

AUTOMOTIVE BUSINESS

Program: AUBU

Credential: Ontario College Diploma, Co-op

Delivery: Full-time

Work Integrated Learning: 2 Co-op Work Terms

Length: 4 Semesters, plus 2 work terms

Duration: 2 Years

Effective: Fall 2018, Winter 2019

Location: Barrie

Description

In this program, students are prepared for professional and essential support positions in the automotive industry by providing general business and specialized automotive education. Through eight months of co-op work experience and opportunities to network with industry professionals, students explore the automotive industry and learn from industry experts. Upon completion of the program students have the skills, knowledge, and experience to build a career across a broad range of sectors in the automotive industry.

Career Opportunities

The automotive industry is one of the largest industries in Canada and globally, consisting of a variety of sectors: retail (dealerships), manufacturing, distribution, aftermarket, finance, marketing, and media. This program is designed to prepare students for entry-level to mid-level management business positions throughout all sectors of the automotive industry in Canada. Graduates have applied for careers in a variety of business-related professions, in areas such as marketing, sales, operations, customer service, finance, and accounting.

Program Learning Outcomes

The graduate has reliably demonstrated the ability to:

1. compare the historical and current aspects of the automotive industry to anticipate trends;
2. describe various automotive products and services;
3. explain relevant regulatory legislation and ethical practices within the automotive industry;
4. analyze the impact of economic, social, political, cultural, environmental, and technological changes on businesses;
5. employ entrepreneurial strategies to identify and respond to new opportunities;
6. develop customer-service strategies to meet the needs of internal and external customers;
7. describe and apply marketing and sales concepts used to support the operations of an organization;
8. use accounting and financial principles to support the operations of an organization;
9. explain the role of the human resource function and its impact on an organization;
10. employ various technologies, systems, and computer applications used in the automotive industry;
11. discuss the impact of global issues on automotive business opportunities;

12. develop personal and professional strategies to enhance business relationships and career opportunities;
13. examine the impact of the auto industry on the natural environment and employ environmentally sustainability practices.

Practical Experience

Co-operative Education is a mandatory component of all Co-op programs at Georgian College; it has been designed as a process by which students integrate their academic education with work experience related to their programs of study. This integration affects much more than simply earning a salary, including the adjustment to the work environment and the development of professionalism. It also reinforces skills and theory learned during academic semesters, develops professional contacts, job knowledge and career path, improves human relations and communication skills, and promotes personal maturity and financial independence.

Students are requested to register, attend and participate in their scheduled co-operative education classes. These classes are scheduled for all first year students and are expected to be completed in order for students to proceed successfully to their first co-op work experiences. To ensure students are eligible to proceed onto any co-op work experience, students should refer to Promotional Status and Eligibility for Co-op as outlined in the College Calendar. Co-op policies and procedures can be located on our website:

www.georgiancollege.ca/student-services/co-op-and-career-services/students-tab/ (<http://www.georgiancollege.ca/student-services/co-op-and-career-services/students-tab/>)

Georgian College follows the Co-operative Education guidelines set out by the Canadian Association for Co-operative Education (CAFCE) and Education at Work Ontario (EWO) by supporting the learning outcomes designed for the program specific graduate profile and curriculum as set out by the Ministry of Advanced Education and Skills Development.

The Program Progression

Fall Intake

- **Sem 1:** Fall 2018
- **Sem 2:** Winter 2019
- **Work Term 1:** Summer 2019
- **Sem 3:** Fall 2019
- **Work Term 2:** Winter 2020
- **Sem 4:** Summer 2020

Winter Intake

- **Sem 1:** Winter 2019
- **Sem 2:** Summer 2019
- **Sem 3:** Fall 2019
- **Work Term 1:** Winter 2020
- **Sem 4:** Summer 2020
- **Work Term 2:** Fall 2020

Articulation

A number of articulation agreements have been negotiated with universities and other institutions across Canada, North America and internationally. These agreements are assessed, revised and updated on a regular basis. Please contact the program co-ordinator

for specific details if you are interested in pursuing such an option.
Additional information can be found on our website at <http://www.georgiancollege.ca/admissions/credit-transfer/>

Admission Requirements

OSSD or equivalent with

- Grade 12 English (C or U)
- any Grade 11¹ or 12 Mathematics (C, M, or U)

¹ Minimum of 60% in Grade 11 College or University level Mathematics (MBF3C or MCF3M)

Mature students, non-secondary school applicants (19 years or older), and home school applicants may also be considered for admission. Eligibility may be met by applicants who have taken equivalent courses, upgrading, completed their GED, and equivalency testing. For complete details refer to: www.georgiancollege.ca/admissions/policies-procedures/ (<http://www.georgiancollege.ca/admissions/policies-procedures/>)

Applicants who have taken courses from a recognized and accredited post-secondary institution and/or have relevant life/learning experience may also be considered for admission; refer to the Credit Transfer Centre website for details:

www.georgiancollege.ca/admissions/credit-transfer/ (<http://www.georgiancollege.ca/admissions/credit-transfer/>)

Graduation Requirements

- 17 Program Courses
- 2 Communications Courses
- 2 Program Option Courses
- 3 General Education Courses
- 2 Co-op Work Terms

Graduation Eligibility

To graduate from this program, the passing weighted average for promotion through each semester, from year to year, and to graduate is 60%. Additionally, a student must attain a minimum of 50% or a letter grade of P (Pass) or S (Satisfactory) in each course in each semester unless otherwise stated on the course outline.

Program Tracking

Semester 1		Hours
Program Courses		
ACCT 1000	Financial Accounting Principles 1	42
AUTO 1000	Concepts of the Automotive Industry	42
AUTO 1001	Introduction to Automotive Technology	42
BUSI 1001	Introduction to Organizational Behaviour	42
MKTG 1000	Introduction to Marketing	42
Communications Course		
Select 1 course from the communications list during registration.		42
Hours		252
Semester 2		
Program Courses		
AUTO 1010	Global and Future Trends	42
COMP 1003	Microcomputer Applications	42
MATH 1002	Mathematics of Finance	42
MKTG 1003	Personal Selling	42
Communications Course		

Select 1 course from the communications list during registration.	42
General Education Course	
Select 1 course from the general education list during registration.	42
Hours	252

Semester 3

Program Courses		
AUTO 2002	Introduction to Canadian Automotive Aftermarket	42
AUTO 2010	Introduction to Fixed Operations with DMS	42
AUTO 2011	Customer Relationship Management and Social Media	42
ECON 1000	Microeconomics	42
HURM 1000	Human Resources Management Foundations	42
General Education Course		
Select 1 course from the general education list during registration.		42
Hours	252	

Semester 4

Program Courses		
AUTO 2008	Dealership Sales Operations	42
FNCE 2008	Dealership Financial Statements	42
LAWS 1009	Automotive Law and Ethics	42
General Education Course		
Select 1 course from the general education list during registration.		42
Program Option Courses		
Select 2 courses from the available list during registration.		84
Hours	252	
Total Hours	1008	

Co-op Work Terms

		Hours
COOP 1001	Automotive Business Work Term 1 (Fall intake - occurs after Semester 2, Winter Intake - occurs after Semester 3)	560
COOP 2005	Automotive Business Work Term 2 (Fall intake - occurs after Semester 3, Winter intake - occurs after Semester 4)	560
Hours	1120	
Total Hours	1120	

Code Title

Program Option Courses

Program options may include:		
ACCT 1001	Financial Accounting Principles 2	
ADVE 1001	Advertising Design	
ADVE 1004	Introduction to Advertising	
AUTO 2005	DMS Showroom Applications	
AUTO 2009	Aftermarket Operations	
BUSI 1002	Consumer Behaviour	
BUSI 1011	Professional Business Practices	
BUSI 2024	International Experience	
BUSI 3006	Investments	
COMM 1020	Technical Communication	
COMP 2067	Advanced Computer Applications	
ECON 3000	Economic Issues	
ENTR 1002	Introduction to Entrepreneurship	
ENTR 1003	Entrepreneurship Opportunity Analysis	
ENTR 2000	Business Planning	
ENTR 2006	Managing the Family Owned/Operated Business	
ENTR 2009	Entrepreneurship and Small Business	
ENVR 2016	Transportation Ecology and Energy Systems	
FNCE 2000	Business Finance	

MGMT 1000	Retail Management
MGMT 2000	Production and Operations Management
MGMT 2001	Principles of Management
MGMT 2002	Project Management
MGMT 2012	Introduction to Project Management
MGMT 3001	Managerial Decision Making
MKTG 1001	Planning the Marketing Strategy
MKTG 2002	Global Marketing
MKTG 2004	Introduction to Logistics
MKTG 2032	Marketing on the Web
MKTG 2036	Case Analysis and Presentations
STAT 2000	Statistics 1

Information contained in College documents respecting programs is correct at the time of publication. Academic content of programs and courses is revised on an ongoing basis to ensure relevance to changing educational objectives and employment market needs. The college reserves the right to add or delete programs, options, courses, timetables or campus locations subject to sufficient enrolment, and the availability of courses.