

Accelerating Ingenuity in Markets, Major

Program Director: Joseph Wall, Ph.D.

The curriculum for the undergraduate Accelerating Ingenuity in Markets (AIIM) 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. AIIM, 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 (AIIM) must complete an additional primary major within the College of Business. The AIIM major can be completed without a concentration, or a student can pursue one of two possible concentrations: AIIM CFA concentration or AIIM FinTech concentration.

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

Students apply to AIIM 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)
- Essay
- Resume, letters of recommendation
- Interview

For more information on the AIIM major and concentrations, contact the AIIM executive director, Dr. Joseph Wall at 414-288-7245 or joseph.wall@marquette.edu.

Specific Accelerating Ingenuity in Markets Course Requirements:

AIIM No Concentration

Code	Title	Hours
ACCO 4080 or FINA 4075	Analysis of Financial Statements FinTech Foundations and Applications	3
AIIM 4400 or AIIM 4310	Applied Ingenuity, Analytics, and Valuation Sector and Company Investment Analysis	3
AIIM 4440 or AIIM 4430 or AIIM 4330	Valuing and Communicating a Market Disrupting Idea Constructing and Communicating Advanced Applications and Valuation of FinTech Advanced Research Techniques for Investment Analysis	3
FINA 4370 or AIIM 4470	Sustainable Finance Applied Regulatory Technology and Quantifying the Ethical Implications of Financial Investments	3
Choose one of the following:		3
AIIM 4320	Identifying, Valuing and Communicating Investment Opportunities	
AIIM 4931	Topics in Accelerating Ingenuity in Markets	
AIIM 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	
HURE 4101	Strategic Human Resource Management	
INSY 4053	Project Management	
INSY 4054	Emerging Technologies	
MANA 3034	Negotiation	
MANA 3035	Diversity in Organizations	
MARK 4094	Professional Selling	
OSCM 4060	Supply Chain Analytics	

REAL 4002	Commercial Real Estate Finance	
or FINA 4002	Commercial Real Estate Finance	
AIIM 4996	AIIM Being the Difference	1
Upper Division Business Electives (courses completed in primary major)		15
Total Credit Hours:		31

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

a. All AIIM majors must complete an internship experience during their time at Marquette University. Courses that satisfy this requirement include: AIIM 3986 Accelerating Ingenuity in Markets Internship - Work Period (0 credit), AIIM 4986 Accelerating Ingenuity in Markets Internship - Grading Period (3 credits), AIIM 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 AIIM executive director.

b. All students in AIIM must complete 10 hours of community service per term, monitored by the AIIM executive director

c. A Non-Fungible Token (NFT) is issued by AIIM certifying completion of the major and concentration.

AIIM CFA Concentration

AIIM CFA allows a select group of finance majors to get hands-on academic and financial analysis experience, including an opportunity to actively manage domestic, 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. AIIM CFA, therefore, is rooted in the foundations of valuation.

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

Code	Title	Hours
ACCO 3001	Intermediate Accounting	3
ACCO 4080	Analysis of Financial Statements	3
AIIM 4310	Sector and Company Investment Analysis	3
AIIM 4320	Identifying, Valuing and Communicating Investment Opportunities	3
AIIM 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 AIIM 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	
AIIM 4996	AIIM Being the Difference	1
Upper Division Business Electives included in the Finance primary major		9-15
Total Credit Hours:		37-43

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

a. Students accepted into the CFA 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 AIIM 4996 AIIM Being the Difference).

b. All AIIM CFA concentration students must complete an internship experience during their time at Marquette University. Courses that satisfy this requirement include: AIIM 3986 Accelerating Ingenuity in Markets Internship - Work Period (0 credit), AIIM 4986 Accelerating Ingenuity in Markets Internship - Grading Period (3 credits), AIIM 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 AIIM executive director.

- c. All students in the AIIM CFA Concentration must complete 10 hours of community service per term, monitored by the AIIM 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 AIIM major.
- e. If at any time a student leaves or is dropped from the AIIM CFA 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 AIIM certifying completion of the major and concentration.
- g. Dual enrollment in both concentrations (CFA and FinTech) is not permitted.

AIIM FINTECH Concentration

AIIM FinTech 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, AIIM FinTech is focused on ethical value creation.

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

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

- a. Students accepted into the FinTech concentration must earn a B- or better in AIIM major specific courses (including AIIM 4410 Identifying, Building, Creating and Communicating FinTech Opportunities, FINA 4075 FinTech Foundations and Applications, AIIM 4996 AIIM Being the Difference).
- b. All AIIM FinTech concentration students must complete an internship experience during their time at Marquette University. Courses that will satisfy this requirement include: AIIM 3986 Accelerating Ingenuity in Markets Internship - Work Period (0 credit), AIIM 4986 Accelerating Ingenuity in Markets Internship - Grading Period (3 credits), AIIM 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 AIIM executive director.
- c. All students in the AIIM FinTech Concentration must complete 10 hours of community service per term, monitored by the AIIM 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 AIIM major.
- e. If at any time a student leaves or is dropped from the AIIM FinTech 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 AIIM certifying completion of the major & concentration.
- g. Dual enrollment in both concentrations (CFA and FinTech) is not permitted.

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

SNC/UNC grade assessment.

Prerequisite: AIIM 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=AIIM%203986>)

AIIM 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; AIIM major, or cons. of instr.

Level of Study: Undergraduate

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

AIIM 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: AIIM 4310 or cons. of instr.

Level of Study: Undergraduate

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

AIIM 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 AIIM portfolios.

Prerequisite: AIIM 4320 or cons. of instr.

Level of Study: Undergraduate

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

AIIM 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

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

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

Students become experts in specific areas of FinTech, such as but not limited to Cryptocurrencies and Digital Assets, Decentralized Finance, Distributed Ledgers and Blockchain, FraudTech, Insuretech, the Internet of Behaviors, Layer 0 protocols, Machine Learning and Artificial Intelligences, Neural Networks and Natural Language Processing, and Smart Contracts. Students read white papers and financial statements, learn to identify financial opportunities and communicate a business use case for a specific FinTech application. Next, students build, operationalize and generate profits from a novel Financial Technology.

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

Level of Study: Undergraduate

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

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

Students become experts in generating disruptive business intelligence through techniques such as but not limited to blockchain auditing and exploration, data visualization, data mining, data analytics, robotic process automation, programming and applying machine learning to artificial intelligences. Students quantify their insights and communicate this effectively in forecasts and reports.

Prerequisite: AIIM 4410; AIIM major; or cons. of instr.

Level of Study: Undergraduate

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

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

Students become experts in communicating, applying and valuing specific Financial Technologies. Students use foundational valuation techniques learned in AIIM to develop novel methods of communicating an investment thesis. Students demonstrate and apply their technologies in conjunction with pitching their ideas in written and oral form in a manner open to public scrutiny.

Prerequisite: AIIM 4420; AIIM major; or cons. of instr.

Level of Study: Undergraduate

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

AIIM 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 AIIM 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: AIIM 4400, AIIM major, or cons of instr.

Level of Study: Undergraduate

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

AIIM 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: AIIM major or cons. of instr.

Level of Study: Undergraduate

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

AIIM 4931 Topics in Accelerating Ingenuity in Markets (3 credits)

Topics vary.

Prerequisite: AIIM major.

Level of Study: Undergraduate

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

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

S/U grade assessment.

Prerequisite: AIIM 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=AIIM%204986>)

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

S/U grade assessment.

Prerequisite: AIIM 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=AIIM%204989>)

AIIM 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

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

AIIM 4996 AIIM 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: AIIM major or cons. of instr.

Level of Study: Undergraduate

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