



MARQUETTE
UNIVERSITY

COLLEGE OF BUSINESS ADMINISTRATION
Applied Investment Management (AIM) Program Curriculum
INTERNATIONAL BUSINESS MAJOR

Courses that are IN bold are required for completion of the AIM Program.

Year/Status	Fall Semester	Spring Semester
FRESHMAN YEAR	LEAD 1: Business Leadership (1) ENGL 1: Rhetoric & Comp. 1 (3) MATH 70: Finite Mathematics (3) THEO 1: Intro to Theology (3) SCIENCE or HIST elective (3) Foreign Language or Non-business elective #1 (3)	CMST 12: Public Speaking (2) ENGL: 2 Rhetoric & Comp 2 (3) PHIL 50: Phil. of Human Nature (3) MATH 071: Elements of Calculus (3) SCIENCE or HIST elective (3) Foreign Language or Non-business elective #2 (3)
SOPHMORE YEAR	LEAD 2: Bus. Leadership Skills (1) MANA 28: Business Statistics (3) ECON 43: Prin. Microeconomics (3) ACCO 30: Financial Accounting (3) THEO elective (3) Foreign Language or Non-business elective #3 (3)	ECON 44: Prin. Macroeconomics (3) ACCO 31: Managerial Accounting (3) PHIL 104: Theory of Ethics (3) Foreign Language or Non-business elective #4 (3) Foreign Language or Non-business elective #5 (3) LIT elective –may be a foreign language LIT (3)
JUNIOR YEAR	FINA 180: Intro to Finance ^A (3) ACCO 120: Intermediate Accounting ^A (3) MARK 140: Intro Marketing ^B (3) MANA 156: Behavior & Organization ^B (3) ECON 108: Applied Economics ^B (3) MANA 120: Info. Technology ^B (3)	LEAD 103: Applying Leadership ^B (1) FINA 181: Investment Analysis ^A (3) FINA 183: Advanced Financial Mgt. ^C (3) FINA 191: Intro to Applied Invest. Mngt. ^A (3) <small>(SUBSTITUTE FOR LEGAL/REG. ELECTIVE)</small> Foreign Language or Non-business elective #6 (3)
SUMMER	AIM INTERNSHIP^D	
SENIOR YEAR	FINA 192: Research and Fin. Analysis ^A (3)* ECON 154: Int'l Currency Markets (3) FINA 189: Fixed Income Securities ^B (3) FINA 194: Invest. Mgt., Ethics, & Society ^A (3) <small>(SUBSTITUTE FOR PHIL 108/MANA 181 REQUIREMENT) *</small> INBU 105 or FINA 105: Internship Grading Period ^{B,D} (3) LEAD 104: Leadership Strategy ^B (1) MANA 170: Supply Chain Mgt. ^B (3)	DIVERSE CULTURE elective ^B – may be a foreign language class (3) FINA 193: Val. and Portfolio Mgt. ^A (3) FINA 188: Financial Derivatives ^B (3) MANA 182: Business Policies ^B (3) FINA 185: International Finance (3) ACCO 141: International Accounting ^B(3)

^A Course must be taken in this semester

^B Course can be taken in either fall or spring semester of the respective year.

^C Course can be taken in either fall of senior year or spring of junior year.

^D If the AIM internship does not qualify as an IB internship, then the student may be required to take an additional IB elective.



College of Business Administration

APPLIED INVESTMENT MANAGEMENT (AIM) Program Description

BACKGROUND: Marquette is home to one of the nation's few undergraduate programs in applied investment management. The AIM program allows a select group of finance majors to get hands-on academic and security analysis experience, including summer internships and an opportunity to actively manage an equity and fixed-income portfolio throughout their senior year. Students will study the core body of knowledge covered in the Chartered Financial Analyst (CFA[®]) Level I exam – preparing them to take the test upon graduation – and begin a career in the money management industry.

As a Marquette IB major, you will study abroad for a semester or year, be proficient in a foreign language (and perhaps earn a minor) and earn a second major. Ours is the only program in the country to combine all of these elements in an undergraduate major. You typically need to distinguish yourself in a business foundation, such as finance, before you can move into the international sector of a firm. That's why we require you to maximize your marketability by having a second business major (finance), which takes four years (with some summer school) to complete.

COURSES: In addition to the regular finance and IB courses, there are four unique AIM courses:

- **Introduction to Applied Investment Management** covers investment policy, securities regulation, and the mechanics of the securities markets and is intended to prepare students for their summer internship.
- **Research and Financial Analysis** provides students a thorough understanding of the key investment tools – quantitative research methods, economic relationships, and financial statement analysis. During this course students will analyze securities and manage an equity and fixed income portfolio.
- **Valuation and Portfolio Management** includes the common approaches to valuing assets, the basic measurements of risk and return, and the key elements of the portfolio management process. Students will continue to manage an investment portfolio, evaluate performance, and prepare reports on the results at the end of the semester.
- **Investment Management, Ethics, and Society** emphasizes how to manage investments in a manner that is both ethical and socially responsible. Students will acquire a thorough understanding of the CFA[®] professional standards of conduct in the application of ethics to the moral dimensions of money management.

REQUIRED INTERNSHIP: Students accepted into the AIM program will be required to complete a summer internship between their junior and senior years. It most likely will not be possible for students to study abroad during their junior or senior years. Also, given the required AIM courses, it will difficult for students to obtain a double major in business in four years.

APPLICATION TO THE AIM PROGRAM: Students apply to the AIM program during the fall semester of their junior year (while enrolled in FINA 180 and ACCO 119 or ACCO 120) and notification of acceptance occurs at the end of the fall semester. If at anytime a student leaves or is dropped from the program, all credits earned at that point will be counted towards the finance major. Acceptance into the program will be based on:

- Grades earned by the beginning of the fall semester of the junior year (GPA \geq 3.0)
- Resume and references
- Application essay
- Interview

Interviews for the summer internships will begin after acceptance into the AIM program.

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