

BACHELOR OF BUSINESS (AUTOMOTIVE MANAGEMENT)

Program Outline

Major:	BBAM
Length:	4 Years
Delivery:	8 Semesters, plus 3 work terms
Credential:	Degree
Effective:	2012-2013
Location:	Barrie
Start:	Fall (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:

- 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;
- 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;
- utilize effective leadership and management skills with respect to problem solving and prevention for human, physical and financial resources;
- research, organize, evaluate, synthesize and analyze financial, economic and statistical information for business decision making purposes based on global thinking;
- develop marketing strategies for the automotive retail and wholesale businesses;
- relate the functions and operations of the basic automotive components and related systems to the automotive sales and customer service environment;
- relate the benefits of cultural diversity to personal growth and to the development of business strategies nationally and internationally;
- develop short term and long term, personal and professional goals and develop personal relationships that assist with ongoing career planning;
- apply computer literacy skills and effective oral and written communication skills appropriate to the business environment;
- practice interpersonal and team building skills and recognize a variety of leadership styles;
- value the importance of entrepreneurial initiative and the ability to respond to change;
- 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 paid work experience related to their program 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 to proceed successfully to their first co-op work experience. 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.georgianc.on.ca/careers/for-students/

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 Training, Colleges and Universities.

The Program Progression:

Fall Intake - Barrie

Sem 1		Sem 2		Work Term 1		Sem 3		Work Term 2		Sem 4		Sem 5

Fall		Winter		Summer		Fall		Winter		Summer		Winter
2012		2013		2013		2013		2014		2014		2015
Sem 6		Work Term 3		Sem 7		Sem 8						

Summer		Fall		Winter		Summer						
2015		2015		2016		2016						

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.georgianc.on.ca/academics/articulations/>

Admission Requirements:

Applicants must meet ONE of the following requirements to be eligible for admission to this program:

- OSS Curriculum: OSSD or equivalent with a minimum overall average of 65 per cent with six Grade 12 U or M level courses, Grade 12 English (U) (ENG4U) and any Grade 12 U level Mathematics.

Students presenting equivalent qualifications will also be considered for admission. A second grade 12 university or university/college Mathematics course is highly recommended.

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 21 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 enrolment is limited and that satisfying the 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 a consent by the Minister of Training Colleges and Universities to offer this degree for five-year term starting December 31, 2007. 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.

Liberal Arts and Science Electives:

Liberal Arts and Science courses ensure students receive a breadth of educational experience beyond their discipline. Courses are offered in the streams of Humanities, Social Sciences, Natural Sciences, and Interdisciplinary Studies.

Students are required to take one course in each of Humanities, Social Science, and Natural Sciences. A course in Interdisciplinary Studies qualifies as EITHER a Humanities OR a Social Science.

In addition, students are required to take AT LEAST TWO Liberal Arts and Science courses at the upper level (Year 3 and/or Year 4).

Graduation Requirements:

29 Mandatory Courses

2 Auto Show Labs

3 Optional Courses

1 Mandatory Liberal Arts Elective

- 7 Liberal Arts Elective Choices
- 3 Co-op Work Terms

Graduation Eligibility:

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

Mandatory Courses

ACTG1000 Introduction to Accounting
ACTG2002 Management Accounting
AUTM1002 Concepts of the Automotive Industry
AUTM1003 Introduction to Aftermarket
AUTM1007 Automotive Technology
AUTM1011 Dealership Management Systems
AUTM2003 Parts and Service Management
AUTM2006 Dealership Sales Management
AUTM4010 Automotive Commercial Relationships
BSNS2001 Ethics for Business
BSNS2004 Organizational Behaviour
BSNS3000 Entrepreneurship and the Small Business Plan
BSNS4005 Business Simulation
ECNM1000 Microeconomics
ECNM1001 Macroeconomics
FINC3003 Corporate Finance
FINC3004 Dealership Financial Statement Analysis
HRMG4000 Human Resource Management
JURI3000 Business Law for the Automotive Industry
MATS2000 Business Mathematics
MNGM1001 Management Principles
MNGM4000 Strategic Management
MNGM4002 Operations Management
MRKT1000 Introduction to Marketing
MRKT1001 Consumer Behaviour
MRKT2000 Automotive Sales Concepts and Applications
MRKT3000 Automotive Marketing Management
STAS3000 Introduction to Statistical Analysis
STAS3001 Statistical Analysis

Auto Show Labs

AUTM1010 Auto Show Lab 1
AUTM2008 Auto Show Lab 2

Optional Courses

AUTM3008 DMS System Administration
AUTM3009 Fleet Specialist
AUTM4011 Advanced Aftermarket Studies
BSNS3002 Services and Product Innovation
BSNS4003 Risk Management
ECNM4000 International Economics
MNGM1000 Leadership
MNGM2002 Event Planning and Execution
MRKT4000 International Marketing

Mandatory Liberal Arts Elective

SOSC1002 Introduction to Multidisciplinary Research

Liberal Arts Elective Choices

To be selected from College list

Co-op Work Terms

COOP1000 Auto Mgmt Degree Work Term 1
COOP2001 Auto Mgmt Degree Work Term 2
COOP3004 Auto Mgmt Degree Work Term 3

Course Descriptions:

ACTG1000 Introduction to Accounting 42.0 Hours

This course introduces students to Generally Accepted Accounting Principles as well as the ethical considerations in recording financial information. The process of recording, summarizing and reporting financial information is covered in detail. As well, emphasis will be placed on interpreting and using financial information for decision making.

ACTG2002 Management Accounting 42.0 Hours

This course introduces students to management accounting concepts and practices. There is a focus on the internal needs of the organization and how managers use this information for decision making, control, planning, and performance measurement. Topics include accounting for costs, budgets, inventory management, pricing, analysis tools, and an in-depth look at responsibility accounting.

P- ACTG1000 Introduction to Accounting

AUTM1002 Concepts of the Automotive Industry 42.0 Hours

This course is a study of historical and future perspectives regarding the evolution of the automotive industry. This course focuses on both historical and contemporary issues that have impacted and shaped the present day automotive industry and also explores those trends, issues, and innovations that are expected to influence the future automotive industry.

AUTM1003 Introduction to Aftermarket 42.0 Hours

This course examines the significance of the aftermarket sector of the automotive industry in Canada, reviewing its historical trends and some of the current issues relating to it. Students will be apprised of the vast size of the aftermarket industry and the creation of relationships among the many businesses that support the automotive industry as a whole.

AUTM1007 Automotive Technology 42.0 Hours

This course examines the basic technical knowledge of the automobile. The student will become familiar with automobile terminology and recent developments in technology in this field. The purpose of this course is to familiarize students with the product of their studied industry.

AUTM1010 Auto Show Lab 1 42.0 Hours

Through their participation in the annual Georgian College Auto Show, this experiential learning lab provides students with the opportunity to develop their interpersonal, leadership and team-building skills. Working as a member of a team, students engage in manufacturer-provided training and participate in the move-in and move-out processes, display set-up, vehicle detailing and providing visitors with vehicle information in a professional manner.

AUTM1011 Dealership Management Systems 42.0 Hours

The student is introduced to the software applications available to a retail automobile dealership. Usage of the system demonstrates how the different programs combine to form an integrated management information system. Our study explores the basic components of programs available for the Parts Department, Service Department, Sales Department and General Office.

AUTM2003 Parts and Service Management 42.0 Hours

This course examines the management function of the Service, Parts, and Body Shop operations of a typical Automotive dealership. Included in this course will be an examination of parts inventory control and warranty control issues. This course allows the student to critically examine their previous co-op working environment.

P- ACTG1000 Introduction to Accounting

AUTM2006 Dealership Sales Management 42.0 Hours

This course examines in detail all key aspects of automotive leasing, finance and insurance and the management function of the new and used car sales departments.

Topics included are methods of inventory planning and control and assessment of used cars through auctions. Additionally, students will critically assess the applicable legal and ethical considerations pertaining to these topics

AUTM2008 Auto Show Lab 2 42.0 Hours

Through their participation in the annual Georgian College Auto Show, this experiential learning lab provides students with the opportunity to further develop their interpersonal, leadership and team-building skills. This lab builds on the experience gained in Auto Show Lab 1. Working on a team in a leadership position, students learn to motivate team members, manage resources, oversee operations and meet the manufacturers' expectations. The use of team building activities enhances the team learning process.

AUTM3008 DMS System Administration 42.0 Hours

This advanced level course offers students a deeper examination of the full capabilities of a retail automobile dealership computer system. Students learn how to manage the system in relation to pre-installation considerations, system configuration, and system management. The capability of the system to link with personal computer-based applications in order to facilitate management reporting requirements and decision making are explored.

AUTM3009 Fleet Specialist 42.0 Hours

This course introduces students to fleet management. The focus of studies is on four subjects integral to supervising fleets - risk management, business management, information management and asset management. This course provides the necessary background for students who wish to write the exams for the National Fleet Management Association's certification - Certified Automotive Fleet Specialist (CAFS).

AUTM4010 Automotive Commercial Relationships 42.0 Hours

This course provides students with an understanding of the nature of commercial relationships within the supply chain of the automotive industry. Students will explore the role of intermediaries in the distribution channel and the value added by the functions performed. Students will learn how organizations manage these commercial relationships to achieve their strategic objectives.

AUTM4011 Advanced Aftermarket Studies 42.0 Hours

This course builds on the student's knowledge of the aftermarket industry as learned from completing the Introduction to the Aftermarket course and from working in the automotive industry during the co-operative work terms. Designed as a special topics course, students will undertake a major research project on a current topic within the aftermarket industry and present their findings to the class.

P- AUTM1003 Introduction to Aftermarket and P- SOSC1002 Introduction to Multidisciplinary Research

BSNS2001 Ethics for Business 42.0 Hours

In this course, students further develop their critical thinking skills through the study of various moral, philosophical, and psychological theories related to the students' industry of choice. Emphasis is placed upon identifying, analyzing, and applying ethical principles to customer-corporation, and employer-employee relationships evident in a service oriented business.

BSNS2004 Organizational Behaviour 42.0 Hours

This course examines the strategies and techniques used by effective managers and leaders in industry so that students will develop the interpersonal skills and traits leading to successful workplace relationships. Students discuss workplace trends, managing change, personal management techniques, effective communication, conflict resolution, and team building.

BSNS3000 Entrepreneurship and the Small Business Plan 42.0 Hours

Building on previous courses offered in marketing, finance and law, students will learn how to establish and operate a small business. This course will combine a theoretical analysis of the small business market and the business idea, with the practical exercise of creating a professional business plan. Included will be self-assessment exercises to determine the student's entrepreneurial profile.

BSNS3002 Services and Product Innovation 42.0 Hours

This course examines the importance of new product and service development to the achievement of an organization's objectives and how the process of innovation can be managed. Students will study the connection between competitive intelligence, consumer needs, value creation, technology and the new product/service development process. This course will make extensive use of the case study method of analysis as a basis for class discussion of innovation management issues.

P- MRKT1000 Introduction to Marketing

BSNS4003 Risk Management 42.0 Hours

This course helps students to develop a critical awareness of the types of risk and their potential impacts on the overall organization, which may be as much about identifying opportunities as it is about avoiding losses. Students will learn to apply a systems approach to assessing and managing risk and the benefits that can be expected from good risk management.

BSNS4005 Business Simulation 42.0 Hours

This course teaches students the process of making business decisions in a competitive environment by analyzing economic conditions and the strategy of competitors. This course will involve teams engaged in a business simulation involving current issues confronting the business environment.

COOP1000 Auto Mgmt Degree Work Term 1 560.0 Hours

Co-operative Education is a mandatory component of the Automotive Marketing diploma. Students are required to secure a paid 4 month co-op work term from May to August in the automotive industry. Students are also required to attend and participate in the scheduled co-op class in order to receive the necessary resources required to be successful on the first co-op work experience. A debriefing session will be held upon return from this work term. This session is designed to help the students organize and submit all supporting documentation for the first work term credit.

COOP2001 Auto Mgmt Degree Work Term 2 560.0 Hours

Students are required to secure a paid 4 month co-op work term from January to April in the automotive industry. Students are also required to attend a scheduled debriefing session upon return from the second work term. This session is intended to allow students to organize and submit all supporting documentation for the second work term credit. Opportunities for final co-op will also be discussed in this debriefing session.

P- COOP1000 Auto Mgmt Degree Work Term 1

COOP3004 Auto Mgmt Degree Work Term 3 560.0 Hours

Students are required to secure a paid 4 month co-op work term from September to December in the automotive industry. Students are also required to attend a final debriefing session once they have returned from this final work term. This session is intended to allow students to organize and submit supporting documentation for the third work term. Grad opportunities will also be discussed in this debriefing session.

P- COOP2001 Auto Mgmt Degree Work Term 2

ECNM1000 Microeconomics 42.0 Hours

This course examines the theory, principles and methods of economic analysis and its application to economic decision-making in the firm. Topics include market structure and efficiency, the firm behaviour and the organization of industry.

ECNM1001 Macroeconomics 42.0 Hours

Successful completion of Microeconomics, or equivalent, is recommended prior to taking this course. While microeconomics concentrated on economic principles applied to the market structure, this course continues with a critical examination of economic principles applied to the overall economy. Understanding economic indicators, the impact of legislation and government policy, and international trade on the economy will be the focus of this course.

ECNM4000 International Economics 42.0 Hours

This course examines the economic and political environments in various countries. Included are topics such as international trade, the influence of macroeconomics with respect to trade policy, monetary policy and currencies, and the growth of free trade. These topics will be considered in relation to the impact of the automotive industry on the major world economies, the changing relationships among the world leading automotive companies, and how nations influence the automotive industry.

FINC3003 Corporate Finance 42.0 Hours

This course is for the financial manager, designed to develop a student's ability to apply a variety of financial calculations to a range of business problems, including capital budgeting decisions, management of funds, security analysis and the financial implications of various kinds of investment, financing and dividend decisions.

P- MATS2000 Business Mathematics

FINC3004 Dealership Financial Statement Analysis 42.0 Hours

This course examines dealership efficiency, productivity and profitability through a comprehensive dealership financial statement analysis. Industry standards and comparisons are also explored. Dealership accounting topics are provided as a starting point from which to assist in the understanding of dealership operations.

P- ACTG1000 Introduction to Accounting

HRMG4000 Human Resource Management 42.0 Hours

This course provides an introduction to the various functions of human resource management, including compensation and benefits, staffing, recruitment and selection, research, labour relations, training and development, health and safety, planning, mediation and arbitration, the influence of government legislation on industry, and human rights legislation and employment equity.

HUMA4000 One World 42.0 Hours

What is social identity? Are we "citizens of the world"? This course addresses the moral and socio-political philosophical idea that all human ethnic groups belong to a single community based on a shared morality, a shared economic relationship, and/or a political structure that embraces world government. In this course, students learn about origins of world citizenship and its current trials and tribulations.

HUMA9100 Humanities Elective, Year 1 42.0 Hours

This code is used for Year 1 Humanities Elective Exemptions as approved by the academic area.

HUMA9200 Humanities Elective, Year 2 42.0 Hours

This code is used for Year 2 Humanities Elective Exemptions as approved by the academic area.

HUMA9300 Humanities Elective, Year 3 42.0 Hours

This code is used for Year 3 Humanities Elective Exemptions as approved by the academic area.

HUMA9400 Humanities Elective, Year 4 42.0 Hours

This code is used for Year 4 Humanities Elective Exemptions as approved by the academic area.

JURI3000 Business Law for the Automotive Industry 42.0 Hours

The student learns the fundamentals of business law theory, concentrating on legislation applying to the automotive industry. Studies include employment law, statute law, torts, contracts, and industry self-regulation guidelines (OMVIC).

MATS2000 Business Mathematics 42.0 Hours

This course is designed for Business students in order to develop their ability to understand linear functions, non-linear functions, and models (including cost, revenue, and profit). Methods to solve linear systems and the basics of linear programming are also introduced.

MNGM1000 Leadership 42.0 Hours

This course examines the various perspectives on leadership, including a study of different leadership styles, the distinction between leadership and management, decision-making and ethical professional behaviour in a leadership role as applied to a variety of situations. This course includes leadership self-assessment and leadership strategies to fit different temperaments, cultures, learning styles, preferences and values.

MNGM1001 Management Principles 42.0 Hours

This course provides students with a basic understanding of the role and functions of a manager and an introduction to the various philosophies, theories and techniques they use to carry out their work. In addition, ongoing changes in current business issues that have a direct influence on management will be discussed.

MNGM2002 Event Planning and Execution 42.0 Hours

This course is a detailed exploration of the process of managing an event which begins with research and needs assessment. Successful completion of the needs assessment drives decision making on other event factors such as size, length, programming components, schedule, and timelines. Students will gain experience in developing a comprehensive special event plan.

MNGM4000 Strategic Management 42.0 Hours

This course provides the student with a general overview of the planning process of business strategies. Topics include concepts of corporate strategy, the decision-making process, formulation of strategy, strategic thinking, and the formation, implementation and evaluation of strategy. Research areas in business strategies are analyzed.

MNGM4002 Operations Management 42.0 Hours

This course introduces students to the concepts underlying effective operation and control of manufacturing and service businesses. Approaches to production control, inventory policy, facilities planning, methods improvement and technological assessment are studied.

MRKT1000 Introduction to Marketing 42.0 Hours

This course is an introduction to the basic principles of marketing, including the four components of product/service, price, distribution and promotion. Students develop an understanding of the role of marketing in modern organizations.

MRKT1001 Consumer Behaviour 42.0 Hours

This course is designed to give students an understanding of consumer behaviour for the purpose of developing effective marketing strategy. The range of topics to be covered will include: theories of consumer behaviour involving concepts such as perception, motivation, attitude formation and change, personality, values, learning, and cultural aspects that influence the decision-making process.

MRKT2000 Automotive Sales Concepts and Applications 42.0 Hours

The practice of selling in the automotive industry can be viewed as both an art and a science. In this course, students will learn the various factors that govern consumer and organizational buying behaviour and the promotional strategies that can be used to influence this behaviour. Students will learn a multi-step approach to selling automobiles and how this approach corresponds to relationship selling in a business-to-business context such as the aftermarket industry. Special emphasis will be placed on professional selling skills and ethical behaviour in a sales context.

MRKT3000 Automotive Marketing Management 42.0 Hours

This course builds on the Introduction to Marketing course, examining the five functions of marketing management necessary to meet the marketing objectives of a firm. These functions are: planning, organizing, coordinating, evaluating, and controlling, in the management of the four marketing components of product/service, distribution, price, and promotion. Emphasis is placed on competitive analysis, decision-making skills, communications, and customer service. This course makes extensive use of the case study method of analysis as a basis for class discussion.

MRKT4000 International Marketing 42.0 Hours

This course focuses on the development of marketing strategies for organizations operating in the international business environment. Emphasis is placed on analyzing trends in the international marketing environment, identifying business opportunities and adapting standard marketing concepts to the diverse social, cultural, political and economic situations found in foreign markets.

SOSC1002 Introduction to Multidisciplinary Research .0 Hours

This course prepares students to conduct research appropriate to the degree level across disciplines. Students are taught how to access primary, secondary and tertiary sources and to evaluate the same, incorporating them into various communications for different audiences and varied purposes.

STAS3000 Introduction to Statistical Analysis 42.0 Hours

This course introduces students to elementary probability, the description and presentation of data, discrete and continuous random variables and correlation as well as some discussion of hypothesis testing. On the basis of simple data, students will learn to draw conclusions and learn how to apply these conclusions to research.

STAS3001 Statistical Analysis 42.0 Hours

This course builds on the notions of statistical theory learned in the previous Introduction to Statistical Analysis course. Students will further examine hypothesis testing, regression and correlations, multiple regression and probability concepts. Students gain more familiarity with the use of computer-based statistical analysis tools.
P- STAS3000 Introduction to Statistical Analysis or P- AUBR3005 Statistics

Course Description Legend

P = Prerequisite; C = Concurrent prerequisite; CO= Corequisite

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.