

AUTOMOTIVE BUSINESS

Program: AUBU

Credential: Ontario College Diploma, Co-op

Delivery: Full-time + Part-time

Work Integrated Learning: 2 Co-op Work Terms

Length: 4 Semesters, plus 2 work terms

Duration: 2 Years

Effective: Fall 2021, Winter 2022, Summer 2022

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 a 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

All co-operative education programs at Georgian contain mandatory work term experiences aligned with program learning outcomes. Co-op work terms are designed to integrate academic learning with work experience, supporting the development of industry specific competencies and employability skills.

Georgian College holds membership with, and endeavours to follow, the co-operative education guidelines set out by the Co-operative Education and Work Integrated Learning Canada (CEWIL) and Education at Work Ontario (EWO) as supported by the Ministry of Colleges and Universities.

Co-op is facilitated as a supported, competitive job search process. Students are required to complete a Co-op and Career Preparation course scheduled prior to their first co-op work term. Students engage in an active co-op job search that includes applying to positions posted by Co-op Consultants, and personal networking. Co-op work terms are scheduled according to a formal sequence that alternates academic and co-op semesters as shown in the program progression below.

Programs may have additional requirements such as a valid driver's license, strong communication skills, industry specific certifications, and ability to travel. Under exceptional circumstances, a student may be unable to complete the program progression as shown below. Please refer to Georgian College Academic Regulation 3.2.7: *Changes in program, course, section or co-op*, for details.

International co-op work terms are supported and encouraged, when aligned with program requirements.

Further information on co-op services can be found at [www.GeorgianCollege.ca/co-op](http://www.georgiancollege.ca/co-op/) (<http://www.georgiancollege.ca/co-op/>)

Program Progression

The following reflects the planned progression for full-time offerings of the program.

Fall Intake

- **Sem 1:** Fall 2021
- **Sem 2:** Winter 2022
- **Work Term 1:** Summer 2022
- **Sem 3:** Fall 2022
- **Work Term 2:** Winter 2023
- **Sem 4:** Summer 2023

Winter Intake

- **Sem 1:** Winter 2022
- **Sem 2:** Summer 2022
- **Sem 3:** Fall 2022
- **Work Term 1:** Winter 2023
- **Sem 4:** Summer 2023
- **Work Term 2:** Fall 2023

Summer Intake

- **Sem 1:** Summer 2022
- **Sem 2:** Fall 2022
- **Sem 3:** Winter 2023
- **Work Term 1:** Summer 2023
- **Sem 4:** Fall 2023
- **Work Term 2:** Winter 2024

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/academic-regulations/ (<http://www.georgiancollege.ca/admissions/academic-regulations/>)

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

The following reflects the planned course sequence for full-time offerings of the Fall intake of the program. Where more than one intake is offered contact the program co-ordinator for the 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	Principles of Sales	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 the Canadian Automotive Aftermarket	42
AUTO 2010	Introduction to Fixed Operations with Dealership Management Systems	42
AUTO 2011	Customer Relationship Management and Digital Marketing	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		
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 2021	Auto Show Planning
BUSI 2024	International Experience
BUSI 2025	The Business of Esports
BUSI 3006	Investments
COMM 2020	Technical Communication
COMP 2067	Advanced Computer Applications
ECON 2000	Macroeconomics
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
ETHC 3002	Business Ethics
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

Graduation Window

Students unable to adhere to the program duration of two years (as stated above) may take a maximum of four years to complete their credential. After this time, students must be re-admitted into the program, and follow the curriculum in place at the time of re-admission.

Disclaimer: *The information in this document 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.*

Program outlines may be subject to change in response to emerging situations, in order to facilitate student achievement of the learning outcomes required for graduation. Components such as courses, progression, coop work terms, placements, internships and other requirements may be delivered differently than published.