

# HONOURS BACHELOR OF BUSINESS ADMINISTRATION (AUTOMOTIVE MANAGEMENT)

**Program:** BBAA

**Credential:** Honours Bachelor Degree

**Delivery:** Full-time

**Work Integrated Learning:** 3 Co-op Work Terms

**Length:** 8 Semesters, plus 3 work terms

**Duration:** 4 Years

**Effective:** Fall 2025

**Location:** Barrie

## Description

This program combines a degree-level business education with experiential knowledge focused on the automotive industry. In preparation for a landscape that is constantly evolving and to identify and respond proactively to these changes, students analyze current issues, trends and developing technologies relevant to the automotive industry. Through a variety of delivery methods including lectures, discussions, case-studies, problem-solving and special projects in collaboration with industry and industry stakeholders, students are challenged to critically examine, evaluate and present complex information in support of sound management decision-making.

Work integrated learning is achieved through a series of co-operative education work terms, serving to maximize the link between theory and practice, and to foster mutually beneficial business relationships between the student and industry partners.

This program includes experiential learning through participation in a major, automotive focused exposition that requires students to work collaboratively and interactively with industry and industry partners in developing their communication and leadership skills, and increasing their professionalism.

## 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 Honours Bachelor of Business Administration (Automotive Management) are positions requiring high levels of critical thinking, problem solving, professionalism and customer service skills. Graduates of the degree program find entry level and middle management employment opportunities in all sectors of the automotive industry including original equipment manufacturers (OEM), dealerships, the aftermarket (manufacturer, wholesale and retail), financial services, remarketing (used vehicles, auctions and intermediaries), services and digital marketing/social media.

## Program Learning Outcomes

The graduate has reliably demonstrated the ability to:

1. relate historical and current trends experienced by the automotive industry to future challenges and opportunities;
2. evaluate and develop effective marketing strategies to achieve organizational objectives in accordance with contemporary regulatory legislation and ethical practices within the automotive industry;
3. use effective leadership and management skills including problem solving and management of resources to achieve organizational objectives;
4. apply appropriate business and economic theories to analyze, evaluate and solve organizational problems, considering both domestic and global contexts;
5. research, organize, synthesize, analyze and interpret data from different sources for the purpose of improving the quality of decision making within the organization;
6. relate the functions and operations of basic automotive components and related systems to the automotive sales and customer service environment;
7. relate the benefits of cultural diversity to personal growth and development of business strategies nationally and internationally;
8. be proactive in developing personal and professional goals as part of career planning;
9. practice appropriate professional behaviour and communication skills for the purpose of developing effective working relationships with others; and
10. incorporate the values of innovation, entrepreneurship and sustainability in developing a broad range of interests and life-long learning.

## 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 Experiential and Work-Integrated 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 Regulations 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) (<https://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 2025
- **Sem 2:** Winter 2026
- **Work Term 1:** Summer 2026
- **Sem 3:** Fall 2026
- **Work Term 2:** Winter 2027
- **Sem 4:** Summer 2027
- **Sem 5:** Winter 2028
- **Sem 6:** Summer 2028
- **Work Term 3:** Fall 2028
- **Sem 7:** Winter 2029
- **Sem 8:** Summer 2029

## 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 <https://www.georgiancollege.ca/admissions/credit-transfer/> (<http://www.georgiancollege.ca/admissions/credit-transfer/>)

## Admission Requirements

- Ontario Secondary School Diploma (OSSD) or equivalent, or mature student status
- minimum overall average of 65 per cent
- six Grade 12 U or M level courses
- Grade 12 U level English
- Grade 12 U level Mathematics

Selection is based on academic grades and subject prerequisites; applicants must meet minimum averages to receive final acceptance.

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 on or before the commencement of the program 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.

## Additional Information

This college has been granted a consent by the Minister of Colleges and Universities to offer this applied degree for a seven-year term starting December 9, 2022. 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 Practica 1 and 2 require participation by the student in an annual Georgian College Auto Exposition. If, for any reason, the College is unable to host the Auto Exposition, students will be required to substitute Event Planning and Execution for Auto Practicum 1 and Leadership for Auto Practicum 2 to meet graduation requirements.

Non-core courses are required in all degree programs to meet the Ministry of 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 (PSYC 1000 or PSYC 1001), social science (SOCI 1000), humanities (HUMA 1012), or science (SCEN 1000); one advanced course in a discipline (ex. PSYC3xxx, SOSOC3xxx, 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

- 30 Core Courses
- 2 Elective Core Courses
- 2 Non-Core Courses
- 6 Elective Non-Core Courses
- 2 Auto 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.

### 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
Core Courses		
AUTM 1002	Concepts of the Automotive Industry	42
AUTM 1003	Introduction to Aftermarket	42
MNGM 1001	Management Principles	42
MRKT 1000	Introduction to Marketing	42
Non-core Course		
INTS 1002	Introduction to Multidisciplinary Research	42
<b>Hours</b>		<b>210</b>
Semester 2		
Core Courses		
AUTM 1007	Automotive Technology	42
AUTM 1011	Dealership Management Systems	42
BSNS 1006	Core Business Applications	42
BSNS 1007	Digital Marketing and Social Media	42
ECNM 1000	Microeconomics	42
<b>Hours</b>		<b>210</b>
Semester 3		
Core Courses		
ACTG 1000	Introduction to Accounting	42

BSNS 2004	Organizational Behaviour	42
ECNM 1001	Macroeconomics	42
HRMG 2000	Introduction to Human Resource Management	42
MRKT 2000	Automotive Sales Concepts and Applications	42
<b>Hours</b>		<b>210</b>

#### Semester 4

##### Core Courses

ACTG 2002	Management Accounting	42
AUTM 2006	Dealership Sales Management	42
JURI 3000	Business Law for the Automotive Industry	42
MATS 2000	Business Mathematics	42

##### Auto Practica

AUTM 1010	Auto Practicum 1	42
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##### Non-Core Course

INTS 1007	Interdisciplinary Modes of Communication (Non-Core Course)	42
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**Hours** **252**

#### Semester 5

##### Core Courses

BSNS 2001	Ethics for Business	42
FINC 3003	Corporate Finance	42
STAS 3000	Introduction to Statistical Analysis	42

##### Elective Core Course (1 of 2)

Select 1 course from the available list during registration.	42
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##### Elective Non-core Course

Select 1 of the following courses: SOCI 1000, HUMA 1012, SCEN 1000 or PSYC 1000.	42
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**Hours** **210**

#### Semester 6

##### Core Courses

AUTM 2003	Parts and Service Management	42
BSNS 3000	Entrepreneurship and the Business Plan	42
STAS 3001	Statistical Analysis	42

##### Auto Practica

AUTM 2008	Auto Practicum 2	42
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##### Elective Non-Core Courses (2)

Select 1 of the following courses: SOCI 1000, HUMA 1012, SCEN 1000 or PSYC 1000	42
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Select 1 course from the non-core elective list available list during registration.	42
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**Hours** **252**

#### Semester 7

##### Core Courses

AUTM 4010	Automotive Commercial Relationships	42
FINC 3004	Dealership Financial Statement Analysis	42
MRKT 3000	Automotive Marketing Management	42

##### Elective Non-Core Courses (2)

Select 1 course at the 3000-level from the available list during registration	42
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Select 1 course from the available list during registration.	42
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**Hours** **210**

#### Semester 8

##### Core Courses

AUTM 4012	Automotive Strategy Capstone	42
BSNS 4005	Business Simulation	42
MNGM 4002	Operations Management	42

##### Elective Core Course (2 of 2):

Select 1 course from the available list during registration.	42
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##### Elective Non-Core Course

Select 1 non-core INTS 4000-level elective from the available list during registration	42
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**Hours** **210**

**Total Hours** **1764**

<b>Co-op Work Terms</b>		<b>Hours</b>
COOP 1000	Auto Mgmt Degree Work Term 1 (occurs after Semester 2)	560
COOP 2001	Auto Mgmt Degree Work Term 2 (occurs after Semester 3)	560
COOP 3004	Auto Mgmt Degree Work Term 3 (occurs after Semester 6)	560
<b>Hours</b>		<b>1680</b>
<b>Total Hours</b>		<b>1680</b>

## Code Title

### Elective Core Courses may include:

AUTM 3008	DMS System Administration
AUTM 3009	Fleet Specialist
AUTM 3010	Dealership Technologies
AUTM 4011	Advanced Aftermarket Studies
BSNS 1002	The Internet Economy
BSNS 2005	International Business
BSNS 3002	Innovation Leadership
BSNS 4001	Service Excellence
BSNS 4003	Risk Management
BSNS 4006	Dispute Resolution for Leaders
BSNS 4007	Change Leadership
ECNM 4000	International Economics
ENTP 4000	Topics in Entrepreneurship
ENTP 4001	Intrapreneurship
ENTP 4002	Social Entrepreneurship
MRKT 1001	Consumer Behaviour
MNGM 1000	Leadership Models and Theories
MNGM 2000	Managing E-Business
MNGM 2001	Project Management
MNGM 2002	Event Planning and Execution
MNGM 2004	Loss, Grief and Bereavement in the Workplace
MNGM 2005	Introduction to Workplace Training and Development
MNGM 4001	Inspiring People for / to Exceptional Performance
MNGM 4006	Management Information Systems
MNGM 4007	Current Topics in Leadership
MRKT 4000	International Marketing

## Graduation Window

Students unable to adhere to the program duration of four years (as stated above) may take a maximum of eight 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.*