

# Accelerating Ingenuity in Markets, Major

**Program Director: Joseph Wall, Ph.D.**

The curriculum for the undergraduate Accelerating Ingenuity in Markets (AIM) major prepares ethical future business leaders to apply logic and creativity to develop, refine, and evaluate business opportunities. All aspects of business are essential in understanding how organizations work and ensuring financial sustainability is achieved with integrity. AIM, therefore, pulls from nearly all disciplines to focus on an education founded on disruptive value creation.

## Accelerating Ingenuity in Markets

Students studying Accelerating Ingenuity in Markets (referred to as AIM) must complete an additional primary major within the College of Business. This major can be completed without a concentration, or a student can pursue one of two possible concentrations: AIM CFA: Investments or AIM Applied FinTech: AI and Business Intelligence.

In all three options, one internship experience is required, and ten hours of community service per term are required.

Students are encouraged to apply to the AIM program when they are ready, typically during freshman year or at the beginning of the fall term of their sophomore year. Acceptance into this major and any associated concentrations is limited and based on:

- Overall academic performance
- Strong performance in courses relevant to investments and disruptive technologies (e.g., accounting, analytics, economics, engineering, ethics, finance, math, programming, science, sales)
- A project, one-pager, or essay demonstrating interest
- Resume
- Interview

For more information on the AIM program contact the AIM program executive director, Dr. Joseph Wall at 414-288-7245 or joseph.wall@marquette.edu. Or click here (<https://marquette.edu/business/aim/application.php>) to learn more and apply; <https://marquette.edu/business/aim/application.php>.

## Specific Accelerating Ingenuity in Markets Course Requirements:

### AIM No Concentration

Code	Title	Hours
ACCO 4080	Analysis of Financial Statements	3
or FINA 4075	FinTech Foundations and Applications	
AIM 4400	Applied Ingenuity, Analytics, and Valuation	3
or AIM 4310	Sector and Company Investment Analysis	
AIM 4440	Valuing and Communicating a Market Disrupting Idea	3
or AIM 4430	Constructing and Communicating Advanced Applications and Valuation of FinTech	
or AIM 4330	Advanced Research Techniques for Investment Analysis	
FINA 4370	Sustainable Finance	3
or AIM 4470	Applied Regulatory Technology and Quantifying the Ethical Implications of Financial Investments	
Choose one of the following:		3
AIM 4320	Identifying, Valuing and Communicating Investment Opportunities	
AIM 4931	Topics in Accelerating Ingenuity in Markets	
AIM 4995	Independent Study in Accelerating Ingenuity in Markets	
BUAN 3065	Business Analytics 1: Data Definition, Preparation, Descriptive Analytics	
ECON 4060	Introduction to Econometrics	
ENTP 4010	New Venture Creation	
FINA 4002	Commercial Real Estate Finance	
HURE 4101	Strategic Human Resource Management	
INSY 4053	Project Management	
INSY 4054	Emerging Technologies	
MANA 3034	Negotiation	
MANA 3035	Leading for Inclusion	

MARK 4094	Professional Selling	
OSCM 4060	Supply Chain Analytics	
Other electives possible through consultation with the program director.		
Upper Division Business Electives (courses completed in primary major)		15
AIM 4996	AIM Being the Difference	1
<b>Total Credit Hours:</b>		<b>31</b>

**Note:** Any waivers/transfers of course requirements must be approved by both the AIM program director and the assistant dean for undergraduate programs.

a. All students in the AIM program (any AIM major) must complete an internship experience during their time at Marquette University. Courses that satisfy this requirement include: AIM 3986 Accelerating Ingenuity in Markets Internship - Work Period (0 credit), AIM 4986 Accelerating Ingenuity in Markets Internship - Grading Period (3 credits), AIM 4989 Applied Ingenuity in Markets Internship Work and Grading Period (3 credits), or another approved College of Business Administration 4986/4989 course (3 credits). Questions about the Internship for Credit process should be directed to the Business Career Center and AIM executive director.

b. Students must complete 10 hours of community service per term, monitored by the AIM program executive director.

c. A Non-Fungible Token (NFT) is issued by the AIM program certifying completion of the AIM major.

### AIM CFA: INVESTMENTS Concentration

AIM CFA: Investments allows a select group of finance majors to get hands-on academic and financial analysis experience, including an opportunity to actively manage domestic and international equity and fixed-income portfolios. It is designed for students interested in becoming Chartered Financial Analysts (CFAs), preparing them to begin a career in the money management industry. CFA: Investments, therefore, is rooted in the foundations of valuation.

Students in the CFA: Investments Concentration must also have a declared primary major in Finance (15 credits).

Code	Title	Hours
ACCO 3001	Intermediate Accounting I	3
ACCO 4080	Analysis of Financial Statements	3
AIM 4310	Sector and Company Investment Analysis	3
AIM 4320	Identifying, Valuing and Communicating Investment Opportunities	3
AIM 4330	Advanced Research Techniques for Investment Analysis	3
FINA 4065	Fixed Income Securities	3
FINA 4075	FinTech Foundations and Applications	3
FINA 4370	Sustainable Finance	3
or AIM 4470	Applied Regulatory Technology and Quantifying the Ethical Implications of Financial Investments	
International Course - Choose one of the following:		3
ACCO 4040	International Accounting	
ECON 4040	International Economic Issues	
ECON 4044	Global Integration of Financial Sectors	
ECON 4045	Comparative Economic Systems	
ECON 4046	International Trade	
ECON 4080	Money, Banking and Monetary Policy	
FINA 4040	International Finance	
ACCOI 4931	Topics in Accounting-International	
FINAI 4931	Topics in Finance-International	
INBUI 4931	Topics in International Business-International	
AIM 4996	AIM Being the Difference	1
Upper Division Business Electives included in the Finance primary major		9-15
<b>Total Credit Hours:</b>		<b>37-43</b>

**Note:** Any waivers/transfers of course requirements must be approved by both the AIM program executive director and the assistant dean for undergraduate programs.

- a. Students accepted into the CFA: Investments concentration must earn a B- or better in all primary and secondary major requirements (including FINA 3001 Introduction to Financial Management, FINA 4001 Advanced Financial Management, FINA 4011 Investment Analysis, and AIM 4996 AIM Being the Difference).
- b. All CFA: Investments concentration students must complete an internship experience during their time at Marquette University. Courses that satisfy this requirement include: AIM 3986 Accelerating Ingenuity in Markets Internship - Work Period (0 credit), AIM 4986 Accelerating Ingenuity in Markets Internship - Grading Period (3 credits), AIM 4989 Applied Ingenuity in Markets Internship Work and Grading Period (3 credits), or another approved College of Business Administration 4986/4989 course (3 credits). Questions about the Internship for Credit process should be directed to the Business Career Center and the AIM program executive director.
- c. All students in the CFA: Investments concentration must complete 10 hours of community service per term, monitored by the AIM executive director.
- d. Maintain a minimum cumulative GPA of 3.000 during the entire program. Failure to meet academic standards in any term may result in the student being dropped from the AIM major.
- e. If at any time a student leaves or is dropped from the CFA: Investments concentration, all credits earned at that point are applied towards degree requirements to complete a student's primary major or to requirements in the business administration major.
- f. A Non-Fungible Token (NFT) is issued by the AIM program certifying completion of the AIM major.
- g. Dual enrollment in both concentrations (CFA: Investments and Applied FinTech: AI and Business Intelligence) is not permitted.

### AIM APPLIED FINTECH: AI AND BUSINESS INTELLIGENCE Concentration

AIM Applied FinTech: AI and Business Intelligence allows a select group of Marquette students to get hands-on experience using, developing, and refining high potential disruptive technologies for financial advantage. Disruptive technologies have the potential to change the world as we know it. Thus, Applied FinTech: AI and Business Intelligence is focused on ethical value creation.

Code	Title	Hours
AIM 4410	Identifying, Building, Creating and Communicating FinTech Opportunities	3
AIM 4420	Automating, Programming, Forecasting, and Generating Disruptive FinTech Intelligence	3
AIM 4430	Constructing and Communicating Advanced Applications and Valuation of FinTech	3
FINA 4075	FinTech Foundations and Applications	3
FINA 4370	Sustainable Finance	3
or AIM 4470	Applied Regulatory Technology and Quantifying the Ethical Implications of Financial Investments	
AIM 4996	AIM Being the Difference	1
Upper Division Business Electives (courses completed in primary major)		15
<b>Total Credit Hours:</b>		<b>31</b>

**Note:** Any waivers/transfers of course requirements must be approved by both the AIM program executive director and the assistant dean for undergraduate programs.

- a. Students accepted into the Applied FinTech: AI and Business Intelligence concentration must earn a B- or better in AIM major specific courses (including AIM 4410 Identifying, Building, Creating and Communicating FinTech Opportunities, FINA 4075 FinTech Foundations and Applications, AIM 4996 AIM Being the Difference).
- b. All Applied FinTech: AI and Business Intelligence concentration students must complete an internship experience during their time at Marquette University. Courses that satisfy this requirement include: AIM 3986 Accelerating Ingenuity in Markets Internship - Work Period (0 credit), AIM 4986 Accelerating Ingenuity in Markets Internship - Grading Period (3 credits), AIM 4989 Applied Ingenuity in Markets Internship Work and Grading Period (3 credits), or another approved College of Business Administration 4986/4989 course (3 credits). Questions about the Internship for Credit process should be directed to the Business Career Center and the AIM program executive director.
- c. All students in the Applied FinTech: AI and Business Intelligence concentration must complete 10 hours of community service per term, monitored by the AIM program executive director.
- d. Maintain a minimum cumulative GPA of 3.000 during the entire program. Failure to meet academic standards in any term may result in the student being dropped from the AIM major.
- e. If at any time a student leaves or is dropped from the Applied FinTech: AI and Business Intelligence concentration, all credits earned at that point are applied towards degree requirements to complete a student's primary major or to requirements in the business administration major.
- f. A Non-Fungible Token (NFT) is issued by the AIM Program certifying completion of the AIM major.
- g. Dual enrollment in both concentrations (CFA: Investments and Applied FinTech: AI and Business Intelligence) is not permitted.

**AIM 3986 Accelerating Ingenuity in Markets Internship - Work Period (0 credits)**

SNC/UNC grade assessment.

*Prerequisite:* AIM major; cons. of prog. dir. and cons. of Business Career Center.

*Level of Study:* Undergraduate

*Last four terms offered:* 2024 Summer Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=AIM%203986>)

**AIM 4310 Sector and Company Investment Analysis (3 credits)**

Focuses on sector and investment research and analysis and foundational components of applied investing. After successful completion, a student should be able to perform basic equity research, analyze market sectors, analyze organizations financially and create financial models to value organizations.

*Prerequisite:* FINA 3001; ACCO 4080, which may be taken concurrently; AIM major, or cons. of instr.

*Level of Study:* Undergraduate

*Last four terms offered:* 2023 Fall Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=AIM%204310>)

**AIM 4320 Identifying, Valuing and Communicating Investment Opportunities (3 credits)**

Focuses on sector and investment research and analysis, foundational components of applied investing. After successfully completing this course, a student should be able to create financial models useful for sensitivity analysis, create financial models to value organizations, identify misvalued investment opportunities, and communicate an investment opportunity effectively.

*Prerequisite:* AIM 4310 or cons. of instr.

*Level of Study:* Undergraduate

*Last four terms offered:* 2024 Spring Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=AIM%204320>)

**AIM 4330 Advanced Research Techniques for Investment Analysis (3 credits)**

Focuses on sector and investment research and analysis, foundational components of applied investing. After successfully completing this course, a student should be able to build complex scenario analysis models, utilize advanced valuation methods to value opportunities, utilize statistics to conduct factor analysis, utilize alternative data and artificial intelligence, and analyze the AIM portfolios.

*Prerequisite:* AIM 4320 or cons. of instr.

*Level of Study:* Undergraduate

*Last four terms offered:* 2023 Fall Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=AIM%204330>)

**AIM 4400 Applied Ingenuity, Analytics, and Valuation (3 credits)**

Students learn to identify market opportunities, use analytics to disrupt the market and creatively solve financial problems in a novel manner to quantitatively value a financial opportunity. Students communicate a business use case for the opportunity and have the ability to participate in building, operationalizing and generating profits from a novel financial technology.

*Prerequisite:* Soph. stndg.

*Level of Study:* Undergraduate

*Last four terms offered:* 2023 Fall Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=AIM%204400>)

**AIM 4410 Identifying, Building, Creating and Communicating FinTech Opportunities (3 credits)**

Begin to become an expert in specific areas of FinTech, such as Machine Learning and Artificial Intelligences, Neural Networks and Natural Language Processing, Smart Contracts, Cryptocurrencies and Digital Assets, Decentralized Finance, Distributed Ledgers and Blockchain, FraudTech, InsureTech, Internet of Behaviors, Layer 0 protocols, Machine Learning and Artificial Intelligences, Neural Networks and Natural Language Processing, and Smart Contracts. Read white papers and financial statements, learn to identify financial opportunities and communicate a business use case for a specific FinTech application.

*Prerequisite:* FINA 4075 or FINA 5075; AIM major; or cons. of instr.

*Level of Study:* Undergraduate

*Last four terms offered:* 2023 Fall Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=AIM%204410>)

**AIM 4420 Automating, Programming, Forecasting, and Generating Disruptive FinTech Intelligence (3 credits)**

Become an expert in generating disruptive business intelligence through techniques using artificial intelligence in areas including RegTech, Random Forests and Machine Learning, automating data science, advanced valuation techniques, blockchain auditing and exploration, data visualization, data mining, data analytics, robotic process automation and programming. Quantify insights and communicate this effectively in forecasts and reports.

*Prerequisite:* AIM 4410; AIM major; or cons. of instr.

*Level of Study:* Undergraduate

*Last four terms offered:* 2024 Spring Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=AIM%204420>)

**AIM 4430 Constructing and Communicating Advanced Applications and Valuation of FinTech (3 credits)**

Become an expert in communicating, applying, and valuing specific Financial Technologies. Use stackable modules using AI to help perform advanced data science, resulting in self-adapting, self-creating mathematics, and the continued development of a technology. Use foundational valuation techniques learned in AIM to develop novel methods of communicating an investment thesis. Demonstrate and apply technologies in conjunction with pitching ideas in written and oral form in a manner open to public scrutiny.

*Prerequisite:* AIM 4420; AIM major; or cons. of instr.

*Level of Study:* Undergraduate

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=AIM%204430>)

**AIM 4440 Valuing and Communicating a Market Disrupting Idea (3 credits)**

Students become experts in communicating, applying and valuing market disruptors. Students use foundational valuation techniques learned in AIM to develop novel methods of communicating an investment thesis. Students pitch their ideas in written and oral form in a manner open to public scrutiny.

*Prerequisite:* AIM 4400, AIM major, or cons of instr.

*Level of Study:* Undergraduate

*Last four terms offered:* 2024 Spring Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=AIM%204440>)

**AIM 4470 Applied Regulatory Technology and Quantifying the Ethical Implications of Financial Investments (3 credits)**

Students understand regulatory technologies ("RegTech") and the ethical implications of investment and financial technologies. Specific attention is given to applying ethics to the intersection of humans, robots and artificial intelligences. Students quantify governance protocols, cryptographic methodology, security standards and ethical issues affecting their investment choice. Students discover, apply and/or create RegTech capable of helping solve ongoing issues.

*Prerequisite:* AIM major or cons. of instr.

*Level of Study:* Undergraduate

*Last four terms offered:* 2024 Spring Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=AIM%204470>)

**AIM 4931 Topics in Accelerating Ingenuity in Markets (1-3 credits)**

Topics vary.

*Prerequisite:* AIM major.

*Level of Study:* Undergraduate

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=AIM%204931>)

**AIM 4986 Accelerating Ingenuity in Markets Internship - Grading Period (3 credits)**

S/U grade assessment.

*Prerequisite:* AIM 3986; cons. of prog. dir. and cons. of Business Career Center.

*Level of Study:* Undergraduate

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=AIM%204986>)

**AIM 4989 Applied Ingenuity in Markets Internship Work and Grading Period (3 credits)**

S/U grade assessment.

*Prerequisite:* AIM major; cons. of prog. dir. and cons. of Business Career Center.

*Level of Study:* Undergraduate

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=AIM%204989>)

**AIM 4995 Independent Study in Accelerating Ingenuity in Markets (1-4 credits)**

Faculty-supervised, independent study/research of a specific area or topic in Accelerating Ingenuity in Markets.

*Prerequisite:* Cons. of dept. ch.

*Level of Study:* Undergraduate

*Last four terms offered:* 2023 Fall Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=AIM%204995>)

**AIM 4996 AIM Being the Difference (1 credits)**

Students participate in community service initiatives for a minimum of ten hours each term beginning in the spring of their Sophomore year. Students identify an area of passion they have to help others, locate or create an organization matching this passion and make a difference in the world. Students effectively communicate their experiences and outcomes in their Senior year.

*Prerequisite:* AIM major or cons. of instr.

*Level of Study:* Undergraduate

*Last four terms offered:* 2024 Spring Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=AIM%204996>)

## University Policies

- Academic Advising (<https://bulletin.marquette.edu/policies/academic-advising/>)
- Academic Censure - Undergraduate (<https://bulletin.marquette.edu/policies/academic-censure/undergraduate/>)
- Academic Integrity (<https://bulletin.marquette.edu/policies/academic-integrity/>)

- Academic Misconduct (<https://bulletin.marquette.edu/policies/academic-misconduct-policy/>)
- Academic Program Definitions (<https://bulletin.marquette.edu/policies/academic-programs-defined/>)
- Academic Standing (<https://bulletin.marquette.edu/policies/academic-standing/>)
- Accelerated Degree Programs (<https://bulletin.marquette.edu/policies/accelerated-degree-programs/>)
- Advanced Standing Credit - Undergraduate (<https://bulletin.marquette.edu/policies/advanced-standing-undergraduate/>)
- Attendance - Undergraduate (<https://bulletin.marquette.edu/policies/attendance/undergraduate/>)
- Audit - Undergraduate (<https://bulletin.marquette.edu/policies/audit/>)
- Awarding Diplomas and Certificates (<https://bulletin.marquette.edu/policies/awarding-diplomas-certificates/>)
- Background Checks, Drug Testing (<https://bulletin.marquette.edu/policies/background-checks-drug-testing/>)
- Class Rank (<https://bulletin.marquette.edu/policies/class-rank/>)
- Classification - Undergraduate (<https://bulletin.marquette.edu/policies/classification-undergraduate/>)
- Commencement (<https://bulletin.marquette.edu/policies/commencement/>)
- Conferral of Degrees and Certificates (<https://bulletin.marquette.edu/policies/conferral-degrees-certificates/>)
- Course Levels (<https://bulletin.marquette.edu/policies/course-levels/>)
- Credit Hour (<https://bulletin.marquette.edu/policies/credit/>)
- Credit Load - Undergraduate (<https://bulletin.marquette.edu/policies/credit-load/undergraduate/>)
- Examinations (Midterm and Final) - Undergraduate (<https://bulletin.marquette.edu/policies/examinations-midterm-final-undergraduate/>)
- Faculty Grading (<https://bulletin.marquette.edu/policies/faculty-grading/>)
- Family Education Rights and Privacy Act-FERPA (<https://bulletin.marquette.edu/policies/ferpa/>)
- Grade Appeals (<https://bulletin.marquette.edu/policies/grade-appeals/>)
- Grading System - Undergraduate and Health Science Professional (<https://bulletin.marquette.edu/policies/grading-system/undergraduate-healthscienceprofessional/>)
- Graduation - Undergraduate (<https://bulletin.marquette.edu/policies/graduation/undergraduate/>)
- Immunization and Tuberculosis Screening Requirements (<https://bulletin.marquette.edu/policies/immunization-and-tuberculosis-screening/>)
- Last Date of Attendance/Activity (<https://bulletin.marquette.edu/policies/last-dateof-attendance-activity/>)
- Major and Minor Declaration - Undergraduate (<https://bulletin.marquette.edu/policies/major-declaration/>)
- Medical Withdrawal (<https://bulletin.marquette.edu/policies/medical-withdrawal/>)
- Military Call to Active Duty or Training (<https://bulletin.marquette.edu/policies/militarycall-active-duty-training/>)
- Non-Degree Undergraduate Students (<https://bulletin.marquette.edu/policies/non-degree-undergraduate-students/>)
- Readmission - Undergraduate (<https://bulletin.marquette.edu/policies/readmission/>)
- Registration - Undergraduate (<https://bulletin.marquette.edu/policies/registration/undergraduate/>)
- Repeated Courses - Undergraduate (<https://bulletin.marquette.edu/policies/repeated-courses/undergraduate/>)
- Second Language Course Placement - Undergraduate (<https://bulletin.marquette.edu/policies/second-language-course-placement-undergraduate/>)
- Second/Additional Bachelor Degree (<https://bulletin.marquette.edu/policies/second-additional-bachelor-degree/>)
- Student Data Use and Privacy (<https://bulletin.marquette.edu/policies/student-data-use-privacy/>)
- Study at Other Institutions - Undergraduate (<https://bulletin.marquette.edu/policies/study-institutions/>)
- Transcripts-Official (<https://bulletin.marquette.edu/policies/transcripts-official/>)
- Transfer (Internal) to Another Undergraduate College within the University (<https://bulletin.marquette.edu/policies/transfer-internal-another-undergraduate-college-within-university/>)
- Transfer Course Credit - Undergraduate (<https://bulletin.marquette.edu/policies/transfer-course-credit-policy/undergraduate/>)
- Withdrawal - Undergraduate (<https://bulletin.marquette.edu/policies/withdrawals/undergraduate/>)

## College of Business Administration Policies

- Academic Dismissal/Probation/Academic Alert (CAA) (<https://bulletin.marquette.edu/business-administration/policies/dismissal-probation-alert/>)
- Academic Load (<https://bulletin.marquette.edu/business-administration/policies/academic-load/>)
- Accelerated Degree Program (ADP) (<https://bulletin.marquette.edu/business-administration/policies/accelerated-degree-program/>)
- Attendance (<https://bulletin.marquette.edu/business-administration/policies/attendance/>)
- CR/NC Option (<https://bulletin.marquette.edu/business-administration/policies/crnc-option/>)
- Declaration of Major (<https://bulletin.marquette.edu/business-administration/policies/declaration-major/>)
- Degrees Offered (<https://bulletin.marquette.edu/business-administration/policies/degrees-offered/>)
- Grade Appeals (<https://bulletin.marquette.edu/business-administration/policies/grade-appeals/>)
- Grade Minimums (<https://bulletin.marquette.edu/business-administration/policies/grade-minimums/>)

- Independent Study Courses (<https://bulletin.marquette.edu/business-administration/policies/independent-study-courses/>)
- Transfer Course Study Approval (<https://bulletin.marquette.edu/business-administration/policies/transfer-course-study-approval/>)
- Transfer Students (<https://bulletin.marquette.edu/business-administration/policies/transfer-students/>)