

HONOURS SPECIALIZATION IN CONSUMER BEHAVIOR

5.0 COURSES Numbered 1000-1999 required:

Year I
1.0 MOS 1021A/B (Introduction to Consumer Behaviour & Human Resources) MOS 1023A/B (Introduction to Accounting & Finance)
1.0 Math from: Calculus 1000A/B (Calculus I) Calculus 1301A/B (Calculus II) Calculus 1500A/B (Calculus I for the Mathematical Sciences) Calculus 1501A/B (Calculus II for the Mathematical and Physical Sciences) Mathematics 1225A/B (Methods of Calculus) Mathematics 1228A/B (Methods of Finite Mathematics) Mathematics 1229A/B (Methods of Matrix Algebra) Mathematics 1600 A/B (Linear Algebra) OTHER MATH 1000-level: _____
1.0 full-course or equivalent numbered 1000-1999 from: Psychology 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:

10.0 COURSES required for the MODULE:

Module courses recommended in Year II
1.0 Business 2257 (Accounting & Business Analysis)** OR MOS 2227A/B (Introduction to Financial Accounting) and MOS 2228A/B (Introduction to Managerial Accounting)**
1.0 from: MOS 2242A/B (Statistics) and 0.5 MOS 2000-level or above OR Sociology 2205A/B (Statistics for Sociology) and 2206A/B (Research Methods in Sociology) OR Statistical Sciences 2035 (Statistics for Business and Social Sciences)
1.0 MOS 2181A/B (Organizational Behaviour) MOS 2275A/B (Business Law)
0.5 MOS 2320A/B (Marketing)
0.5 MOS 2309A/B (Applied Finance) OR MOS 2310A/B (Finance)

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

Module courses recommended in Year III	
1.0	MOS 3321F/G (Consumer Behavior) MOS 3420F/G (Marketing research)
0.5	Psychology 2720A/B (Introduction to Social Psychology)
0.5	MOS 3330A/B (Operations Management)
1.0 from:	MOS 3322F/G (Integrated Marketing Communications) MOS 4411A/B (New Product Management) MOS 4424A/B (Consumer Brand Management)
Module courses recommended in Year IV	
0.5 from:	<p> Anthropology 2262A/B (Global Commodities) Anthropology 2272A/B (Anthropology of Tourism) Anthropology 2280F/G (Economic Anthropology) Economics 2124A/B (Economic Development I) Economics 2128A/B (Economics of China) Economics 2129A/B (Managerial Economics) Economics 2150A/B (Microeconomic Theory I) Economics 2152A/B (Macroeconomic Theory II) Economics 2154A/B (Money) Economics 2155A/B (Labor Economics) Economics 2156A/B (Trade Unions and Labour) Economics 2159A/B (Public Finance – Expenditure) Economics 2160A/B (Public Finance – Revenue) Economics 2162A/B (Comparative International Business) Economics 2167A/B (International Economics) Economics 2181A/B (Foundations of Financial Economics) Economics 2191A/B (Risk and Financial Institutions) English 2018A/B (The Culture of Leadership) English 2019A/B (The Culture of Leadership II) Geography 2143A/B (Foundations of the Geography of World Business) Geography 2144A/B (Geography of Tourism) History 2120A/B (Canadian Business and Labor History) History 2171A/B (Greed is Good) History 2807F/G (Entrepreneurship in the United States and Canada since 1800) MOS 2277A/B (Personal Financial Planning) MOS 3367A/B (Introduction to Fraud Examination) Philosophy 2074F/G (Business Ethics) Philosophy 2730F/G (Media Ethics) Political Science 2102A/B (Capitalism and Democracy) Political Science 2140A/B (Global Competition: The Rise of Asia) Political Science 2211E (Business and Government) Political Science 2246E (Public Administration and Policy) Psychology 2030A/B (The Maladjusted Mind) Psychology 2035A/B (Understanding Yourself and Others) Sociology 2166A/B The (Organization and Experience of Work) Sociology 3308F/G (Work and Health across the Life Course) Sociology 3314F/G (Family and Work) </p>
1.5	MOS 4320A/B (Consumer Analytics) MOS 4410A/B (Strategic Management) MOS 4423F/G (Seminar in Consumer Research)
1.0	MOS 4999E (Thesis) OR MOS 3000-level or above

5.0 ELECTIVE COURSES required:

1.0 Option:
1.0 Option:
1.0 Option:
1.0 Option:
1.0 Option (or Category B [Arts and Humanities] if not taken elsewhere in the module):

20.0 Total courses required**GRADUATION REQUIREMENTS (CHECK WHEN COMPLETED)**

MODULE	10.0 courses required by the module
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 average on modular courses
	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