

BUSINESS FOR INTERNATIONAL AUTOMOTIVE PROFESSIONALS (MICRO-CREDENTIAL)

Program: BIAP

Credential: Recognition of Achievement

Delivery: Part-time, online, micro-credential

Duration: 80 hours

Effective: Fall 2024, Winter 2025, Summer 2025

Location: Barrie

Description

The Business for International Automotive Professionals Micro-certificate is a comprehensive online program aimed at equipping you with the knowledge and skills vital for success in the competitive automotive industry. Throughout four program modules, you will explore various dimensions of the industry, their interconnections, and engage in discussions within the virtual classroom. End-of-module tests assess your grasp on the subject, ensuring practical application. This program offers a well-rounded education, preparing you to navigate the automotive industry effectively.

Career Opportunities

Upon completing the BIAP Micro-certificate program, you may pursue various entry-level positions in the dynamic automotive industry. Possible career opportunities include roles such as:

- Automotive Sales Representative: Assisting customers in vehicle selection
- Automotive Marketing Specialist: Contributing to marketing campaigns
- Automotive Warranty Administrator: Managing warranty claims
- Automotive Data Analyst: Analyzing vehicle performance data
- Automotive Finance Assistant: Assisting with financing solutions

These positions offer a starting point for a promising career in the automotive sector, aligning with your newly acquired knowledge and skills.

Program Learning Outcomes

The graduate has reliably demonstrated the ability to:

1. build interactive leadership and professional skills required for success within in the automotive sector;
2. employ critical thinking, problem-solving, and relationship building skills to appreciate diverse perspectives and enhance communication related to customer sales and service;
3. define and interpret the intersectionality of perspectives for financial, marketing and sales departments within the automotive industry in order to navigate the challenges that arise from conflicting objectives;

4. explore growth opportunities and the impact of professional behaviour in the automotive industry.

Admission Requirements

Admission to the program requires a single fundamental prerequisite: proficiency in the English language. As the program is conducted primarily in English, applicants should possess the necessary language skills to engage with the coursework effectively and communicate in a professional context.

Graduation Requirements

To successfully graduate from the Business for International Automotive Professionals (BIAP) Micro-certificate program, students must fulfill the sole requirement of completing all four program modules.

By successfully passing the assessment at the end of each module, students will be well-prepared to earn their micro-certificate and unlock new opportunities in the automotive industry.

Graduation Eligibility

Students must successfully complete all required courses as noted below. Further details, if applicable, are noted under "Additional Information" above.

Program Tracking

Program Courses		Hours
Program Modules		
BUSN 0258	Interactive Business Skills (Micro-credential)	20
BUSN 0259	Customer Service (Micro-credential)	20
BUSN 0260	Finance, Marketing and Sales (Micro-credential)	20
BUSN 0261	Career Options (Micro-credential)	20
Hours		80
Total Hours		80

Graduation Window

Students registered in part-time studies programs must maintain continuous registration in order to complete the program according to the curriculum in place at the time they were admitted. Students who do not remain continuously registered must be readmitted to the program and follow the new curriculum.

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.