DAN Department of Management and Organizational Studies
Planning Guide
For students beginning the module in F/W 2026-2027

Name: _____
Student #: _____
Date: _____
Prepared by: _____

HONOURS DOUBLE MAJOR IN CONSUMER BEHAVIOUR

5.0 Year 1 courses numbered 1000-1999:

1.0 MOS 1021A/B (Introduction to Consumer Behaviour and Human Resources) MOS 1023A/B (Introduction to Accounting and Finance)
1.0 Math from: Calculus 1000A/B (Calculus I) Calculus 1301A/B (Calculus II) Calculus 1500A/B (Calculus I for Mathematical Sciences) Calculus 1501A/B (Calculus II for 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 1600A/B (Linear Algebra I) Other Math 1000-level: _____
1.0 course: full-course or equivalent numbered 1000-1999 from: Psychology or Sociology
1.0 course numbered 1000-1999 from the Faculty of Social Science (Anthropology, Black Studies, Economics, Gender, Sexuality and Women's Studies, Geography and Environment, History, Indigenous Studies, Leadership Studies, Linguistics, Political Science, Psychology and Sociology)
1.0 course numbered 1000-1999

Module 6.5 courses:

1.0 from: MOS 2227A/B (Intro to Financial Accounting) **and** MOS 2228A/B (Intro to Managerial Accounting) **or** Business 2257 (Accounting & Business Analysis)
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)
0.5 from MOS 2309A/B (Applied Finance) or MOS 2310A/B (Finance)

0.5 from MOS 2181A/B (Organizational Behaviour) **or** Psychology 2061A/B (Psychology at Work)
1.5 MOS 2275A/B (Business Law) MOS 2320A/B (Marketing) MOS 3321F/G (Consumer Behaviour)
1.0 from: MOS 3322F/G (Integrated Marketing Communication) MOS 3330A/B (Operations Management) MOS 3420F/G (Marketing Research) MOS 4320A/B (Consumer Analytics) MOS 4411A/B (New Product Management) MOS 4424A/B (Consumer Brand Management)
0.5 course from: any course offered by the Faculty of Social Science level 2000 or above
0.5 MOS 4410A/B (Strategic Management)

Second Major Module and Elective Courses (8.5):

1.0
1.0
1.0
1.0
1.0
1.0
1.0
1.0
0.5

Students are responsible for the accuracy and completeness of their program.

Please refer to the Academic Calendar for admission requirements, progression requirements and graduation requirements.