BLOOMBERG APTITUDE TEST
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NOTE: Sentences in quotations can be read out loud to the students. Sentences in *italic* indicate actions to take.

**Slide 1:** Bloomberg Aptitude Test – About the BAT

*Please indicate your school and BAT dates before starting the presentation.*

**Slide 2:** Bloomberg LP – Bloomberg Institute – The BAT

- “Bloomberg LP is a financial data analytics and media company that was established in 1981 by Michael Bloomberg, the current mayor of New York City. The company has offices in over 194 countries and provides clients access to financial data and news through the Bloomberg Professional Services, also known as the Bloomberg Terminal, used by over 20,000 companies obtain data, market analytics and news as well as to execute electronic trades and communicate with other players in the industry

“The Bloomberg Institute, the educational branch of Bloomberg, has developed the **Bloomberg Aptitude Test (BAT)**; a learning tool aimed for students and graduates that want to pursue a career in the business world and are interested in finding a job or internship opportunity. The BAT will be offered for you here on campus completely free of charge.”

**Slide 3:** The Bloomberg Aptitude Test (BAT)

- “The Bloomberg Aptitude Test is a standard online test that evaluates students and recent graduates for their aptitude and general knowledge to work within the business world.
- “The BAT lasts two hours and is distributed into 8 sections, composed of 100 multiple choice questions written in English. The content of the test aims to put students on real job situations and make them take decisions as if they were at work. The test assesses aptitude rather than theoretical knowledge.

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**Slide 4: 2 Main Benefits to take the BAT**

“The BAT has two main purposes: to serve as a learning tool to evaluate your own knowledge and to help students with employability in the business sector.”

- **1) Self-Assessment:** Students can use the BAT as an opportunity to put themselves in a challenge and identify their strengths and weaknesses compared to their global peer group and then work to work to improve to become more competitive in a career in finance or business.

  “Most of the BAT questions are written by recruiters and employers from the industry, so BAT test takers are exposed to questions that they would encounter during a job interview or at work.”

**Slide 5: 2 Main Benefits to take the BAT**

- **2) Recruitment:** “BAT test taker can choose to share their anonymous profile into the BAT Talent Search, a database accessible to over 20,000 companies to contact students regarding job opportunities or internships based on the areas of the test that are relevant to their specific job opportunity.”

  “By only taking one test, students are marketing themselves to numerous international firms including top banks, investment banks, hedge funds, but also to insurance companies and other types of firms that are looking to hire talented students with many different backgrounds.”

**Slide 6: BAT Score Anonymous profile**

- “Approximately 2 weeks after taking the test, students will receive an E-Mail stating the Global Score of the BAT, which goes from 200-800 points. From 4-5 weeks from the day of the test, students will have access to their full profile where they will be able to see their scores per sections (scored from 0-50) and therefore identify their strengths and weaknesses against their global peers.”
Slide 7: BAT Talent Search

- “The Talent Search is the tool that employers are using to find talented candidates for entry level full time and internship roles. The Talent Search aims to match candidate strengths with employer needs and only searches on the areas of the test that are relevant for the specific job opportunity, meaning that students do not have to do well on all sections of the test in order to get contacted by employers, but rather allows them to showcase their strengths to employers.”

Slide 8: BAT Talent Search – Bloomberg Terminal

- “The Talent Search database is also available to more than 20,000 companies via the function BTS<GO> in the Bloomberg Professional Service (Bloomberg Terminal).

Slide 9: BAT Candidates

- “An employer will select only the areas of the test that are specifically relevant for the job vacancy and students’ results are stack-ranked based on the average of those selected sections. This means that students do not necessarily need to do well on all sections of the BAT to be contacted.
- All profiles are anonymous and students have full control over their personal data. No contact details are revealed until the student accepts a connection from an employer. If the student accepts it, the employer will be able to see CV, name, phone, previous work experience, etc. If the student declines the connection, all information will remain hidden.”

Slide 10: The BAT Statistics

- “Bloomberg Institute is offering the BAT at over 1000 universities worldwide distributed in 79 countries to help students from different institutions and background access to the same opportunities in a fair way. “
- “Since its launch in 2011, the BAT has been taken by over 85,000 students and graduates globally.”
- “Students from every background and year of study interested in pursuing a career in the business and finance industry are welcome to take the test free of charge on campus or at a Bloomberg office.”

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Slide 11: BAT Success Stories

Please show at least 1 success story listed in the following links.

Slide 12: BAT Sample Questions

- “There are no official study materials for the BAT as what is being assessed is a students’ aptitude to be successful in the business industry. The BAT is not evaluating theoretical knowledge. Bloomberg Institute offers Sample Questions on the Website and allows students to retake the test as many times as they wish to improve their scores.”

Please show the link about the Sample Questions.

Slide 13: F.A.Q.

Please read all questions and answers. If students have further questions, please put them in touch with your Bloomberg Institute contact.

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