

Automotive Management

*Effective Term – Fall 2007 [2007*03] – SBCC 05/18/07*

AUM 110	History of Auto Industry	3	0	3
Prerequisites:	None			
Corequisites:	None			

This course examines the profound effect the automobile industry has had on our culture and the global economy. Emphasis is placed on the history of the automobile, the industry created, how the industry reshaped our culture, and the domestic and global economy. Upon completion, students should be able to analyze significant economic and cultural developments created by the automotive industry.

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AUM 111	Managing Automotive Org	3	0	3
Prerequisites:	None			
Corequisites:	None			

This course will cover the principles and procedures involved in managing an automotive facility. Emphasis is placed on record maintenance, facility layout, technical service training, personnel management, parts management, and computer-based shop management systems. Upon completion, students should be able to demonstrate procedures used in the day-to-day operations of an automotive facility.

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AUM 112	Emerging Trends-Auto Ind	3	0	3
Prerequisites:	None			
Corequisites:	None			

This course will cover emerging trends in the automotive industry. Topics will include an overview of management styles, manufacturing processes, technological advances, and current and future trends affecting the automotive industry. Upon completion, students should be able to discuss and analyze the current and future trends affecting the automotive industry.

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AUM 113	Auto Systems Fundamentals	2	2	3
Prerequisites:	None			
Corequisites:	None			

This course will cover basic fundamentals of the different systems of an automobile. Topics will include an overview of engines, brakes, manual drive trains/axles, climate control, electrical, engine performance, automatic transmission, and suspension and steering systems fundamentals. Upon completion, students should be able to describe the fundamentals of operations of the various systems of an automobile.

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AUM 214	Warranty Proc & Cust Rel	3	0	3
Prerequisites:	None			
Corequisites:	None			

This course will cover warranty procedures for products and services and customer relations. Topics will include identification of product and/or service failures, interaction required with the customer, business, and the manufacturer to achieve acceptable solutions to warranty claims. Upon completion, students should be able to demonstrate skills developed to interact with consumers and proper methods to deal with consumer warranty repairs.

		Class	Lab	Credit
<i>Effective Term – Fall 2007 [2007*03] – SBCC 05/18/07</i>				
AUM 215	Auto Internet Marketing	2	2	3
Prerequisites:	None			
Corequisites:	None			

This course will cover the identification and development of internet marketing tools for automotive organizations. Emphasis will be placed on developing a comprehensive website to market sales, service, and parts for an automotive retail environment. Upon completion, students should be able to demonstrate skills to develop and maintain an appealing automotive internet marketing website.

See the SEL and SEM prefixes for generic Selected Topics and Seminar course descriptions