

AUTOMOTIVE BUSINESS SCHOOL *of Canada* - EST. 1985 -



AUTOMOTIVE BUSINESS (CO-OP)

AUBU TWO-YEAR DIPLOMA

The program

This program prepares students for professional and essential support positions in automotive industry sectors such as dealerships and the aftermarket industry. Students are provided with a blend of theory and hands-on learning.

Graduate career opportunities

Dealership operations - parts, sales, service, leasing, financing

Automotive aftermarket - wholesale, retail, finance

Automotive-related industries - marketing, customer service, finance

Admission requirements

OSSD or equivalent with

- Grade 12 English (C or U)
- Any Grade 11* or 12 Mathematics (C, M or U)
*Minimum of 60% in Grade 11 College or University level Mathematics (MBF3C or MCF3M)

Start: September and January

Location: Barrie

Length: 2 years (4 semesters)

Practical experience: 2 co-op work terms

Credential: Ontario College Diploma, Co-op

Apply to: ontariocolleges.ca
(Code/Major: AUBU)



Semester 1 - Fall

- Financial Accounting Principles
- Concepts of the Auto Industry
- Introduction to Auto Technology
- Introduction to Marketing
- Introduction to Organizational Behaviour
- Communications
- Co-op Preparation

Semester 3 - Fall

- Applied Excel
- Introduction to the Canadian Automotive Aftermarket
- Microeconomics
- Human Resources Management Foundations
- Digital Media Marketing and Analytics
- General Education
- Business/Auto Option

Semester 2 - Winter

- Introduction to Fixed Operations
- Dealership Management Service
- Microcomputer Applications
- Mathematics of Finance
- Principles of Sales
- Communications
- General Education Course

Co-op Semester - Winter

Co-op Semester - Summer

Semester 4 - Summer

- Dealership Sales Operations
- Dealership Financial Statements
- Auto Law and Ethics
- Macroeconomics
- Business/Auto Option
- General Education Course

Above schedule is representative of a Fall start of the program, to find the layout of our winter start please contact us.

HONOURS BACHELOR OF BUSINESS ADMINISTRATION (AUTOMOTIVE MANAGEMENT) (CO-OP)

BBAA FOUR-YEAR DEGREE

The program

This program provides students with a degree-level education in business management with an applied focus on the automotive industry. Students learn current issues, trends and strategies that prepare them to adopt proactive approaches in identifying and responding to changes in the automotive industry.

Graduate career opportunities

Dealership Operations - management, parts, sales, service, leasing, financing, accounting and operations

Automotive aftermarket - wholesale, retail, finance, management, accounting and operations

Corporate level - finance, marketing, customer service, management, accounting and operations

Automotive-related industries - marketing, finance, customer service, management, accounting and operations

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

Applicants must meet minimum averages to receive final acceptance.

Start: September

Location: Barrie

Length: 4 years (8 semesters)

Practical experience: 3 co-op work terms + 2 Auto Show labs

Credential: Degree

Apply to: ontariocolleges.ca (Code/Major: BBAA)

Semester 1 - Fall

- Intro to Marketing
- Concepts of the Auto Industry
- Intro to Aftermarket
- Management Principles
- Intro to Multidisciplinary Research
- Co-op Hour

Semester 2 - Winter

- Core Business Applications
- Automotive Technology
- Dealership Management Systems
- Microeconomics
- Digital Marketing and Social Media

Co-op Semester - Summer

Semester 3 - Fall

- Intro to Accounting
- Auto Sales Concepts
- Macroeconomics
- Organizational Behavior
- Introduction to Human Resource Management

Co-op Semester - Winter

Semester 4 - Summer

- Management Accounting
- Dealership Sales Management
- Business Law for the Automotive Industry
- Business Mathematics
- Auto Practicum
- Interdisciplinary Modes of Communication (Non-Core Course)

Vacation Semester - Fall

Semester 5 - Winter

- Corporate Finance
- Ethics for Business
- Intro to Statistical Analysis
- Liberal Arts Elective
- Auto/Business Option
- Elective Core Course (1 of 2)
- Elective Non-core Course

Semester 6 - Summer

- Parts and Service Management
- Entrepreneurship and the Business Plan
- Statistical Analysis
- Auto Practicum 2
- Elective Non-Core Courses (2)

Co-op Semester - Fall

Semester 7 - Winter

- Automotive Commercial Relationships
- Dealership Financial Statement Analysis
- Automotive Marketing Management
- Elective Non-Core Courses (2)

Semester 8 - Summer

- Automotive Strategy Capstone
- Business Simulation
- Operations Management
- Elective Core Course (2 of 2)
- Elective Non-Core Course

They don't all know how to get to
the front of the pack.

But you. You're different.

Something special propels you:
In your world,
They're not just cars.
They're a lifestyle.

And they're about to become your career.
Because you don't just want to know the car business.
You want to be the car business.

Work for the big guns, be a part of
the big game.

You know that power isn't just about horses.

And you crave it.
But you don't just want glory.
You want it fast.
You want to get out there.
Learn from the best.

NETWORK. EXPERIENCE. ARRIVE.

And now, you will.
Because you are different.
You're driven.
This is your school



FIND OUT MORE ABOUT YOUR SCHOOL AT:



AutomotiveBusinessSchool.ca



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ontariocolleges.ca

**Automotive Business
School of Canada**

