

# **AUTOMOTIVE DEALERSHIP MANAGEMENT**

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## **Program Outline**

<b>Major:</b>	AUDM
<b>Length:</b>	252 Hours
<b>Delivery:</b>	1 Semester
<b>Credential:</b>	Ont. College Graduate Cert
<b>Effective:</b>	2017-2018
<b>Location:</b>	Barrie
<b>Start:</b>	Varies (Barrie)

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### **Description**

This national, results-oriented program focuses on the current issues, trends and technologies in automotive dealership management which are key to remaining competitive in a demanding Canadian market.

Participants will learn to synthesize management theory with practical, hands-on learning in a program which strives to produce well-rounded and entrepreneurial managers who can contribute to the overall operational growth and success of the dealership. Some courses provide depth in departmental operations. The majority of courses provide a broader perspective across all departments by teaching the skills needed to manage employees, customers, finances and promote interdepartmental cooperation.

### **Career Opportunities**

This program is designed to significantly enhance the management and entrepreneurial skills of current or prospective managers in a dealership, and may also be of interest to executives in manufacturing who could benefit from a practical dealership education to be more effective in their dealer interactions.

### **Program Learning Outcomes**

The graduate has reliably demonstrated the ability to:

- develop a comprehensive dealership operations strategy which synthesizes an understanding of theories, current industry issues, available technologies, and Canadian best practices using current and relevant management principles;
- develop leading-edge online and traditional marketing strategies including social media by using current technology with the goal of optimizing the customer experience, improving customer satisfaction and retention, and increasing profitability;
- plan appropriate human resource strategies in order to promote teamwork, build effective leaders, manage performance, and improve employee satisfaction;
- integrate knowledge of legal requirements and ethical standards into all professional business interactions;
- propose strategies to improve the profitability and effectiveness of the parts, service, new and used vehicle departments within a dealership as well as optimize relations between them;
- interpret and evaluate financial and operating reports and propose concrete solutions to improve performance based on current, Canadian industry benchmarks;
- develop a strategic plan designed to integrate an entrepreneurial mindset into growing all departments within a dealership;
- employ environmentally sustainable practices within the industry.

### **The Program Progression:**

Varies Intake - Barrie

### **Admission Requirements:**

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

- Post-secondary diploma, or degree, or equivalent experience in the automotive industry.

**Additional Information:**

It is expected that participants have access to dealership financial information.

Diploma or degree-level courses cannot be used towards exemptions in this program as those courses are a requirement for admission to the program. Any requests for course exemptions must be based on equivalent courses completed at the Graduate Certificate level.

**Graduation Requirements:**

7 Mandatory Courses

**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. The passing weighted average for promotion through each semester and to graduate is 60%.

**Mandatory Courses**

AUDM1000 Dealership Management  
AUDM1001 Dealer Financial Management  
AUDM1002 Customer Experience  
AUDM1003 Parts and Accessories Management  
AUDM1004 Service Management  
AUDM1005 New and Used Sales Management  
AUDM1006 Growth and Opportunity Capstone

**Course Descriptions:**

AUDM1000 Dealership Management 36.0 Hours

People are a dealership's most important resource. Departments and individuals need to work together to maximize the profitability of the dealership. Managing a group of people with diverse goals and interests requires an understanding of management practices, organizational behavior, human resources management, and leadership models. This course provides managers with a 'tool kit' to use in their workplace.

AUDM1001 Dealer Financial Management 36.0 Hours

It is said that 'money makes the world go round'. If this is true, then understanding the finances of a dealership is one of the most important things which a manager learns. In

this course, the dealership financial statement is examined in detail. Financial analysis examines both departmental results and the overall performance of the dealership compared with current, Canadian benchmarks. Cash management is also an important discussion topic in the course.

#### AUDM1002 Customer Experience 36.0 Hours

Customer acquisition, engagement, and retention are vital to dealership profitability and long-term sustainability. Technology plays a pivotal role in managing customer relationships so this course looks at dealership management systems and customer relationship management systems, social media, and other current (and future) tools to manage the customer experience. This course addresses the unique needs of each department yet helps managers think in terms of a comprehensive dealership strategy rather than just a departmental plan.

#### AUDM1003 Parts and Accessories Management 36.0 Hours

This course focuses on improving profitability and effectiveness in the operation of a parts department through a thorough, comprehensive parts operations review. Participants are provided with tools to help better manage the daily operations of this department as well as contribute to overall dealership performance.

#### AUDM1004 Service Management 36.0 Hours

This course is designed to prepare the participant to effectively manage a service department. People, processes, and performance are all addressed in this detailed, results-oriented course designed for the Canadian marketplace. Participants are provided with tools to help better manage the daily operations of this department as well as contribute to overall dealership performance.

#### AUDM1005 New and Used Sales Management 36.0 Hours

Nothing happens until a vehicle is sold. Satisfied customers returning to buy more vehicles, more parts, and get their service work done result in continuing profitability. This course concentrates on improving the operations and performance of both the new and used vehicle sales departments. Participants are provided with tools to help better manage daily departmental operations as well as contribute to overall dealership performance.

#### AUDM1006 Growth and Opportunity Capstone 36.0 Hours

Participants develop a dealership's strategic plan built on topics covered in the first six courses with the goal of managing operations for growth, building dealership capacity from within, and exploring future opportunities with an entrepreneurial mindset. Emphasis is on developing an actionable plan which synthesizes an understanding of theories, current industry issues, available technologies, and Canadian best practices. P- AUDM1000 Dealership Management and P- AUDM1001 Dealer Financial Management

### **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.*