

# **HONOURS BACHELOR OF BUSINESS ADMINISTRATION (AUTOMOTIVE MANAGEMENT)**

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## **Program Outline**

<b>Major:</b>	BBAA
<b>Length:</b>	4 Years
<b>Delivery:</b>	8 Semesters, plus 3 work terms
<b>Credential:</b>	Honours Bachelor Degree
<b>Effective:</b>	2016-2017
<b>Location:</b>	Barrie
<b>Start:</b>	Fall (Barrie)

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### **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 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	Sem 5
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Fall 2016	Winter 2017	Summer 2017	Fall 2017	Winter 2018	Summer 2018	Winter 2019
Sem 6	Work Term 3	Sem 7	Sem 8			
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Summer 2019	Fall 2019	Winter 2020	Summer 2020			

### **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

- minimum overall average of 65 per cent
- six Grade 12 U or M level courses
- Grade 12 English U
- Grade 12 U level Mathematics

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 19 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; satisfying 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 consent by the Minister of Training Colleges and Universities to offer this applied degree for a five year term starting September 16, 2015. 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.

Non-core courses are required in all degree programs to meet the Ministry of Training, Colleges and Universities benchmark for depth and breadth in degree-level learning. These courses are designed to give students the tools to develop interdisciplinary perspectives that inform their approach to their own discipline, their continued education and their life outside work.

Students are required to take: at least one first year interdisciplinary course (INTS1xxx); two introductory courses in their choice of disciplines outside their main field of study, which may include psychology (PSYC1000 or 1001), social science (SOCI1000), humanities (HUMA1000), or science (SCEN1000); one advanced course in a discipline (ex. PSYC3xxx, SOSC3xxx, HUMA3xxx), and; one upper level interdisciplinary course (INTS4xxx). These courses and any remaining non-core course requirements to be selected from the program list.

**Graduation Requirements:**

29 Mandatory Core Courses

- 3 Elective Core Courses
- 1 Mandatory Non-Core Course
- 7 Elective Non-Core Courses
- 2 Auto Show Practica
- 3 Co-op Work Terms

### **Graduation Eligibility:**

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

### **Mandatory Core 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 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

Elective Core Courses  
To be selected from College list

Mandatory Non-Core Course  
INTS1002 Introduction to Multidisciplinary Research

Elective Non-Core Courses  
To be selected from College list

Auto Show Practica  
AUTM1010 Auto Show Practicum 1  
AUTM2008 Auto Show Practicum 2

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 Practicum 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 Practicum 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.

**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.

P- MRKT1000 Introduction to Marketing or P- UAM1001 Introduction To Marketing

**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 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.

P- ACTG1000 Introduction to Accounting and P- MRKT1000 Introduction to Marketing

**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.

P- ACTG1000 Introduction to Accounting



**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 or P- COOP2005 Automotive Business 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.

**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.

INTS1002 Introduction to Multidisciplinary Research 42.0 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.

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.

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.

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.

P- MNGM1001 Management Principles

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.

P- MATS2000 Business Mathematics

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.

P- MRKT1000 Introduction to Marketing

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.*