

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 2019

Location: Barrie

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:

1. 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;
2. 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;
3. utilize effective leadership and management skills with respect to problem solving and prevention for human, physical and financial resources;
4. research, organize, evaluate, synthesize and analyze financial, economic and statistical information for business decision making purposes based on global thinking;
5. develop marketing strategies for the automotive retail and wholesale businesses;

6. relate the functions and operations of the 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 to the development of business strategies nationally and internationally;
8. develop short term and long term, personal and professional goals and develop personal relationships that assist with ongoing career planning;
9. apply computer literacy skills and effective oral and written communication skills appropriate to the business environment;
10. practice interpersonal and team building skills and recognize a variety of leadership styles;
11. value the importance of entrepreneurial initiative and the ability to respond to change;
12. 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 Advanced Education and Skills Development.

The Program Progression

Fall Intake

- **Sem 1:** Fall 2019
- **Sem 2:** Winter 2020
- **Work Term 1:** Summer 2020
- **Sem 3:** Fall 2020
- **Work Term 2:** Winter 2021
- **Sem 4:** Summer 2021
- **Sem 5:** Winter 2022
- **Sem 6:** Summer 2022

- **Work Term 3:** Fall 2022
- **Sem 7:** Winter 2023
- **Sem 8:** Summer 2023

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 enrollment 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 (PSYC 1000 or PSYC 1001), social science (SOC1 1000), humanities (HUMA 1012), or science (SCEN 1000); one advanced course in a discipline (ex. PSYC3xxx, SOS3xxx, 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 Core Courses
- 3 Elective Core Courses
- 1 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.

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
Hours		210
Semester 2		
Core Courses		
AUTM 1007	Automotive Technology	42
AUTM 1011	Dealership Management Systems	42
ECNM 1000	Microeconomics	42
MRKT 1001	Consumer Behaviour	42
Elective Non-Core Courses		
Select 1 course from the available list during registration.		42
Hours		210
Semester 3		
Core Courses		
ACTG 1000	Introduction to Accounting (ODE)	42
BSNS 2004	Organizational Behaviour	42
ECNM 1001	Macroeconomics	42
MRKT 2000	Automotive Sales Concepts and Applications	42
Elective Non-Core Courses		
Select 1 course from the available list during registration.		42
Hours		210
Semester 4		
Core Courses		
ACTG 2002	Management Accounting (ODE)	42
AUTM 2003	Parts and Service Management	42
AUTM 2006	Dealership Sales Management	42
MATS 2000	Business Mathematics	42
Elective Non-Core Courses		
Select 1 course from the available list during registration.		42
Auto Show Practicum		

AUTM 1010	Auto Show Practicum 1	42
Hours		252
Semester 5		
Core Courses		
FINC 3003	Corporate Finance	42
JURI 3000	Business Law for the Automotive Industry	42
STAS 3000	Introduction to Statistical Analysis	42
Elective Core Courses		
Select 1 course from the available list during registration.		42
Elective Non-Core Courses		
Select 1 course from the available list during registration.		42
Hours		210
Semester 6		
Core Courses		
BSNS 3000	Entrepreneurship and the Business Plan	42
FINC 3004	Dealership Financial Statement Analysis	42
HRMG 4000	Human Resource Management	42
STAS 3001	Statistical Analysis	42
Elective Non-Core Courses		
Select 1 course from the available list during registration.		42
Auto Show Practicum		
AUTM 2008	Auto Show Practicum 2	42
Hours		252
Semester 7		
Core Courses		
AUTM 4010	Automotive Commercial Relationships	42
BSNS 4005	Business Simulation	42
MRKT 3000	Automotive Marketing Management	42
Elective Core Courses		
Select 1 course from the available list during registration.		42
Elective Non-core Courses		
Select 1 course from the available list during registration.		42
Hours		210
Semester 8		
Core Courses		
BSNS 2001	Ethics for Business	42
MNGM 4000	Strategic Management	42
MNGM 4002	Operations Management	42
Elective Core Courses		
Select 1 course from the available list during registration.		42
Elective Non-Core Courses		
Select 1 course from the available list during registration.		42
Hours		210
Total Hours		1764
Co-op Work Terms		
Hours		
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
Hours		1680
Total Hours		1680

Code Title

Elective Core Courses may include:

ACTG 2000	Accounting Applications
AUTM 3008	DMS System Administration
AUTM 3009	Fleet Specialist
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
MNGM 1000	Leadership
MNGM 2000	Managing E-Business
MNGM 2001	Project Management
MNGM 2002	Event Planning and Execution
MNGM 4001	Inspiring People for / to Exceptional Performance
MNGM 4006	Management Information Systems
MNGM 4007	Topics in Leadership
MRKT 1002	Marketing
MRKT 4000	International Marketing
SCEN 3005	Environmental Science

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.

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.