

## **AUTOMOTIVE BUSINESS**

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### **Program Outline**

<b>Major:</b>	AUBU
<b>Length:</b>	2 Years
<b>Delivery:</b>	4 Semesters, plus 2 work terms
<b>Credential:</b>	Ontario College Diploma, Co-op
<b>Effective:</b>	2015-2016
<b>Location:</b>	Barrie
<b>Start:</b>	Fall (Barrie), Winter (Barrie)

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### **Description**

The Automotive Business program prepares individuals for professional and essential support positions in the automotive industry sectors such as dealerships and the aftermarket industry. Students are also provided with opportunities to explore possibilities of entrepreneurship within the automotive industry. The program includes introductory business courses and specific automotive courses that explore various facets of the automotive industry. The co-operative work experience is a vital component of the program allowing students to confirm their career choice and to develop a network to establish their career path. Graduates of the program will have the skills, knowledge, and experience to assume a position in a broad range of organizations within the automotive industry.

### **Career Opportunities**

Conducting business in the automotive industry has become more sophisticated which increases demand for multi-skilled personnel. Employment opportunities abound in Dealership Operations including Parts, Sales, Service, Leasing & Financing, as well as in the fast developing Automotive Aftermarket sector. Positions in Dealerships, Aftermarket Businesses, Wholesale, Retail, Finance, and in other automotive related industries are being advertised in Canada's major newspapers, in automotive magazines, and on manufacturer's websites.

### **Program Learning Outcomes**

The graduate has reliably demonstrated the ability to:

- describe the historical, current, and future trends in automotive manufacturing and retailing;
- explain the function and operation of automotive components and related systems;
- interpret the Canadian regulatory legislation, legal, and ethical practices within the automotive industry;
- seek out entrepreneurial business opportunities by responding and adapting to ongoing industry changes;
- develop customer-service strategies to meet the needs of internal and external customers;
- select marketing strategies and determine their effect on the operation of an organization;
- apply accounting and financial knowledge to the operation of an organization;
- support the management of an automotive organization through the implementation of appropriate computer skills and information technology knowledge;
- analyze the effects of business decisions on the various departments in large and small organizations;
- develop and implement solutions to effectively address business problems and opportunities;
- propose strategies for personal and professional development to manage job stress, enhance work performance, and maximize career opportunities;
- analyze the impact of economic, social, political, and cultural changes on a business;
- employ environmentally sustainable practices with business careers.

### **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 Training, Colleges and Universities.

### **The Program Progression:**

Fall Intake - Barrie

Sem 1	Sem 2	Work Term 1	Sem 3	Work Term 2	Sem 4
Fall 2015	Winter 2016	Summer 2016	Fall 2016	Winter 2017	Summer 2017

Winter Intake - Barrie

Sem 1	Sem 2	Sem 3	Work Term 1	Sem 4	Work Term 2
Winter 2016	Summer 2016	Fall 2016	Winter 2017	Summer 2017	Fall 2017

### **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 11\* or 12 Mathematics (C, M, or U)

\*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:**

- 18 Mandatory Courses
- 2 Communications Courses
- 1 Optional 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.

**Mandatory Courses**

- ACCT1000 Financial Accounting Principles 1
- AUTO1000 Concepts of the Automotive Industry
- AUTO1001 Introduction to Automotive Technology
- AUTO1009 Introduction to Fixed Operations
- AUTO2000 DMS: Parts and Service
- AUTO2001 Automotive Networks
- AUTO2002 Introduction to Canadian Automotive Aftermarket
- AUTO2008 Dealership Sales Operations
- BUSI1001 Introduction to Organizational Behaviour
- BUSI2021 Auto Show Planning
- COMP1003 Microcomputer Applications
- ECON1000 Microeconomics
- ECON2000 Macroeconomics
- FNCE2008 Dealership Financial Statements
- LAWS1009 Automotive Law and Ethics
- MATH1002 Mathematics of Finance
- MKTG1000 Introduction to Marketing
- MKTG2029 Sales and Customer Relationship Management

#### Communications Courses

To be selected at time of registration from the College list, as determined by testing.

#### Optional Courses

To be selected from College list

#### General Education Courses

To be selected from College list

#### Co-op Work Terms

COOP1001 Automotive Business Work Term 1

COOP2005 Automotive Business Work Term 2

#### **Course Descriptions:**

ACCT1000 Financial Accounting Principles 1 42.0 Hours

This course provides the student with knowledge of basic accounting procedures and theory. Students are taught the steps of the accounting cycle that result in useful information for decision makers. Also included are adjusting entries, the preparation of financial statements, merchandising activities, and accounting information systems.

AUTO1000 Concepts of the Automotive Industry 42.0 Hours

This course covers the history of automobile production, tracing its evolution from its beginning to today's technologically advanced automotive manufacturing processes. This course also examines a variety of marketing decisions taken by Automobile Manufacturers to maintain and increase their market share. Current trends and issues facing the automotive retail sector and Automobile Dealers are also discussed as well as those that relate to the future of the automobile.

AUTO1001 Introduction to Automotive Technology 42.0 Hours

This course provides students with basic technical knowledge of the automobile. The student will become familiar with automotive terminology as well as the recent developments in automobile technology.

AUTO1009 Introduction to Fixed Operations 42.0 Hours

This course provides the student with an introduction to the Service, Parts, and Body Shop operations of a typical automobile dealership. The course explores the best practices for optimizing the return on investment in the dealership and how the after-sales business contributions to overall dealership profitability. Particular emphasis is on the impact of customer satisfaction on customer loyalty and customer-repurchase intentions.

P- ACCT1004 Introduction To Accounting or P- ACCT1000 Financial Accounting Principles 1 or P- ACCF1000 Principes de compt financière or P- ACCT1010 Accounting 1 or P- ACCT1008 Financial Accounting 1 (ODE) or P- ACC2122 Financial Acctg. Principles 1 or P- ACC2113 Intro Accounting 1 or P- BDE2101 Introductory Accounting or P- BDE2123 Financial Acct I

**AUTO2000 DMS: Parts and Service 42.0 Hours**

The student is introduced to the software applications available to a retail automobile dealership. An introductory overview demonstrates how the different packages combine to form an integrated management information system. Our study begins with an in depth look at Parts and Service Department programs. The applications utilized are Parts Inventory Control, Part Invoicing, Electronic Parts Catalogue, Service Merchandising, Service Scheduling and Service Invoicing.

**AUTO2001 Automotive Networks 42.0 Hours**

This course focuses on the importance of networking to the building of a successful career in the automotive industry. For the purposes of this course, the practice of networking is defined as the developing of positive relationships in the work environment. This course also provides an overview of the structure of the Canadian automotive industry through the use of guest speakers, secondary research, class discussion, and participation in industry events as the opportunity arises.

**AUTO2002 Introduction to Canadian Automotive Aftermarket 42.0 Hours**

This course introduces the participant to the vast size and importance of the automotive aftermarket to the automotive industry of Canada. Furthermore, the course examines the proliferation of products and services offered as well as the job and career opportunities available in this segment of the automotive industry.

**AUTO2008 Dealership Sales Operations 42.0 Hours**

This course examines in detail all key aspects of managing the new and used vehicle operations of an automotive dealership including leasing, finance, and insurance. The interrelationship between the new and used vehicle sales departments and other departments within the dealership is reviewed. The dealership's relationship with the manufacturer is also examined.

**BUSI1001 Introduction to Organizational Behaviour 42.0 Hours**

Organizational Behaviour is an introductory course which teaches social science theory as applied to the business world. It provides rich insights about working people in all kinds of organizations and also suggests how people may be motivated to work together more productively.

**BUSI2021 Auto Show Planning 42.0 Hours**

This course introduces students to the principles, concepts, and steps involved in planning and executing successful events in the automotive industry - specifically the

Georgian College Auto Show. Emphasis is placed on planning, marketing, organization, public relations, risk management, leadership skills, professional and social etiquette and event evaluation.

**COMP1003 Microcomputer Applications 42.0 Hours**

This course will introduce the student to database, spreadsheet, and presentation software. The student will be provided with a working knowledge of the most common business computer application software. This course will provide the student with hands-on learning and independent study.

**COOP1001 Automotive Business Work Term 1 560.0 Hours**

Co-operative Education is a mandatory component of this diploma at Georgian College and is a requirement for graduation. The student is required to attend and participate in scheduled Co-op classes (CPHR0001) prior to their first Co-op work term. Each student is responsible for obtaining a Co-op work term that is related to the Automotive Business program with an employer that has been approved by their Co-op Consultant. A debriefing session will be held upon return to school. The student must successfully complete the Co-op work term and submit all of the required documentation in order to receive the Co-op credit.

**COOP2005 Automotive Business Work Term 2 560.0 Hours**

Building on work term one, the student will acquire industry related experience and achieve learning outcomes specific to the Automotive Business program while developing knowledge and skills relevant to their program of study. The first Co-op credit must be successfully completed prior to the second Co-op work term. A debriefing session will be held upon return to school. The student must successfully complete the Co-op work term and submit all of the required documentation in order to receive the Co-op credit.

P- COOP1001 Automotive Business Work Term 1 or P- COOP1000 Auto Mgmt Degree Work Term 1

**ECON1000 Microeconomics 42.0 Hours**

This course provides an introduction to the principles and methods of economic analysis. The course examines how households and firms make economic decisions. It also analyzes the efficiency of scarce resource allocation under a range of market structures.

**ECON2000 Macroeconomics 42.0 Hours**

This course is designed to give students an understanding of how the overall economy operates and what economic indicators tell us about its health. The course explores government options for stabilizing the economy, and the impact of international trade. It is highly recommended that students take Microeconomics (ECON 1000 or equivalent) prior to taking this course.

#### **FNCE2008 Dealership Financial Statements 42.0 Hours**

This course examines dealership efficiency, productivity and profitability through financial statement ratio analysis using generally accepted industry guidelines and other comparisons. Other topics will include working capital management, and financing.

P- ACCT1004 Introduction To Accounting or P- ACCT1000 Financial Accounting Principles 1 or P- ACCF1000 Principes de compt financière or P- ACCT1010 Accounting 1 or P- ACCT1008 Financial Accounting 1 (ODE) or P- ACC2122 Financial Acctg. Principles 1 or P- ACC2113 Intro Accounting 1 or P- BDE2101 Introductory Accounting or P- BDE2123 Financial Acct I

#### **LAWS1009 Automotive Law and Ethics 42.0 Hours**

This course focuses on the responsibilities, both legal and ethical, of the individual working in the automotive industry primarily at a retail level either in dealership or aftermarket. This course examines the regulatory laws affecting the automotive industry and industry self-regulation. Students will also be challenged to consider conduct that is not prescribed by law; namely, ethical issues that arise in business in general and in the automotive industry in particular.

#### **MATH1002 Mathematics of Finance 42.0 Hours**

This introductory course is designed to develop a student's ability to perform basic mathematic operations and to apply mathematical techniques to a wide range of business problems. The mathematics of compound interest and annuities forms a major component of the course.

#### **MKTG1000 Introduction to Marketing 42.0 Hours**

This is an overview course with primary focus on marketing products and services to the ultimate consumer. Emphasis is placed on the basic marketing premise that customer needs must be satisfied in order to achieve company objectives. The student gains insight into the complex and interdependent variables involved in developing successful marketing strategies. The strategic marketing planning process is introduced, along with the specific concepts and principles involved in the four key components of the marketing plan - Product, Price, Distribution, and Promotion Strategies.

#### **MKTG2029 Sales and Customer Relationship Management 42.0 Hours**

This course covers both the concepts and practices of relationship selling in automotive retailing and the importance of maintaining satisfying long-term relationships with customers as a key factor in the achievement of an organization's marketing objectives. A multi-step professional selling process based on customer needs analysis is examined. The course will examine some of the tools used by today's businesses to measure, build, and maintain profitable relationships with customers.

### **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.*