

AUTOMOTIVE DEALERSHIP MANAGEMENT

Program: AUDM

Credential: Ontario College Graduate Certificate

Delivery: Part-time

Duration: 252 Hours

Effective: Fall 2025

Location: Barrie

Description

In this nationally delivered and results-oriented program, students focus on the current issues, trends and technologies in automotive dealership management, which are key to remaining competitive in a demanding Canadian market. Students learn to synthesize management theory with practical, hands-on learning in a program that strives to produce well-rounded and entrepreneurial managers who can contribute to the overall operational growth and success of the dealership. Students gain specific and in-depth insight into departmental operations through some of the course content, while in others they gain a broader perspective across all departments by learning the skills needed to manage employees, customers, finances and promote interdepartmental cooperation.

Career Opportunities

This program is designed to significantly enhance the management and entrepreneurial skills of current or prospective managers in a dealership, and may also be of interest to executives in manufacturing who could benefit from a practical dealership education to be more effective in their dealer interactions.

Program Learning Outcomes

The graduate has reliably demonstrated the ability to:

1. develop a comprehensive dealership operations strategy which synthesizes an understanding of theories, current industry issues, available technologies, and Canadian best practices using current and relevant management principles;
2. develop leading-edge online and traditional marketing strategies including social media by using current technology with the goal of optimizing the customer experience, improving customer satisfaction and retention, and increasing profitability;
3. plan appropriate human resource strategies in order to promote teamwork, build effective leaders, manage performance, and improve employee satisfaction;
4. integrate knowledge of legal requirements and ethical standards into all professional business interactions;
5. propose strategies to improve the profitability and effectiveness of the parts, service, new and used vehicle departments within a dealership as well as optimize relations between them;
6. interpret and evaluate financial and operating reports and propose concrete solutions to improve performance based on current, Canadian industry benchmarks;
7. develop a strategic plan designed to integrate an entrepreneurial mindset into growing all departments within a dealership;
8. employ environmentally sustainable practices within the industry.

Admission Requirements

Applicants must meet ONE of the following requirements to be eligible for admission to this program:

- Post-secondary diploma, or degree, or equivalent experience in the automotive industry.

Additional Information

It is expected that participants have access to dealership financial information.

Diploma or degree-level courses cannot be used towards exemptions in this program as those courses are a requirement for admission to the program. Any requests for course exemptions must be based on equivalent courses completed at the Graduate Certificate level.

Graduation Requirements

7 Program Courses

Graduation Eligibility

To graduate from this program, a student must attain a minimum of 60% or a letter grade of P (Pass) or S (Satisfactory) in each course in each semester. The passing weighted average for promotion through each semester and to graduate is 60%.

Program Tracking

Program Courses	Hours
AUDM 1000 Dealership Management	36
AUDM 1001 Dealer Financial Management	36
AUDM 1002 Customer Experience	36
AUDM 1003 Parts and Accessories Management	36
AUDM 1004 Service Management	36
AUDM 1005 New and Used Sales Management	36
AUDM 1006 Growth and Opportunity Capstone	36
Hours	252
Total Hours	252

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.