



College of Business Administration
**INTERNATIONAL BUSINESS and
APPLIED INVESTMENT MANAGEMENT (IAIM)**
Program Description



MARQUETTE
UNIVERSITY

College of Business Administration
Applied Investment Management

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 an IB major, students will study abroad for a semester or summer session, become proficient in a foreign language (perhaps earning a minor) and acquire a second major. Ours is the only program in the country to combine all of these elements into an undergraduate major. Typically, one must distinguish themselves in a business foundation, such as finance, before moving into the international sector of a firm. Therefore, we require students to maximize their marketability with a second business major, which takes four years (with some summer school) to complete.

The offices of Applied Investment Management (AIM) and International Business Studies (IBS) established the International AIM Program in 2007. This program was designed for double majors in IB and Finance or triple majors in IB, Finance, and Accounting, admitted into the AIM Program. The structure of the IAIM Program allows students to complete their studies with only three additional credits beyond those required for the AIM program. Students in the IAIM program, may be able to complete the required AIM internship in an international setting either in the U.S. or abroad, which would also count as the required study abroad for the IB major.

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 be difficult for students to obtain a triple major in business in four years.

APPLICATION TO THE IAIM PROGRAM: Students apply to the IAIM program during the fall semester of their junior year (while enrolled in FINA 3001 and ACCO 3001) 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:

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

CONTACT INFORMATION

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College of Business Administration
INTERNATIONAL BUSINESS & FINANCE MAJORS WITH IAIM
 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]
F.L. or Non Business Elective # 1 [3] 16

SOPHOMORE – Semester #1

LEAD 2000 (Applying Leadership Skills) ^A [1]
 MANA 2028 (Business Statistics) [3]
 ACCO 2030 (Financial Accounting) [3]
 ECON 2003 (Microeconomics) [3]
 THEO elective [3]
F.L. or Non Business Elective # 3 [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]
F.L. or Non Business Elective # 2 [3] 15

SOPHOMORE – Semester #2

ACCO 2031 (Managerial Accounting) [3]
 ECON 2004 (Macroeconomics) [3]
Diverse Culture (may be F.L.) elective ^A [3]
F.L. or Non Business Elective # 4 [3]
 CMST 2300 (Public Speaking for BUAD) ^A [2]
 PHIL 2310 (Ethics) [3] 17

SUMMER STUDY ABROAD (IB electives #1 & #2) [6]

JUNIOR – Semester #1

ACCO 3001 (Intermediate Accounting) [3]
 FINA 3001 (Intro to Finance) ^B [3]
 MARK 3001 (Intro to Marketing) ^B [3]
 OSCM 3001 (Intro to Supply Chain) ^B [3]
F.L. LIT or LIT elective [3]
 ECON 3001 (Applied Economics) ^B [3]
 ACCO 3001 (Intermediate Accounting) [3] 18

JUNIOR – Semester #2

MANA 3001 (Behavior & Organization) ^B [3]
 FINA 4011 (Investment Analysis) [3]
 FINA 4001 (Advanced Financial Mgt) [3]
 INTE 3001 (Information Technology) ^B [3]
F.L. or Non Business Elective # 5 [3]
FINA 4310 (Introduction to AIM) [3] 18

SUMMER IAIM INTERNSHIP

SENIOR – Semester #1

LEAD 3000 (Leadership Strategy) ^A [1]
FINA 4320 (Research and Analysis) [3]
ECON 4044 (International Economics) (IB #3) [3]
 FINA 4065 (Fixed Income) [3]
 ACCO 4080 (Financial Statement) [3]
F.L. or Non Business Elective # 6 [3] 16

SENIOR – Semester #2

FINA 4060 (Financial Derivatives) [3]
ACCO 4040 OR FINA 4040 (IB #4) [3]
FINA 4330 (Valuation / Portfolio) [3]
FINA 4370 (Investment Mgt. / Ethics) [3]
 MANA 4101 (Strategic Management) ^A [3]
INBU 4986 or FINA 4986 (Internship) ^C [3] 18

IAIM + Double Major (INTERNATIONAL BUSINESS/FINANCE) =

134 Total Credits

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

^B Assuming pre-requisites are met, course can be taken either semester of junior year.

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

Courses marked in **bold/underline** indicate IB courses.

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