



College of Business Administration  
**APPLIED INVESTMENT MANAGEMENT (AIM)**  
Program Description

**BACKGROUND:** Marquette is home to one of the nation's top 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 equity (domestic and international) and fixed-income portfolios 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.

**COURSES:** In addition to the regular finance 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 actual equity and fixed income portfolios.
- **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 the investment portfolios, 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 are expected to complete a summer internship between their junior and senior years. While possible, students should understand that it will be difficult to study abroad during their junior or senior years while enrolled in AIM. Also, given the required AIM courses, it will be difficult for students to obtain a triple 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 3001 and ACCO 3001) and notification of acceptance occurs before 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:

- Resume & References
- Interview
- Declared Finance major
- Application Essay
- Grades earned by the beginning of the fall semester of the junior year (GPA ≥ 3.0)

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

**CONTACT INFORMATION**

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**College of Business Administration**  
**FINANCE (AIM) MAJORS**  
 Typical Four Year Schedule

**FRESHMEN – Semester #1**

LEAD 1000 (Business Leadership) [1]  
 ENGL 1001 (Rhetoric & Comp. 1) [3]  
 MATH 1390 (Finite Mathematics) [3]  
 THEO 1001 (Intro to Theology) [3]  
 HIST or SCIENCE elective [3]  
 Non-business elective #1 [3] 16

**FRESHMEN – Semester #2**

ENGL 1002 (Rhetoric and Comp. 2) [3]  
 MATH 1400 (Elements of Calculus) [3]  
 PHIL 1001 (Human Nature) [3]  
 HIST or SCIENCE elective [3]  
 Non-business elective #2 [3] 15

**SOPHOMORE – Semester #1**

LEAD 2000 (Business Leadership Skills) <sup>A</sup> [1]  
 MANA 2028 (Business Statistics) or THEO elective [3]  
 ACCO 2030 (Financial Accounting) [3]  
 ECON 2003 (Microeconomics) [3]  
 PHIL 2310 (Ethics) or LIT elective [3]  
 Non Business Elective # 3 [3] 16

**SOPHOMORE – Semester #2**

ACCO 2031 (Managerial Accounting) [3]  
 ECON 2004 (Macroeconomics) [3]  
 MANA 2028 (Business Statistics) or THEO elective [3]  
 Non Business Elective # 4 [3]  
 PHIL 2310 (Ethics) or LIT elective [3]  
 CMST 2300 (Public Speaking) [2] 17

**JUNIOR – Semester #1**

FINA 3001 (Intro to Finance) <sup>B</sup> [3]  
 MARK 3001(Intro to Marketing) <sup>B</sup> [3]  
 INTE 3001(Information Technology) <sup>B</sup> [3]  
 ECON 3001(Applied Economics) <sup>B</sup> [3]  
 LEAD 3000 (Applying Leadership Skills) <sup>A</sup> [1]  
**ACCO 3001 (Intermediate Accounting) [3]** 16

**JUNIOR – Semester #2**

FINA 4011 (Investment Analysis) [3]  
 OSCM 3001 (Supply Chain Mgt.) <sup>B</sup> [3]  
 FINA 4001(Advanced Financial Mgt) [3]  
**FINA 4310 (AIM Introduction) [3]**  
 Non Business Elective # 5 [3]  
 MANA 3001(Behavior & Organization) <sup>B</sup> [3] 18

**REQUIRED SUMMER AIM INTERNSHIP <sup>D</sup>**

**SENIOR – Semester #1**

Diverse Culture Elective <sup>B</sup> [3]  
 AIM Elective <sup>C</sup> [3]  
**FINA 4320: (Research and Fin. Analysis) [3]**  
 ACCO 4080 (Financial Statement) [3]  
**FINA 4065 (Fixed Income) [3]** 15

**SENIOR – Semester #2**

AIM Elective <sup>C</sup> [3]  
 Non Business Elective # 6 [3]  
**FINA 4330 (Valuation / Portfolio) [3]**  
**FINA 4370 (Investment Mgt. / Ethics) [3]**  
 MANA 4101(Strategic Management) <sup>A</sup> [3] 15

<sup>A</sup> Assuming pre-requisites are met, course can be taken in either fall or spring semester of the respective year.

<sup>B</sup> Assuming pre-requisites are met, course can be taken either semester of junior year.

<sup>C</sup> Students must select ONE course from each category below:

- (a) FINA 4112 (Investment Management) **or** FINA 4081 (Investment Banking) **or** FINA 4060 (Financial Derivatives) **or** FINA 4082 (Alternative Investments) **or** ACCO 4020 (Advanced Accounting) **or** ECON 4060 (Introduction to Econometrics).

- (b) ACCO 4040 (International Accounting) or ECON 4044 (International Currency Markets ) or FINA 4040 (International Finance)

<sup>D</sup> Students may earn 3 credits; consult AIM Director

Courses marked in **bold and italic** indicate AIM courses.