



**Course Information**

<b>Course Title</b>	Automotive Management
<b>Course Prefix, Num. and Title</b>	AUMT 2301
<b>Division</b>	Vocational Science
<b>Department</b>	Automotive Technology
<b>Course Type</b>	WECM Course
<b>Course Catalog Description</b>	Study of human and customer relations, and customer satisfaction in the automotive service industry. Emphasis on management and building relationships between the service department and the customer.
<b>Pre-Requisites</b>	Certificate in Automotive Technology and must be TSI Satisfied
<b>Co-Requisites</b>	Enter Co-Requisites Here.

**Semester Credit Hours**

<b>Total Semester Credit Hours (SCH): Lecture Hours:</b>	3:3:0
<b>Lab/Other Hours</b>	
<b>Equated Pay Hours</b>	3
<b>Lab/Other Hours Breakdown: Lab Hours</b>	Enter Lab Hours Here.
<b>Lab/Other Hours Breakdown: Clinical Hours</b>	Enter Clinical Hours Here.
<b>Lab/Other Hours Breakdown: Practicum Hours</b>	Enter Practicum Hours Here.
<b>Other Hours Breakdown</b>	List Total Lab/Other Hours Here.

**Approval Signatures**

<b>Title</b>	<b>Signature</b>	<b>Date</b>
<b>Prepared by:</b>		
<b>Department Head:</b>		
<b>Division Chair:</b>		
<b>Dean/VPI:</b>		
<b>Approved by CIR:</b>		

## Additional Course Information

**Topical Outline:** Each offering of this course must include the following topics (be sure to include information regarding lab, practicum, and clinical or other non-lecture instruction).

Service Manager and the Business structure  
Ownership, Types of Facilities  
Induction and Personnel Development  
Basic Business Practice  
Accounting Process and Financial Statements  
Customer satisfaction  
Customer relationship

### Course Learning Outcomes:

**Learning Outcomes – Upon successful completion of this course, students will:**

1. Explain current management practices.
2. Describe customer relation techniques.
3. Explain the importance of customer satisfaction in the automotive industry.

**Methods of Assessment:**

1. Quizzes and assignments. A final exam will be given.
2. Quizzes and assignments. A final exam will be given.
3. Quizzes and assignments. A final exam will be given.

### Required text(s), optional text(s) and/or materials to be supplied by the student:

The Service Consultant Working in an Automotive Facility by Ronald A. Garner & C. William Garner 2nd Edition ISBN 13:978-1-133-61235-3 or latest edition

### Suggested Course Maximum:

24

**List any specific or physical requirements beyond a typical classroom required to teach the course.**

None

**Course Requirements/Grading System:** Describe any course specific requirements such as research papers or reading assignments and the generalized grading format for the course.

90%to 100% = A  
80%to 89% = B  
70%to79% = C  
60%to 69% = D  
Below60% = F

Quizzes, (exams) will be given. Quizzes, (exams), will count 90% of the letter grade. At the end of the course a final exam will be given that will count 10% of the letter grade.

## Curriculum Checklist:

- Administrative General Education Course** (from ACGM, but not in WCJC Core) – No additional documents needed.
- Administrative WCJC Core Course.** Attach the Core Curriculum Review Forms
  - Critical Thinking
  - Communication
  - Empirical & Quantitative Skills
  - Teamwork
  - Social Responsibility
  - Personal Responsibility
- WECM Course** -If needed, revise the Program SCANS Matrix and Competencies Checklist