

# HONOURS DOUBLE MAJOR

## MAJOR IN CONSUMER BEHAVIOR

## MAJOR IN

### 5.0 COURSES Numbered 1000-1999 required:

| Year I  |
|---|
| 1.0 MOS 1021A/B (Introduction to Consumer Behaviour & Human Resources)<br>MOS 1023A/B (Introduction to Accounting & Finance)  |
| 1.0 Math from:<br>Calculus 1000A/B (Calculus I)<br>Calculus 1301A/B (Calculus II)<br>Calculus 1500A/B (Calculus I for the Mathematical Sciences)<br>Calculus 1501A/B (Calculus II for the Mathematical and Physical Sciences)<br>Mathematics 1225A/B (Methods of Calculus)<br>Mathematics 1228A/B (Methods of Finite Mathematics)<br>Mathematics 1229A/B (Methods of Matrix Algebra)<br>Mathematics 1600 A/B (Linear Algebra)<br>OTHER MATH 1000-level: _____ |
| 1.0 full course or equivalent from 1000-1999 from:<br>Psychology<br>Sociology   |
| 1.0 course numbered 1000-1999 from the Faculty of Social Science (Anthropology; Economics; Geography; History; Political Science; Psychology; Sociology; Gender Sexuality and Women's Studies):   |
| 1.0 full course or equivalent numbered 1000 – 1999 :  |

### 6.5 COURSES required for the CONSUMER BEHAVIOR MODULE:

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| 1.0<br>Business 2257 (Accounting & Business Analysis)** <b>OR</b> MOS 2227A/B (Introduction to Financial Accounting) <b>and</b><br>MOS 2228A/B (Introduction to Managerial Accounting)**   |
| 1.0 from:<br>MOS 2242A/B (Statistics) and 0.5 MOS 2000-level or above<br><b>OR</b><br>Sociology 2205A/B (Statistics for Sociology) and 2206A/B (Research Methods in Sociology)<br><b>OR</b><br>Statistical Sciences 2035 (Statistics for Business and Social Sciences)<br><br><b>Note:</b> *If a Statistics course 2000-level or above has been completed or is required for the other module, the MOS Statistics module requirement must be replaced with a 1.0 2200-level or above MOS course. |
| 1.0 MOS 2320A/B (Marketing)<br>MOS 3321F/G (Consumer Behavior)   |
| 0.5 MOS 2309A/B (Applied Finance) <b>OR</b> MOS 2310A/B (Finance)  |

**\*\* NOTE: For students who want to apply to Ivey, you must take Business 2257 \*\***

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|---|
| 0.5 MOS 2181A/B (Organizational Behavior) <b>OR</b> Psychology 2061A/B (Psychology at Work)   |
| 0.5 MOS 2275A/B (Business Law)  |
| <p>1.0 from:</p> <ul style="list-style-type: none"> <li>MOS 3322F/G (Integrated Marketing Communications)</li> <li>MOS 3330A/B (Operations Management)</li> <li>MOS 3420F/G (Marketing Research)</li> <li>MOS 4320A/B (Consumer Analytics)</li> <li>MOS 4411A/B (New Product Management)</li> <li>MOS 4424A/B (Consumer Brand Management)</li> </ul>  |
| <p>0.5 from:</p> <ul style="list-style-type: none"> <li>Anthropology 2262A/B (Global Commodities)</li> <li>Anthropology 2272A/B (Anthropology of Tourism)</li> <li>Anthropology 2280F/G (Economic Anthropology)</li> <li>Economics 2124A/B (Economic Development I)</li> <li>Economics 2128A/B (Economics of China)</li> <li>Economics 2129A/B (Managerial Economics)</li> <li>Economics 2150A/B (Microeconomic Theory I)</li> <li>Economics 2152A/B (Macroeconomic Theory I)</li> <li>Economics 2154A/B (Money)</li> <li>Economics 2155A/B (Labor Economics)</li> <li>Economics 2156A/B (Trade Unions and Labour)</li> <li>Economics 2159A/B (Public Finance – Expenditure)</li> <li>Economics 2160A/B (Public Finance – Revenue)</li> <li>Economics 2162A/B (Comparative International Business)</li> <li>Economics 2167A/B (International Economics)</li> <li>Economics 2181A/B (Foundations of Financial Economics)</li> <li>Economics 2191A/B (Risk and Financial Institutions)</li> <li>English 2018A/B (The Culture of Leadership)</li> <li>English 2019A/B (The Culture of Leadership II)</li> <li>Geography 2143A/B (Foundations of the Geography of World Business)</li> <li>Geography 2144A/B (Geography of Tourism)</li> <li>History 2120A/B (Canadian Business and Labor History)</li> <li>History 2171A/B (Greed is Good)</li> <li>History 2807F/G (Entrepreneurship in the United States and Canada since 1800)</li> <li>MOS 2277A/B (Personal Financial Planning)</li> <li>MOS 3367A/B (Introduction to Fraud Examination)</li> <li>Philosophy 2074F/G (Business Ethics)</li> <li>Philosophy 2730F/G (Media Ethics)</li> <li>Political Science 2102A/B (Capitalism and Democracy)</li> <li>Political Science 2140A/B (Global Competition: The Rise of Asia)</li> <li>Psychology 2030A/B (The Maladjusted Mind)</li> <li>Psychology 2035A/B (Understanding Yourself and Others)</li> <li>Sociology 2166A/B (The Organization and Experience of Work)</li> <li>Sociology 3308F/G (Work and Health across the Life Course)</li> <li>Sociology 3314F/G (Family and Work)</li> </ul> |
| 0.5 MOS 4410A/B (Strategic Management)  |

**Second MODULE and ELECTIVE COURSES required:**

**MAJOR IN**

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| 1.0 MODULE:  |
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| 1.0 MODULE:  |
| 1.0 Option :   |
| 1.0 Option <b>(or)</b> Category B [Arts and Humanities] if not taken elsewhere in the module): |
| 0.5 Option :   |

## 20.0 Total courses required

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### GRADUATION REQUIREMENTS (CHECK WHEN COMPLETED)

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|----------|--|
| MODULE   | 6.5 courses required by the Consumer Behavior module + ____ courses for the second Major |
| ESSAYS   | 2.0 designated essay courses including 1.0 numbered 2000 or above (E, F or G)            |
| BREADTH  | 1.0 Category B (Arts and Humanities or Languages) course                                 |
| COURSES  | No more than 7.0 Year 1 courses  |
|          | At least 13.0 Senior courses (2000-4999)   |
|          | Total of at least 20.0 courses   |
| AVERAGES | 70% cumulative modular average for each module   |
|          | No modular course less than 60%  |
|          | 65% cumulative average over 20.0 courses completed                                       |
|          | No Failures  |

**\*\*Disclaimer\*\***

**You are responsible for the accuracy and completeness of your program!**

Should there be any discrepancies or updates noted on this checklist, please consult the [Academic Calendar](#) of Western University for the most current and accurate information