AT R161: AUTOMOTIVE BUSINESS MANAGEMENT

Originator
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College
Oxnard College

Discipline (CB01A)
AT - Automotive Technology

Course Number (CB01B)
R161

Course Title (CB02)
Automotive Business Management

Banner/Short Title
Automotive Business Management

Credit Type
Credit

Start Term
Spring 2021

Formerly
AT R060 - Automotive Business Management

Catalog Course Description
This course covers the automotive service management operations of an automotive business/dealership as related to service advisor/manager by focusing on the repair order as a legal document, appointment systems, telephone skills, communication strategies, product knowledge, selling skills, customer service, warranties, and cost reduction methods. Successful completion of the class will prepare students for the ASE Automobile Service Consultant (C1) Exam.

Taxonomy of Programs (TOP) Code (CB03)
0948.00 - *Automotive Technology

Course Credit Status (CB04)
D (Credit - Degree Applicable)

Course Transfer Status (CB05) (select one only)
B (Transferable to CSU only)

Course Basic Skills Status (CB08)
N - The Course is Not a Basic Skills Course

SAM Priority Code (CB09)
C - Clearly Occupational

Course Cooperative Work Experience Education Status (CB10)
N - Is Not Part of a Cooperative Work Experience Education Program

Course Classification Status (CB11)
Y - Credit Course

Educational Assistance Class Instruction (Approved Special Class) (CB13)
N - The Course is Not an Approved Special Class

Course Prior to Transfer Level (CB21)
Y - Not Applicable

Course Noncredit Category (CB22)
Y - Credit Course

Funding Agency Category (CB23)
Y - Not Applicable (Funding Not Used)

Course Program Status (CB24)
1 - Program Applicable

General Education Status (CB25)
Y - Not Applicable

Support Course Status (CB26)
N - Course is not a support course

Field trips
May be required

Grading method
Letter Graded

Alternate grading methods
Credit by exam, license, etc.
Student Option- Letter/Pass
Pass/No Pass Grading

Does this course require an instructional materials fee?
No

Repeatable for Credit
No

Is this course part of a family?
No

Units and Hours

Carnegie Unit Override
No

In-Class

Lecture
Minimum Contact/In-Class Lecture Hours
87.5
Maximum Contact/In-Class Lecture Hours
87.5

Activity

Laboratory
Minimum Contact/In-Class Laboratory Hours
52.5
Maximum Contact/In-Class Laboratory Hours
52.5

Total in-Class

Total in-Class
Total Minimum Contact/In-Class Hours
140
Total Maximum Contact/In-Class Hours
140

Outside-of-Class

Internship/Cooperative Work Experience

Paid

Unpaid

Total Outside-of-Class

Total Outside-of-Class
Minimum Outside-of-Class Hours
175
Maximum Outside-of-Class Hours
175

Total Student Learning

Total Student Learning
Total Minimum Student Learning Hours
315
Total Maximum Student Learning Hours
315

Minimum Units (CB07)
6
Maximum Units (CB06)
6

Student Learning Outcomes (CSLOs)	
	Upon satisfactory completion of the course, students will be able to:
1	Evaluate customer complaints and know the correct method to resolve issues.
2	Research the pay scale for automobile technicians.
3	Properly record repair instructions and create a legal estimate for repairs.
4	Comprehend the "Write it Right" program and understand the correct way to greet a customer.

Course Objectives

	Upon satisfactory completion of the course, students will be able to:
1	Write an industry standard repair order in accordance with California Bureau of Automotive Repair "Write It Right" regulations.
2	Identify and correct safety hazards found in the auto shop.
3	Efficiently manage the physical resources of the auto shop.
4	Describe and demonstrate customer relations.
5	Manage personnel and service workflow.
6	Properly manage mass media and target marketing strategies.

Course Content

Lecture/Course Content
1. The Automotive Service Industry
    a. Types of automotive repair facilities
    b. Changes in types of automotive services
    c. Increase of complexity in automotive repair
2. Physical Resources
    a. Building
    b. Equipment
    c. Parts supply
3. Man Power Resources
    a. Personnel duty / function definition
    b. Personnel duty / function consolidation
4. Service Workflow
    a. Systems paradigm
    b. Repair process
    c. Using systems paradigm to troubleshoot business deficiencies
5. Laws and Regulations
    a. Function & jurisdiction of Bureau of Automotive Repair
    b. Description of laws pertaining to automotive repair businesses
    c. Smog Check program
6. Long Range Planning
    a. Understanding development of vision and mission statements
    b. Applying values to business implementation
    c. Creating and evaluating business goals
7. Short Range Planning
    a. Creating short range plans from the platform of long range plans
    b. Understanding business-environment factors
    c. Evaluating business strengths and weaknesses
8. Income Expenses
    a. Defining and understanding key terms used in mathematical evaluation of profit
    b. Evaluating profit by profit centers
    c. Types of expenses and how to control them
9. Compensation Plans
    a. Flat-rate system
    b. Hourly and salary payment methods
    c. Variable rate of pay within other standardized systems
10. Production Plans
    a. Individual production plan
    b. Team production plan
    c. Support system plan
11. Customer Service
    a. Basic communications skills
    b. Value of a satisfied customer
    c. Resolving Customer disputes
12. Staffing
    a. Recruiting qualified personnel
    b. Motivating employees
    c. Progressive discipline
13. Marketing
    a. Mass Media
    b. Target marketing
    c. Building your business identity
14. Sales
    a. Point of Purchase merchandising
    b. Selling service

Laboratory or Activity Content

1. Communication
   a. Verbal, vocal, visual communication
   b. Communicating time effectively
   c. Demystifying misunderstandings
2. Shop layout
   a. Matching layout to business plan
   b. Using layout to accommodate equipment and inventory
   c. Maximizing efficiency through and effective shop layout
3. Shop cost planning
   a. Making cost effective decisions to purchase equipment
   b. Working in a partnership to create consensus opinion
4. Ethics
   a. Using personal viewpoints to establish business practices
   b. Using customer viewpoints to augment business practices
   c. Using liability understanding to establish business practices
5. Laws and Regulations
   a. Research law
   b. Interpret law
6. Parts and Time Estimating
   a. Creating accurate repair estimates
   b. Using technology to assist in speed and accuracy
7. Repair description
   a. Providing effective oral and written communication
   b. Use of everyday language to explain technical terminology
8. Role play (initial contact)
   a. Introduction
   b. Understanding primary concern
   c. "Making the deal"
   d. Recording the agreement in a legal format
9. Role play (documenting "specific job")
   a. Understanding primary concern
   b. Recording non-ambiguous statements
   c. Implement legal requirements of written estimates
10. Profit-Loss Planning Exercises
    a. Variable rate assignments to repair functions
    b. Determining profit of different compensation formats
    c. Financial planning of increased capacity demands
11. Field Survey
    a. Cold call practice
    b. Appointment setting
    c. Effective question notation
12. Role play (angry customer)
    a. Diffusing anger
    b. Understand root cause of dispute
    c. Effective problem solving
    d. Emotional control / professionalism
13. Communication Style
    a. Determining personal style of yourself and others
    b. Capitalizing on positive traits of your style
    c. Awareness of customer style while building trust
14. Role play (complete transaction)
    a. All facets of communication
    b. Complete documentation for legality and liability
    c. Write it Right process
15. Computerized invoicing systems
    a. Creating a customer database
    b. Utilizing invoicing system for consistency

  c. Professional presentation
  d. Maintenance of electronic records

Methods of Evaluation

Which of these methods will students use to demonstrate proficiency in the subject matter of this course? (Check all that apply):

Problem solving exercises
Skills demonstrations
Written expression

Methods of Evaluation may include, but are not limited to, the following typical classroom assessment techniques/required assignments (check as many as are deemed appropriate):

Essay exams
Individual projects
Laboratory activities
Laboratory reports
Portfolios
Reports/papers

Instructional Methodology

Specify the methods of instruction that may be employed in this course

Audio-visual presentations
Case studies
Distance Education
Demonstrations
Field trips
Instructor-guided interpretation and analysis
Lecture

Describe specific examples of the methods the instructor will use:

1. Reading assignments: Textbook reading assignments will be discussed in class to assist students in the operation of the automobile repair shop.
2. Lecture presentations pertaining to customer relations, shop safety, and Technician Certification.

Representative Course Assignments

Writing Assignments

1. Students will be required to answer questions at the end of each chapter; all tests include essay questions, such as system identification.
2. Students will be required to research and write summaries of the different roles and responsibilities for a manager at a service station and auto dealership.

Critical Thinking Assignments

1. Recognize accounting norms and abnormalities.
2. Understand employee law, hiring practices, workers compensation, customer care, insurance information.
3. Navigate customer interactions properly.

Reading Assignments

1. Students will be required to do outside readings in professional journals such as Motor Service Journal and Motor Age Magazine in addition to the textbook assignments and summarize assigned reading topics.
2. Students will be required to read certification exam questions and submit answers in class.

Skills Demonstrations

1. Write a check
2. Balance accounting journals
3. Complete tax forms

Other assignments (if applicable)
1. Computer information systems will be used to search for specific types of repairs for specific makes and models of vehicles, this information will be detailed in a report and submitted to the instructor for grading.

Outside Assignments

Representative Outside Assignments
1. Students will visit dealerships, businesses and evaluate the operation.
2. Students will complete the Write it right slate of videos

District General Education

A. Natural Sciences

B. Social and Behavioral Sciences

C. Humanities

D. Language and Rationality

E. Health and Physical Education/Kinesiology

F. Ethnic Studies/Gender Studies

CSU GE-Breadth

Area A: English Language Communication and Critical Thinking

Area B: Scientific Inquiry and Quantitative Reasoning

Area C: Arts and Humanities

Area D: Social Sciences

Area E: Lifelong Learning and Self-Development

CSU Graduation Requirement in U.S. History, Constitution and American Ideals:

IGETC

Area 1: English Communication

Area 2A: Mathematical Concepts & Quantitative Reasoning

Area 3: Arts and Humanities

Area 4: Social and Behavioral Sciences

Area 5: Physical and Biological Sciences

Area 6: Languages Other than English (LOTE)

Textbooks and Lab Manuals
Resource Type
Textbook

Classic Textbook
No

Description
Andrew A Rezin (2012). Automotive Service Management – Principles into Practice (Second/e). Prentice Hall.

Library Resources

Sufficient Library Resources exist
Yes

Distance Education Addendum

Definitions

Distance Education Modalities
Hybrid (51%–99% online)
Hybrid (1%–50% online)
100% online

Faculty Certifications

Faculty assigned to teach Hybrid or Fully Online sections of this course will receive training in how to satisfy the Federal and state regulations governing regular effective/substantive contact for distance education. The training will include common elements in the district-supported learning management system (LMS), online teaching methods, regular effective/substantive contact, and best practices.
Yes

Faculty assigned to teach Hybrid or Fully Online sections of this course will meet with the EAC Alternate Media Specialist to ensure that the course content meets the required Federal and state accessibility standards for access by students with disabilities. Common areas for discussion include accessibility of PDF files, images, captioning of videos, Power Point presentations, math and scientific notation, and ensuring the use of style mark-up in Word documents.
Yes

Regular Effective/Substantive Contact

Hybrid (1%–50% online) Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Regular use of asynchronous discussion boards encourages various types of interaction and critical thinking skills among all course participants. Questions and topics posed will allow students to discuss, compare and contrast, identify, and analyze elements of the course outcomes. Other discussion boards may be used for Q&A and general class discussion by students and instructor to facilitate student success and strengthen student learning outcomes.
E-mail	E-mail, class announcements and various learning management system tools such as "Message Students Who" and "Assignment Comments", will be used to regularly communicate with all students on matters such as clarification of class content, reminders of upcoming assignments and/or course responsibilities, to provide prompt feedback to students on coursework to facilitate student learning outcomes, or to increase the role of an individual educator in the academic lives of a student. Students will be given multiple ways to email instructor through both the learning management system inbox and faculty provided email accounts.

Face to Face (by student request; cannot be required)	Students will have direct face-to-face contact with instructor during weekly class meetings. This time will provide the opportunity for students to discuss and ask questions about the material to facilitate student learning objectives and course outcomes. The instructor will also hold weekly, scheduled office hours for students to be able to meet and discuss course materials or individual progress. Students can request additional in-person or web conferencing meetings with faculty member as needed. Faculty may encourage online students to form "study groups" in person or online. Note: For hybrid classes, face-to-face class time will provide opportunities for students to discuss amongst themselves (in groups or pairs) and ask questions about the material to facilitate SLOs and course outcomes.
Other DE (e.g., recorded lectures)	Faculty may use a variety of ADA compliant tools and media integrated within the learning management system to help students reach SLO competency. Tools may include: o Recorded Lectures, Narrated Slides, Screencasts o Instructor created content o OC Online Library Resources o Canvas Peer Review Tool o Canvas Student Groups (Assignments, Discussions) o 3rd Party (Publisher) Tools (MyOpenMath) o Websites and Blogs o Multimedia (YouTube, Films on Demand, 3CMedia, Khan Academy, etc.)
Synchronous Dialog (e.g., online chat)	Instructor may provide a set time each week where they will be available for synchronous chat and be available in the discussion board and can answer questions in live time.
Video Conferencing	Video tools such as ConferZoom can be used to provide live synchronous or asynchronous sessions with students. ADA compliance will be upheld with Closed Captioning during the session or of the recorded session. Video Conferences will be used to facilitate SLOs and student-to-student group meetings will also be encouraged.

Hybrid (51%–99% online) Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Regular use of asynchronous discussion boards encourages various types of interaction and critical thinking skills among all course participants. Questions and topics posed will allow students to discuss, compare and contrast, identify, and analyze elements of the course outcomes. Other discussion boards may be used for Q&A and general class discussion by students and instructor to facilitate student success and strengthen student learning outcomes.
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100% online Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Regular use of asynchronous discussion boards encourages various types of interaction and critical thinking skills among all course participants. Questions and topics posed will allow students to discuss, compare and contrast, identify, and analyze elements of the course outcomes. Other discussion boards may be used for Q&A and general class discussion by students and instructor to facilitate student success and strengthen student learning outcomes.
E-mail	E-mail, class announcements and various learning management system tools such as "Message Students Who" and "Assignment Comments", will be used to regularly communicate with all students on matters such as clarification of class content, reminders of upcoming assignments and/or course responsibilities, to provide prompt feedback to students on coursework to facilitate student learning outcomes, or to increase the role of an individual educator in the academic lives of a student. Students will be given multiple ways to email instructor through both the learning management system inbox and faculty provided email accounts.
Face to Face (by student request; cannot be required)	The instructor will hold weekly, scheduled office hours either in person or via-web conferencing, for students to be able to meet and discuss course materials or individual progress. Students can request additional in-person or web conferencing meetings with faculty member as needed. Faculty may encourage online students to form "study groups" in person or online.
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Video Conferencing	Video tools such as ConferZoom can be used to provide live synchronous or asynchronous sessions with students. ADA compliance will be upheld with Closed Captioning during the session or of the recorded session. Video Conferences will be used to facilitate SLOs and student-to-student group meetings will also be encouraged.
Telephone	Students can request for instructor to call or vice versa in order to answer one-on-one questions about course material or student progress.

Examinations

Hybrid (1%–50% online) Modality
Online
On campus

Hybrid (51%–99% online) Modality
Online
On campus

Primary Minimum Qualification
AUTOMOTIVE TECHNOLOGY

Review and Approval Dates

Department Chair
12/02/2020

Dean
12/02/2020

Technical Review
12/09/2020

Curriculum Committee
12/09/2020

CCCCO
MM/DD/YYYY

Control Number
CCC000611495

DOE/accreditation approval date
MM/DD/YYYY