

# 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 2023

**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

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](https://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 2023
- **Sem 2:** Winter 2024
- **Work Term 1:** Summer 2024
- **Sem 3:** Fall 2024

- **Work Term 2:** Winter 2025
- **Sem 4:** Summer 2025
- **Sem 5:** Winter 2026
- **Sem 6:** Summer 2026
- **Work Term 3:** Fall 2026
- **Sem 7:** Winter 2027
- **Sem 8:** Summer 2027

## 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

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 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

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
ECNM 1000	Microeconomics	42
MRKT 1001	Consumer Behaviour	42
Elective Non-Core Courses		
Select 1 course from the available list during registration.		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
MRKT 2000	Automotive Sales Concepts and Applications	42
Elective Non-Core Courses		
Select 1 course from the available list during registration.		42
<b>Hours</b>		<b>210</b>
Semester 4		
Core Courses		

ACTG 2002	Management Accounting	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 Practicum 1	42
<b>Hours</b>		<b>252</b>
<b>Semester 5</b>		
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
<b>Hours</b>		<b>210</b>
<b>Semester 6</b>		
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 Practicum 2	42
<b>Hours</b>		<b>252</b>
<b>Semester 7</b>		
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
<b>Hours</b>		<b>210</b>
<b>Semester 8</b>		
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
<b>Hours</b>		<b>210</b>
<b>Total Hours</b>		<b>1764</b>
<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:

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 Models and Theories
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	Current 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.

**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.*