

HONOURS BACHELOR OF BUSINESS ADMINISTRATION (AUTOMOTIVE MANAGEMENT)

Program: BBAA

Credential: Honours Bachelor Degree

Delivery: Full-time

Work Integrated Learning: 3 Co-op Work Terms

Length: 8 Semesters, plus 3 work terms

Duration: 4 Years

Effective: Fall 2018

Location: Barrie

Description

This program provides students with a degree-level education in business management with an applied focus for the automotive industry. Students learn current issues, trends and technologies that prepare them in adopting proactive approaches in identifying and responding to changes in the automotive industry. Instruction, lecture and discussion delivery promotes critical thinking and problem solving skills and classes will often include a guest speaker series with industry representatives in attendance. Labs are a substantial part of the program and the student run Auto Show is the largest lab of its kind in Canada. A strategically sequential co-op structure serves to maximize the link between theory and practice.

Career Opportunities

The automotive sector is one of the largest industries in Canada's economy and is commonly referred to as 'one of the major economic engines of the Province'. Employment opportunities resulting from the Bachelor of Business (Automotive Management) Degree are positions requiring high levels of critical thinking, problem solving, professionalism and customer service skills. Employment opportunities include positions at the corporate level in finance, marketing and customer service, as well as managerial positions in Dealerships and in Aftermarket businesses of the industry.

Program Learning Outcomes

The graduate has reliably demonstrated the ability to:

1. analyze and apply principles based on historical, current and future trends in the automotive wholesaling and retailing, aftermarket and manufacturing sectors of the automotive industry;
2. apply in a professional manner a customer service approach to quality service and satisfaction in accordance with the Canadian regulatory legislation and ethical practices within the automotive industry;
3. utilize effective leadership and management skills with respect to problem solving and prevention for human, physical and financial resources;
4. research, organize, evaluate, synthesize and analyze financial, economic and statistical information for business decision making purposes based on global thinking;
5. develop marketing strategies for the automotive retail and wholesale businesses;

6. relate the functions and operations of the basic automotive components and related systems to the automotive sales and customer service environment;
7. relate the benefits of cultural diversity to personal growth and to the development of business strategies nationally and internationally;
8. develop short term and long term, personal and professional goals and develop personal relationships that assist with ongoing career planning;
9. apply computer literacy skills and effective oral and written communication skills appropriate to the business environment;
10. practice interpersonal and team building skills and recognize a variety of leadership styles;
11. value the importance of entrepreneurial initiative and the ability to respond to change;
12. develop an appreciation for life-long learning and a broad range of interests.

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
- **Sem 5:** Winter 2021
- **Sem 6:** Summer 2021

- **Work Term 3:** Fall 2021
- **Sem 7:** Winter 2022
- **Sem 8:** Summer 2022

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

- minimum overall average of 65 per cent
- six Grade 12 U or M level courses
- Grade 12 English U
- Grade 12 U level Mathematics

Mature applicants may also be considered for admission to this program providing their previous school performance and/or recent work record suggests a strong possibility of academic success. In order to qualify, applicants must be 19 years of age by December 31 of the year of admission and must have been away from formal education for at least one year immediately prior to beginning studies. Mature applicants must meet subject prerequisites prior to registration.

Applicants should be aware that first-year enrollment is limited; satisfying minimum entrance requirements does not guarantee admission.

Selection Process

Selection is based on academic grades and subject prerequisites; applicants must meet minimum averages to receive final acceptance.

Additional Information

This college has been granted consent by the Minister of Training Colleges and Universities to offer this applied degree for a five year term starting September 16, 2015. The college shall ensure that all students admitted to the above-named program during the period of consent will have the opportunity to complete the program within a reasonable time frame.

Important note: Auto Show Labs 1 and 2 require participation by the student in the annual Georgian College Auto Show. If, for any reason, the College is unable to host the Auto Show, students will be required to substitute Event Planning and Execution for Auto Show Lab 1 and Leadership for Auto Show Lab 2 to meet graduation requirements.

Non-core courses are required in all degree programs to meet the Ministry of Training, Colleges and Universities benchmark for depth and breadth in degree-level learning. These courses are designed to give students the tools to develop interdisciplinary perspectives that inform their approach to their own discipline, their continued education and their life outside work.

Students are required to take: at least one first year interdisciplinary course (INTS1xxx); two introductory courses in their choice of disciplines

outside their main field of study, which may include psychology (PSYC 1000 or PSYC 1001), social science (SOC1 1000), humanities (HUMA 1012), or science (SCEN 1000); one advanced course in a discipline (ex. PSYC3xxx, SOSC3xxx, HUMA3xxx), and; one upper level interdisciplinary course (INTS4xxx). These courses and any remaining non-core course requirements to be selected from the program list.

Graduation Requirements

- 29 Core Courses
- 3 Elective Core Courses
- 1 Non-Core Course
- 7 Elective Non-Core Courses
- 2 Auto Show Practica
- 3 Co-op Work Terms

Graduation Eligibility

To graduate from this program, a student must attain a minimum of 60 percent or a letter grade of P (Pass) or S (Satisfactory) in each course in each semester, and have an overall average of 65 percent in core courses and 60% in non-core courses.

Program Tracking

| Semester 1 | | Hours |
|--|--|-------|
| Core Courses | | |
| AUTM 1002 | Concepts of the Automotive Industry | 42 |
| AUTM 1003 | Introduction to Aftermarket | 42 |
| MNGM 1001 | Management Principles | 42 |
| MRKT 1000 | Introduction to Marketing | 42 |
| Non-Core Course | | |
| INTS 1002 | Introduction to Multidisciplinary Research | 42 |
| Hours | | 210 |
| Semester 2 | | |
| Core Courses | | |
| AUTM 1007 | Automotive Technology | 42 |
| AUTM 1011 | Dealership Management Systems | 42 |
| ECNM 1000 | Microeconomics | 42 |
| MRKT 1001 | Consumer Behaviour | 42 |
| Elective Non-Core Courses | | |
| Select 1 course from the available list during registration. | | 42 |
| Hours | | 210 |
| Semester 3 | | |
| Core Courses | | |
| ACTG 1000 | Introduction to Accounting | 42 |
| BSNS 2004 | Organizational Behaviour | 42 |
| ECNM 1001 | Macroeconomics | 42 |
| MRKT 2000 | Automotive Sales Concepts and Applications | 42 |
| Elective Non-Core Courses | | |
| Select 1 course from the available list during registration. | | 42 |
| Hours | | 210 |
| Semester 4 | | |
| Core Courses | | |
| ACTG 2002 | Management Accounting | 42 |
| AUTM 2003 | Parts and Service Management | 42 |
| AUTM 2006 | Dealership Sales Management | 42 |
| MATS 2000 | Business Mathematics | 42 |
| Elective Non-Core Courses | | |
| Select 1 course from the available list during registration. | | 42 |
| Auto Show Practicum | | |

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|--|--|--------------|
| AUTM 1010 | Auto Show Practicum 1 | 42 |
| | Hours | 252 |
| Semester 5 | | |
| Core Courses | | |
| FINC 3003 | Corporate Finance | 42 |
| JURI 3000 | Business Law for the Automotive Industry | 42 |
| STAS 3000 | Introduction to Statistical Analysis | 42 |
| Elective Core Courses | | |
| Select 1 course from the available list during registration. | | 42 |
| Elective Non-Core Courses | | |
| Select 1 course from the available list during registration. | | 42 |
| | Hours | 210 |
| Semester 6 | | |
| Core Courses | | |
| BSNS 3000 | Entrepreneurship and the Business Plan | 42 |
| FINC 3004 | Dealership Financial Statement Analysis | 42 |
| HRMG 4000 | Human Resource Management | 42 |
| STAS 3001 | Statistical Analysis | 42 |
| Elective Non-Core Courses | | |
| Select 1 course from the available list during registration. | | 42 |
| Auto Show Practicum | | |
| AUTM 2008 | Auto Show Practicum 2 | 42 |
| | Hours | 252 |
| Semester 7 | | |
| Core Courses | | |
| AUTM 4010 | Automotive Commercial Relationships | 42 |
| BSNS 4005 | Business Simulation | 42 |
| MRKT 3000 | Automotive Marketing Management | 42 |
| Elective Core Courses | | |
| Select 1 course from the available list during registration. | | 42 |
| Elective Non-core Courses | | |
| Select 1 course from the available list during registration. | | 42 |
| | Hours | 210 |
| Semester 8 | | |
| Core Courses | | |
| BSNS 2001 | Ethics for Business | 42 |
| MNGM 4000 | Strategic Management | 42 |
| MNGM 4002 | Operations Management | 42 |
| Elective Core Courses | | |
| Select 1 course from the available list during registration. | | 42 |
| Elective Non-Core Courses | | |
| Select 1 course from the available list during registration. | | 42 |
| | Hours | 210 |
| | Total Hours | 1764 |
| Co-op Work Terms | | Hours |
| COOP 1000 | Auto Mgmt Degree Work Term 1 (occurs after Semester 2) | 560 |
| COOP 2001 | Auto Mgmt Degree Work Term 2 (occurs after Semester 3) | 560 |
| COOP 3004 | Auto Mgmt Degree Work Term 3 (occurs after Semester 6) | 560 |
| | Hours | 1680 |
| | Total Hours | 1680 |

Code Title

Elective Core Courses may include:

| | |
|-----------|------------------------------|
| ACTG 2000 | Accounting Applications |
| AUTM 3008 | DMS System Administration |
| AUTM 3009 | Fleet Specialist |
| AUTM 4011 | Advanced Aftermarket Studies |
| BSNS 1002 | The Internet Economy |

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| BSNS 2005 | International Business |
| BSNS 3002 | Innovation Leadership |
| BSNS 4001 | Service Excellence |
| BSNS 4003 | Risk Management |
| BSNS 4006 | Dispute Resolution for Leaders |
| BSNS 4007 | Change Leadership |
| ECNM 4000 | International Economics |
| ENTP 4000 | Topics in Entrepreneurship |
| ENTP 4001 | Intrapreneurship |
| ENTP 4002 | Social Entrepreneurship |
| MNGM 1000 | Leadership |
| MNGM 2000 | Managing E-Business |
| MNGM 2001 | Project Management |
| MNGM 2002 | Event Planning and Execution |
| MNGM 4001 | Inspiring People for / to Exceptional Performance |
| MNGM 4006 | Management Information Systems |
| MNGM 4007 | Topics in Leadership |
| MRKT 1002 | Marketing |
| MRKT 4000 | International Marketing |
| SCEN 3005 | Environmental Science |

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.