

## SPECIALIZATION IN CONSUMER BEHAVIOR

### 5.0 COURSES Numbered 1000-1999 required:

Year I
1.0 MOS 1021A/B (Introduction to Consumer Behavior & 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 :

### 9.5 COURSES required for the MODULE:

Module courses recommended in Year II
1.0 from: Business 2257 (Accounting & Business Analysis)** <b>OR</b> MOS 2227A/B (Introduction to Financial Accounting) <b>and</b> MOS 2228A/B (Introduction to Managerial Accounting)**
1.0 from: MOS 2242A/B (Statistics) and 0.5 MOS 2000-level or above <b>OR</b> Sociology 2205A/B (Statistics for Sociology) and 2206A/B (Research Methods in Sociology) <b>OR</b> Statistical Sciences 2035 (Statistics for Business and Social Sciences)
0.5 MOS 2320A/B (Marketing)
0.5 MOS 2181A/B (Organizational Behavior) <b>OR</b> Psychology 2061A/B (Psychology at Work)
0.5 MOS 2275A/B (Business Law)

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

### Module courses recommended in Year III

0.5 from: MOS 2309A/B (Applied Finance) **OR**  
MOS 2310A/B (Finance)

1.5 from: MOS 3321F/G (Consumer Behavior)  
MOS 3330A/B (Operations Management)  
MOS 3420F/G (Marketing Research)

### Module courses recommended in Year IV

1.5 from:

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 and Policy I)  
 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 (Organization and Experience of Work)  
 Sociology 3308F/G (Work and Health across the Life Course)  
 Sociology 3314F/G (Family and Work)

1.0 from: MOS 3322F/G (Integrated Marketing Communications) MOS 4320A/B (Consumer Analytics) MOS 4411A/B (New Product Management) MOS 4424A/B (Consumer Brand Management)
1.0 from: MOS 3000 level and above
0.5 MOS 4410A/B (Strategic Management)

### 5.5 ELECTIVE COURSES required:

1.0 Option:
1.0 Option:
1.0 Option:
1.0 Option <b>or</b> Category B [Arts and Humanities] if not taken elsewhere in the module) :
1.0 Option <b>or</b> essay credit(s) if not taken elsewhere in the module [2.0 designated Essay courses must be completed, including 1.0 numbered 2000-4999]):
0.5 Option:

## 20.0 Total courses required

### GRADUATION REQUIREMENTS (CHECK WHEN COMPLETED)

<b>MODULE</b>	9.5 courses required by the module
<b>ESSAYS</b>	2.0 designated essay courses including 1.0 numbered 2000 or above (E, F or G)
<b>BREADTH</b>	1.0 Category B (Arts and Humanities or Languages) course
<b>COURSES</b>	No more than 7.0 Year 1 courses
	At least 13.0 Senior courses (2000-4999)
	Total of at least 20.0 courses
<b>AVERAGES</b>	65% cumulative average over 20.0 courses completed

**\*\*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**