livelihood of local residents. This involved knowledge of socio-economic development, international project finance, and environmental protection etc. We also learned from the professors and governors about the strategic role of Laos in the One Belt One Road Initiative (OBOR) how it relates to our careers. We visited many beautiful tourist sites, like temples, statues, hills, rivers, caves, waterfalls – and they were stunning! We love this adventure! We also discussed a problem: How to attract a large number of tourists without damaging its original landscape and culture? That is the problem

faced by many countries and many of them failed. I expect that, in 2020, the number of tourists will largely increase due to the completion of the high speed railway, and this will be a challenge for Laos.

I cannot share all the things I learned due to word limitation. But all I want to say is this study tour provided us with in-depth immersion, and this is a very powerful learning experience. I felt like I have finished reading hundreds of books after this trip. But it is actually better than reading, because I witnessed and experienced things all by myself. The tour broadened my horizon and gave me the taste of a different lifestyle. I would highly recommend this trip to everyone!

HSIEH Hoo Sum, Christopher, BBA Finance (Cohort 2012)



Students from City University of Hong Kong and National University of Laos

SECTION D: LEARNING EXPERIENCE

Uncovering the Bloomberg Learning Experience

Introduction

The Bloomberg terminal is one of the industry's most widely used tools for real-time financial information. It is a computer software system that enables professionals in the financial services industry to access real time financial market data, historical information, data analytics and much more. The terminal has been a long favorite for a wide range of professionals around the world, from traders to portfolio managers and from academicians, researchers to university students. The wide-ranging capabilities and functionalities of Bloomberg terminal can meet the needs and requirements of different users to accomplish their respective purposes.

Universities and colleges around the globe use Bloomberg to bring the real world of finance into the classroom, providing students with access to the same information platform used by leading decision makers in business, finance and government. The main objective and purpose of this article is to share the experience of learning to use the Bloomberg terminal, exploring its different functionalities and discovering the most useful features through practical learning.

Learning to use the Bloomberg Terminal

Many courses at both undergraduate and post-graduate levels require students and teachers to make use of the Bloomberg terminal as a part of their teaching and learning activities and coursework requirements. EF 4323 "Trading Room Workshops" is one such course. It makes extensive use of Bloomberg terminal to accomplish the learning activities of students and fulfill their coursework requirements. The terminal is used during classroom sessions and for student projects. Students have also been given access to learn Bloomberg Market Concepts (BMC), an eight-hour self-paced e-learning course that provides a visual introduction to the

financial markets through the lens of the terminal. BMC consists of four modules – Economics, Currencies, Fixed Income Securities and Equities – and they are all woven together from Bloomberg data, news, analytics and television.

Bloomberg offers tools for analyzing, evaluating and trading stocks. It does not only offer fundamental analysis but also technical analysis. In the course EF4323, we need to use a variety of tools for technical analysis. We can trade stocks, forex, fixed-income securities and commodities. Bloomberg also provides back testing trading strategies and, during class, students can create their own technical study and back test strategies. Many students have reported that Bloomberg has helped them in various aspects, from learning about financial markets to extracting key performance figures for companies. When asked about the usefulness of the terminal, practically all the students agreed that it is an extremely helpful tool that greatly supports their learning experience.

One of the students' favorites is the "DAYB" or daybreak feature. This feature offers key finance news from the highlights of the day to country specific news. Covering topics in finance, commodities, medicine, deals and technology in the Americas, Europe, the Middle East and Africa (EMEA), and Asia Pacific markets. With this feature we learn the cause-and-effect relationship of the decision of a company or country on the markets. Another helpful feature that gives students an exposure to the commodities market is the "BMAP" or Bloomberg Map feature. This interactive map allows us to add layers of oil pipelines, refineries, and storage. Combined with other functions of the commodities market, we learn how new contracts or deals may affect the value of the commodities.

Students have to submit a project that focuses on chart patterns and/or technical indicators, and provide an in-depth study on it with a trading account to test the effectiveness by using the securities data from Bloomberg. The terminal plays a vital role in this project and goes beyond the curriculum and basics. For example, it provides tons of technical indicators such as Fibonacci retracement, and RSI, with long series of historical data for users to study price actions. Also, there are various time frames to choose from, for example, from 5 to 120 minutes. For fundamental valuation, the Bloomberg terminal provides companies' financial data retrieved by using the FA function. Numbers in income statements and balance sheets can be easily retrieved. One of the key features that facilitate the teaching & learning is the Bloomberg-Excel integration. Using Bloomberg API, the data can be imported to an excel file for the users to take home for further examination. Features like the Chart Builder make it possible to visualize data in a standardized format.

The use of Bloomberg terminal has encouraged some students to take up self-initiated projects like founding a student think-tank called AP Research to express views on financial topics focusing on the

global economy, markets and politics. The terminal is also widely used by research students for their projects and research activities. The research process may take days and weeks, but it becomes easier with the Bloomberg Terminal as data and charts are readily accessible for studies.

Conclusion

Students who have used the Bloomberg terminal typically exhibit three distinct behavioral pattern with their evolution and ever growing experience in using Bloomberg. When the students have their first encounter with the terminal, they are reported to exhibit a sense of nervousness due to the lack of confidence in using the terminal. But once they start to get familiar with the different features of the terminal, they tend to exhibit a sense of curiosity in trying to understand and explore the different functionalities and capabilities of this fantastic tool.

Early exposure to the Bloomberg Terminal is highly recommended for students who want to pursue a career in finance, business analytics and trading. We recommend students to first take the Bloomberg Market Concepts course, which will give them an introduction to the Bloomberg terminal and over 70 different functions with learning



Dr. Stephanie Fan (Left) and Hung Chin Chi (Right)

outcomes in economic indicators, currencies, fixed income and equities. The students can efficiently use the terminal in growing their knowledge in the financial markets and conducting detailed analysis of different types of financial products.

Co-authors

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Rahul Mukhi, Graduate Teaching Assistant
Hung Chin Chi, BBA Finance (Cohort 2014)
Shapurkar Shawn Jonah, BFS Graduate in 2017

SECTION E: COMPETITION AND SCHOLARSHIP

1. Algo Trading Competition 2016/17



HUNG Lok Bun (Finance) (second from right) and his teammates receives the Best Presentation Award in the Inter-University Algo Trading Contest 2016/17. Hung joined hands with students from three different departments, including CHAN Yin Hei (Information Engineering), YE Wenliang (Accountancy), and XIN Yan (Computer Engineering).

2. Joseph Lau Non-local Internship Awards 2017

- The following students from EF department have applied successfully for funding support from the Joseph Lau Non-local Internship Awards 2017 (JL awards):

Student Name (Eng)	Student Name (Chi)	Host Organization
Chan King Cheung Lawrence	陳景章	China Merchants Bank – Shanghai Branch
Chan Yam Tsz	陳音鎬	Disney Worldwide Services, Inc.
Charlie Yoga	楊基利	AIESEC in Peru
Cheng Wing Yee	鄭穎怡	AIESEC - Constanta
Chiu Ching	招靜	Disney Worldwide Services, Inc.
Chung Wing Kit	鍾永傑	Walt Disney parks and resorts, us
Feline Emmanuella	NA	AIESEC in Korea University
Fok Sum Yiu	霍心垚	AIESEC in University of Malaya
Kwok Siu Ching	郭筱晴	Walt Disney Parks and Resorts, U.S., Inc.
Lee Kai Hin Alvin	李啟軒	AIESEC in CityU/ AIESEC in Rosario
Lee YAat Tsun	李日峻	AIESEC in Romania and AIESEC in Hong Kong
Liu Wing Kei	廖穎鎮	Sage House Business Consultancy Limited
Liu Yiming	刘一鸣	Beijing Meixin Zhongcheng Technology Co. Ltd.
Peng Hanchi	彭汉馳	China Banking Regulatory Commission
Pramoj Na Ayudhya Chanikarn	NA	AIESEC
Sun Xiafei	孫夏菲	Padilla & Company, LLP
Tang tsz Ki Vikki	鄧祉祺	AIESEC in Cucuta
Yang Andy	NA	AIESEC in Bangkok University
Yu Tak Yi	俞德怡	Joe's Music and Dance Academy, US
Yuen Wai Hin	袁瑋騫	Walt Disney Parks and Resorts, U.S., Inc.

SECTION F: CO-CURRICULAR LEARNING ACTIVITIES

Recent Teaching and Learning Activities

Orientation:

- EF Orientation, 31 August 2017

Learning Support:

- Staff-Student Consultative Meetings, 12 October, 2016, 27 February, 2017 and 23 October, 2017
- Student Exchange Programme 2016/2017
- Peer-Assisted Learning Scheme (PALSI) (CB2400 and CB2402, Semester A, 2016/17; and CB2402, Semester B, 2016/17)
- Undergraduate Mentoring Programme 2016/2017

Professional Support:

- Professional Mentoring Programme 2016/2017
 - Business Elites Seminar Talk (BEST) 2017
1. Topic: “Hedge Fund and Quantitative Investment”, by Dr. Leping Wang, 14 January, 2017
 2. Topic: “What is about an Economist in a Central Bank”, by Mr. Eric Wong, 14 January, 2017
 3. Topic: “Coaching as a Leadership Competency”, by Ms Angela LEE, 21 January, 2017
 4. Topic: “Oil Geopolitics and Trump's Upcoming Energy Policy”, by Mr. Albert Kwong, 21 January, 2017
 5. Topic: “China Economy, Real Estate Market & Our Opportunities”, by Mr. Frank Ma, 4 February, 2017
 6. Topic: “Forecast on Hong Kong Economy between 2017 and 2020 and Development of Job Market”, by Mr. Andrew Fung, 4 February, 2017
 7. Topic: “Is interbank trading a zero sum game?”, by Mr Frederick AU, 11 February, 2017
 8. Topic: “Reading the Chinese Economy”, by Mr. MK Tang, 11 February, 2017
 9. Topic: “Private Equity: From a Practitioner’s Perspective”, by Mr. Peter Lee, 18 February, 2017
 10. Topic: “The Belt and Road: Challenges and Opportunities”, by Dr. Alicia Garcia-Herrero, 18 February, 2017
 11. Topic: “How Economics are Applied in Financial Service Industry?”, by Mr. Fred Au, 25 February, 2017
 12. Topic: “Introduction to Quantitative Investment and Quant Fund Business Globally”, by Mr. Shawn LIU Xiaojun, 25 February, 2017
 13. Topic: “Global Economic Conditions”, by Mr. Benjamin Deng, 4 March, 2017
 14. Topic: “Tackling Complex Social Challenges: A Philanthropist’s Perspective”, by Mr Leong Cheung, 4 March, 2017
 15. Topic: “Fixed Income Securities: Sales & Trading, and Lifestyle of the Professionals”, by Dr. Josiah Chan, 11 March, 2017

16. Topic: “One Belt One Road and the World Economy Perspective”, by Mr. Jonathan Cheung, 11 March, 2017
17. Topic: “Credit Rating: China Sovereign and China Corporates”, by Mr. Stan Ho, 18 March, 2017
18. Topic: “Investing in Infrastructure: How the Institutional Investor is Utilizing the Asset Class”, by Mr. Eric Wu, 18 March, 2017
19. Topic: “Financial Stability and Banking Supervision”, by Dr. Fung Don Hau, 9 September, 2017
20. Topic: “Initial Public Offering Primer”, by Prof. Stan Ho, 9 September, 2017
21. Topic: “Asian Infrastructure Finance”, by Mr. Akashdeep Grover, 16 September, 2017
22. Topic: “MPF and Retirement Protection”, by Dr. David YK Wong, 16 September, 2017
23. Topic: “Business, Finance and Niche Strategies”, by Mr. Steven Peterson, 23 September, 2017
24. Topic: “Initial Coin Offering”, by Mr. Jonathan Lee, 23 September, 2017
25. Topic: “Hong Kong Monetary System and Capital Flows”, by Dr. YIU Siu Fung Matthew, 30 September, 2017
26. Topic: “Secrets of Hedge Fund”, by Ms. Irene Wong, 30 September, 2017
27. Topic: “One Road One Belt and Oil”, by Professor Albert Kwong, 7 October, 2017
28. Topic: “The International Regulatory Standards on Anti-Money Laundering”, by Dr. Lam Yat Fai, 7 October, 2017
29. Topic: “Recent Economic Developments in China”, by Prof. Yin-Wong Cheung, 14 October, 2017
30. Topic: “Hedging - to hedge or not to hedge”, by Mr. Carles Fan, 21 October, 2017
31. Topic: “Housing Problems in Hong Kong – Past and Present”, by Dr. Marco WU, 21 October, 2017
32. Topic: “A Vision from the North. What has Finland to offer?”, by Mr. Jari Sinkari, 4 November, 2017
33. Topic: “The Future for Asian Fixed Income”, by Mr. Dilip Parameswaran, 4 November, 2017
34. Topic: “Belt and Road, Work and Life”, by Ms. Claire Lin, 11 November, 2017
35. Topic: “Hedge Fund and Quantitative Investment”, by Dr. Frank Wang, 18 November, 2017
36. Topic: “The Cash Flow Based Lending Doctrine for Corporate Banking”, by Dr. Victor C K Wai, 25 November, 2017
37. Topic: “Developments in HK Financial Industry”, by Mr. Ronald Chung, 2 December, 2017
38. Topic: “Evolution of the Asset Management Industry - Function of addressing challenges and needs”, by Mr. Stanley Chan, 9 December, 2017

Career Preparation:

Sharing Talk about Bloomberg Internship given by Mr. Chou Hung, Brian. 4 March, 2017

Career Seminars, Workshops & other events 2016/17

Date	Event	Company/ Speaker
20 January 2017	Career Talk	The Hong Kong Institute of Bankers (HKIB)
17 February 2017	Career Seminar	The Hong Kong Management Association
17 March 2017	Career Seminar	The Hong Kong Management Association
17 March 2017	Career Workshop	Career Preparation Workshop by. Dr. Stephanie Fan
10 April 2017	Career Workshop	Career Preparation Workshop by. Dr. Stephanie Fan
22 May 2017	Career Workshop	Career Preparation Workshop by. Dr. Stephanie Fan
27 June 2017	Career Seminar	The Hong Kong Management Association

Departmental Internship Programme 2016/17

- Adidas Services Limited
- AIA International Limited
- Asian Higher Education Consultancy Limited
- BestServe Financial Limited
- BlackRock, Inc.
- BOCI-Prudential Trustee Limited
- Brown Brothers Harriman (Hong Kong) Limited
- Census and Statistics Department, HKSAR
- China CITIC Bank (Wuhan Branch)
- China CITIC Bank International Limited
- China Merchants Securities (HK) Company Limited
- Citibank (Hong Kong) Limited
- Crowe Horwath (HK) CPA Limited
- D P Lau & Company CA CPA
- Da Cheng International Asset management Company Limited
- Deer Jet Co.,Ltd.
- Deloitte
- Dick K.C. Lui & Co.
- Ernst & Young Tax Services Limited
- Gerson Lehrman Group
- GF Capital (Hong Kong) Limited
- Guosen Securities (HK) Financial Holdings Co., Ltd.
- Haitong Securities Co., Ltd
- Hang Seng Bank Limited
- HKT Services Limited
- Hong Kong Monetary Authority
- Hong Kong Productivity Council
- Hutchison Telecommunications (Hong Kong) Limited
- ICICI Securities Ltd
- ICT Technologies & Services Limited
- ISS Facility Services Limited
- Kingston C.P.A. Limited
- Konica Minolta Business Solutions (HK) Ltd.
- Langham Hospitality Investments
- Link Asset Management Limited
- Marco Polo Hotels - Hong Kong
- Mergermarket Consulting Ltd.
- Money Concepts (Asia) Holdings Limited
- National Base for International Cultural Trade (Shanghai)
- Occupational Safety and Health Council

- Randstad Hong Kong Limited
 - Ryoden Property Development Co. Ltd
 - Sage House Business Consultancy Limited
 - Sandwalk Partners Pty Ltd
 - Shanghai Commercial Bank Limited
 - Shanghai Pudong Development Bank Co., Ltd. (Hong Kong Branch)
 - Shanghai Xinying Invest Management Company
 - Sinclair Communications
 - So Keung Yip & Sin, Solicitors & Notaries
 - The Cross Cultural Internship Program
 - The Hong Kong and Shanghai Banking Corporation Limited (HSBC)
 - The Korean Foundation
 - The Walt Disney Company
 - Vjsual, Germany
- 「南京展青雲」暑期實習計劃 2017
 - Cross-border Study Tour for Post-secondary Financial Talents 2017
 - Internship Programmes organized by College of Business (CB3800) and Career and Leadership Center

External Competition

- Hong Kong Undergraduate Financial Planners of the Year Award 2017 (HKRFP) - Champion, 2nd Runner-up, 3rd Runner-up and Best Presenter Award
- Inter-University Algo Trading Contest 2016/17 - Best Presentation Award
- Rotman International Trading Competition 2017 - 2nd place in the algorithmic trading case and 9th in the global credit risk case.
- SCMP/IFPHK Financial Planner Awards 16/17
- The CFA Institute Investment Research Challenge

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