

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)** 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 Economics 2122A/B (Econometrics I) and 2123A/B (Econometrics II) 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 Behavior) OR Psychology 2061A/B (Psychology at Work) and MOS 2275A/B (Business Law)
0.5 MOS 2320A/B (Marketing)

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

Module courses recommended in Year III

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

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

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 (Intermediate Microeconomic Theory I)
Economics 2152A/B (Intermediate Macroeconomic Theory and Policy I)
Economics 2154A/B (Money)
Economics 2155A/B (Labor Economics)
Economics 2156A/B (Economics of 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 I)
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 (Northern Enterprise: 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)
Psychology 2030A/B (The Maladjusted Mind)
Psychology 2035A/B (Understanding Yourself and Others)
Psychology 2070A/B (Introduction to Social Psychology)
Sociology 2166A/B (The Organization and Experience of Work)
Sociology 2172A/B (Advertising in Society)
Sociology 3314F/G (Family and Work)

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

****Disclaimer****

You are responsible for the accuracy and completeness of your program!
Please consult the [Academic Calendar](#) for the most current and accurate information.

5.5 ELECTIVE COURSES required:

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

MODULE	9.5 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	65% cumulative average over 20.0 courses completed