

# PLAN YOUR MAJOR

## Accelerating Ingenuity in Markets (AIM)

MARQUETTE UNIVERSITY  
BUSINESS

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.

Declare the AIM Major OR AIM Major + CFA Investments Concentration (application and admission required) OR AIM Major + Applied Fintech Concentration (application and admission required). A separate document is available for those pursuing the AIM CFA Investments Concentration.

### Secondary Major Only - Must be paired with a different Primary Major in Business

#### AIM MAJOR - GENERAL COURSE REQUIREMENTS:

- **ACCO 4080 ANALYSIS OF FINANCIAL STATEMENTS OR ACCO 5080**  
Prereq: ACCO 3001; or admittance into the AIM major or Commercial Banking Program  
OR **FINA 4075 FINTECH FNDTS & APPLICATIONS OR FINA 5075** Prereq: FINA 3001
- **AIM 4400 APPLIED INGENUITY, ANALYTICS & VALUATION** Prereq: So. Stndg.
- **AIM 4440 VALUING & COMMUNICATING A MARKET DISRUPTING IDEA**  
Prereq: AIM 4400, AIM Major, or instructor consent
- **AIM 4470 APPLIED REGULATORY TECH & QUANTIFYING THE ETHICAL IMPLICATIONS OF FINANCIAL INVESTMENTS** Prereq: AIM Major **E**

#### ONE OF THE FOLLOWING:

- **AIM 4320 IDENTIFYING, VALUING & COMMUNICATING INVESTMENT OPPORTUNITIES** Prereq: AIM 4310, or instructor consent **A**
- **AIM 4931 TOPICS IN AIM** Prereq: AIM Major
- **BUAN 3065 BUSINESS ANALYTICS 1: DATA DEFINITION, PREPARATION, DESCRIPTIVE ANALYTICS** Prereq: C or better in BUAD 1560 **A**
- **ECON 4060 INTRODUCTION TO ECONOMETRICS** Prereqs: ECON 3003 and BUAD 1560 **A**
- **ENTP 4010 NEW VENTURE ACCELERATION** Prereq: ENTP 3001
- **FINA 4002 COMMERCIAL REAL ESTATE FINANCE** Prereq: FINA 3001
- **HURE 4101 STRATEGIC HUMAN RESOURCES MANAGEMENT** Prereq: HURE 3001
- **INSY 4053 PROJECT MANAGEMENT** Prereq: INSY 3001
- **INSY 4054 EMERGING TECHNOLOGIES** Prereqs: INSY 3001 & INSY 4051
- **MANA 3034 NEGOTIATION** Prereq: Jr. Stndg.
- **MANA 3035 LEADING FOR INCLUSION** Prereq: Jr. Stndg. **ESSV2**
- **MARK 4094 PROFESSIONAL SELLING** Prereq: MARK 3001
- **OSCM 4060 SUPPLY CHAIN ANALYTICS** Prereq: OSCM 3001 **A**
- **REAL 3001 INTRODUCTION TO COMMERCIAL REAL ESTATE** Prereqs: ECON 1103, ACCO 1030
- Other electives possible with approval

And, **AIM 4996 AIM BEING THE DIFFERENCE** Prereq: AIM Major

**ADDITIONAL UPPER DIVISION BUSINESS ELECTIVES\*** AT LEAST 15 CREDITS (courses completed in primary major)

#### KEY:

**Bold Course** = Option in Fall 2025 / **A** = Analytics Structured Elective / **C** = Core Enhancement Structured Elective / **E** = Ethics Structured Elective / **ESSV2** = Engaging Social Systems & Values 2 Course

### ACCELERATING INGENUITY IN MARKETS CONTACTS:

General Inquiries  
*Dr. Joseph Wall*

#### LINKS:



MAJOR OVERVIEW



BULLETIN

#### APPLIED FINTECH CONCENTRATION REQUIREMENTS:

- **AIM 4410 ID'ING, BUILDING, CREATING & COMMUNICATING FINTECH OPPS** Prereq: FINA 4075 or FINA 5075, can be concurrent; AIM Major; or instructor consent
- **AIM 4420 AUTOMATING, PROGRAMMING, FORECASTING, & GENERATING DISRUPTIVE FINTECH INTELLIGENCE** Prereq: AIM 4410; AIM Major; or instructor consent **A**
- **AIM 4430 CONSTRUCTING & COMMUNICATING ADVANCED APPLICATIONS & VALUATION OF FINTECH** Prereq: AIM 4420; AIM Major; or instructor consent
- **FINA 4075 FINTECH FNDTS & APPLICATIONS OR FINA 5075** Prereq: FINA 3001
- **AIM 4470 APPLIED REGULATORY TECH & QUANTIFYING THE ETHICAL IMPLICATIONS OF FIN. INVESTMENTS** Prereq: AIM Major **E**
- **AIM 4996 AIM BEING THE DIFFERENCE** Prereq: AIM Major

**ADD'T'L UPPER DIVISION BUSINESS ELECTIVES\*** AT LEAST 15 CREDITS (courses completed in primary major)

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## AIM Major

### CFA: Investments Concentration

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**Secondary Major Only - Must be paired with at least Finance as a Primary Major in Business**

#### AIM MAJOR - CFA: INVESTMENTS CONCENTRATION COURSE REQUIREMENTS:

- **ACCO 3001 INTERMEDIATE ACCOUNTING I** Prereq: ACCO 1031; BUAD 1060, which may be taken concurrently
- **ACCO 4080 ANALYSIS OF FINANCIAL STATEMENTS** Prereq: ACCO 3001; or admittance into the AIM major or Commercial Banking Program
- **AIM 4310 SECTOR & COMPANY INVESTMENT ANALYSIS** Prereqs: FINA 3001; ACCO 4080, which may be taken concurrently; AIM Major, or instructor consent
- **AIM 4320 IDENTIFYING, VALUING & COMMUNICATING INVESTMENT OPPORTUNITIES** Prereq: AIM 4310 or instructor consent **A**
- **AIM 4330 ADVANCED RESEARCH TECHNIQUES FOR INVESTMENT ANALYSIS** Prereq: AIM 4320, or instructor consent
- **FINA 4065 FIXED INCOME SECURITIES** Prereq: FINA 3001
- **FINA 4075 FINTECH FOUNDATIONS & APPLICATIONS** Prereq: FINA 3001
- **AIM 4470 APPLIED REGULATORY TECH & QUANTIFYING THE ETHICAL IMPLICATIONS OF FINANCIAL INVESTMENTS** Prereq: AIM Major **E**

#### INTERNATIONAL COURSE OPTION: select one

- **ACCO 4040 INTERNATIONAL ACCOUNTING** Prereq: ACCO 4020 **Int'l**
- **ECON 4040 INTERNATIONAL ECONOMICS** Prereqs: ECON 1103 & ECON 1104. Credit not given if enrolled in or completed ECON 4044 or ECON 4046 **Int'l**
- **ECON 4044 GLOBAL INTEGRATION OF FINANCIAL SECTORS** Prereqs: ECON 1103 & ECON 1104 **Int'l**
- **ECON 4045 COMPARATIVE ECONOMIC SYSTEMS** Prereqs: ECON 1103 & ECON 1104 **Int'l**
- **ECON 4046 INTERNATIONAL TRADE** Prereqs: ECON 1103 & ECON 1104 **Int'l**
- **ECON 4080 MONEY, BANKING & MONETARY POLICY** Prereq: ECON 3004
- **FINA 4040 INTERNATIONAL FINANCE** Prereq: FINA 3001 **Int'l**
- **ACCOI 4931 TOPICS IN ACCOUNTING** Prereqs: ACCO 3001 + Approval (J-Session) Apply for this trip to Marburg by Oct. 1 (marquette.edu/study-abroad) **Int'l**
- **FINAI 4931 TOPICS IN FINANCE** Prereq: FINA 3001 + Approval **Int'l**
- **INBUI 4931 TOPICS IN INTERNATIONAL BUSINESS** Prereq: Approval **Int'l**

And, AIM 4996 AIM BEING THE DIFFERENCE Prereq: AIM Major

#### ADDITIONAL UPPER DIVISION BUSINESS ELECTIVES FINANCE MAJOR REQUIREMENTS (courses completed in primary major)

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#### LINKS:



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#### KEY:

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**A** = Analytics Structured Elective

**E** = Ethics Structured Elective

**Int'l** = International Business Course Option