

# BUSN 0232: AUTOMOTIVE PARTS AND SERVICE ESSENTIALS

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Course outlines are reviewed annually as part of continual quality improvement. This course was last updated for the effective term below.

**Effective Term**

Winter 2021

**Full Course Title**

Automotive Parts and Service Essentials

**Academic Level**

Non Credit

**Subject Code**

BUSN - NC Business Studies

**Course Number**

0232

**Division**

Business and Management Studies (includes Hospitality)

**Grade Mode**

Pass/Fail

**PLAR Applicable**

No

**Total Hours**

24

**Course Description**

In this course, individuals currently working in or aspiring to work in the automotive industry develop professional and productivity skills to become an integral part of the customer handling team. Course participants learn to manage client expectations in parts and service departments by improving listening skills, building rapport and adapting to the client's personality in order to increase the customer satisfaction index and sales.

**Course Content**

- management information system(s)
- operations
- parts and service
- invoicing
- sales process(es)
- selling techniques
- retail components
- marketing

**Course Evaluation**

**The passing grade for this course is P (Pass).**

A "Pass" is granted based on satisfactory completion of the following:

- 75% attendance (6 out of 8 sessions)
- formative and summative assessment(s)
- lesson learning outcomes

**Tests/examinations/assignments must be written/submitted at the time specified. Requests for adjustments to that schedule must be made before the test/exam/assignment date to the faculty member. Failure to do so will result in a mark of "0", unless an illness/emergency can be proven with appropriate documentation at no cost to the College.**

**Academic Appeal**

Students at Georgian College can appeal the following:

- A mark on an assignment, test, examination or work-integrated learning term
- Missing or incorrect assessment information on a grade report and/or transcript
- A charge of academic misconduct

**Note:** Students cannot appeal a final grade. It is the academic work that is appealable leading to the final grade i.e. final test, exam or assignment.

Refer to Academic Regulations 9.2 Academic Appeal for further details.

**Course Learning Outcomes**

**Upon successful completion of this course, the student has reliably demonstrated the ability to:**

1. understand the importance of an integrated management information system as it relates to customer retention, customer satisfaction and profitability;

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**Upon successful completion of this course, the student has reliably demonstrated the ability to:**

2. complete daily operations processes for each profit centre of a retail automobile dealership;

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**Upon successful completion of this course, the student has reliably demonstrated the ability to:**

3. assess the needs of parts and service customers to ensure a positive customer experience;

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**Upon successful completion of this course, the student has reliably demonstrated the ability to:**

4. apply invoicing best practices to ensure greater profit per invoice;

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**Upon successful completion of this course, the student has reliably demonstrated the ability to:**

5. explain the sales process as it relates to consumer preferences and buying decisions;

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**Upon successful completion of this course, the student has reliably demonstrated the ability to:**

6. review retail components and marketing as they relate to dealership-consumer dynamics;
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